



**Kaunas  
Faculty**

# **PROGRAM**

## **14th International Conference on Culture and Creativity**

**10th of December, 2021**

**Virtual conference**



**Kaunas  
Faculty**

VILNIUS UNIVERSITY  
KAUNAS FACULTY

# 14<sup>th</sup> International Conference on Culture and Creativity

Kaunas

10<sup>th</sup> of December, 2021

## CONFERENCE PROGRAM

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

The Head of Social Sciences and Applied Informatics of Vilnius University Kaunas Faculty **dr. Giedrius Romeika** and the Head of Institute of Social Sciences and Applied Informatics, scientific group “Creative Industries and Innovations” **prof. dr. Virginija Jurėnienė**

### 10:10-12:10 PLENARY SESSION (*Moderator: prof.dr. Virginija Jurėnienė*)

10:10 - 10:55 **Dr. Milena Dragičević Šešić** (*University of Arts, Belgrade*)

“Pandemic as Catalyser for Best and Worst in Cultural Organisations”

11:10 - 11:55 **Dr. Steven Hadley** (*National University of Ireland, Galway*)

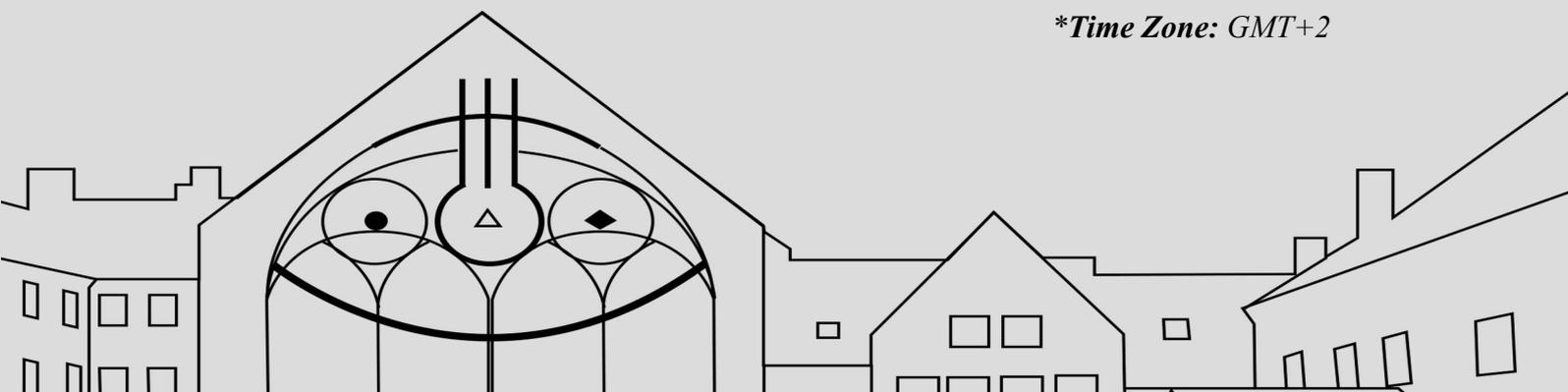
“Are We the Baddies? Audience Development, Cultural policy and Ideological Precarity”

### 12:10 - 12:30 DISCUSSION AND COFFEE BREAK

12:30–15:50 PARALLEL SESSIONS (A, B, C, D)

### 16:00–16:10 CLOSING OF THE CONFERENCE

*\*Time Zone: GMT+2*

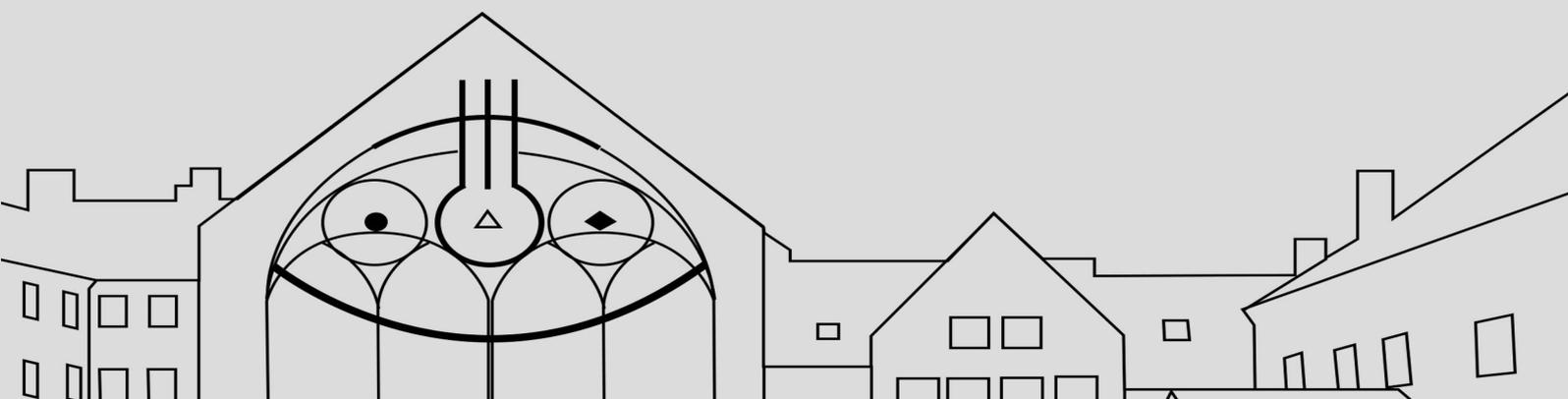




## PARALLEL SESSIONS

<b>SESSION A: New trends in heritage and cultural tourism management</b> Moderator: Dr. Triin Jerlei (Middlesex University, UK)	
12:30 - 12:45	<b>Pavlo Berest (National Academy of Culture and Arts Management, Ukraine)</b> Cultural tourism in Ukraine during a pandemic: the situation and prospects for development
12:50- 13:05	<b>Martynas Radzevičius (Kaunas University of Applied Sciences, Lithuania)</b> The post-pandemic changes of dark tourism industry
13:10 - 13:25	<b>Lolita Ozoliņa (Latvian Academy of Culture, Latvia)</b> Landscape discourse on the formation of the sense of place in the local community. Case of newly discovered hillforts in Latvia 2018-2021
13:30 - 13:45	<b>Dr. Miglė Černikovitė, Dr. Giedrė Vaičekauskienė, Dr. Raimondas Paškevičius (Vilnius University, SMK University of Applied Social Sciences, Vytautas Magnus University, Lithuania)</b> The Role of Pop-Culture in Formation of Lithuanian Identity
13:50 - 14:05	<b>Dr. Triin Jerlei (Middlesex University, United Kingdom)</b> Old Town in Baltic souvenir production: past and present
14:10	Discussion

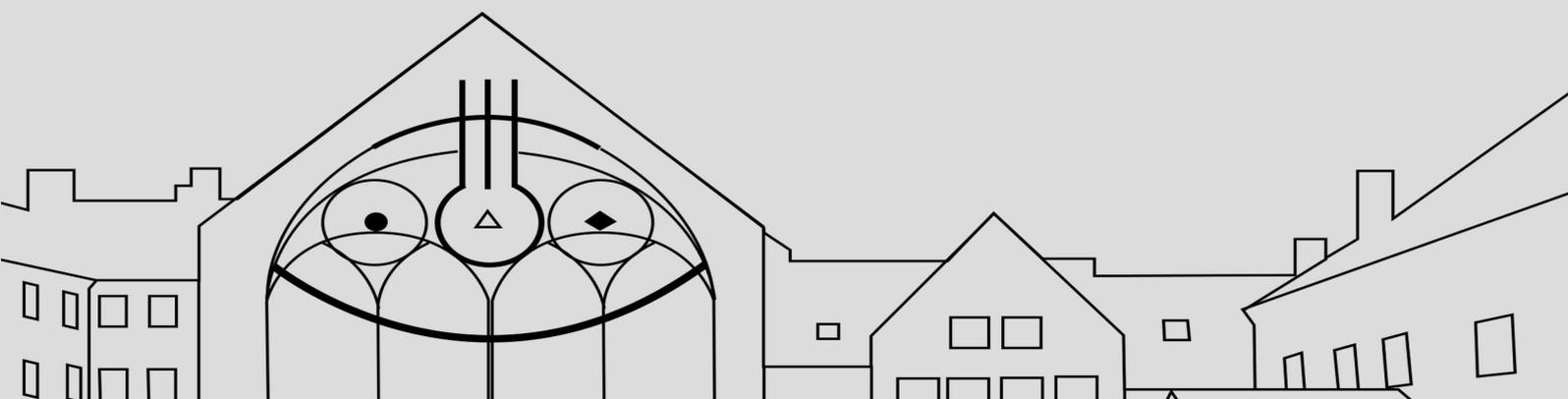
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<b>SESSION B: Marketing solutions of cultural organisations during the pandemic</b>	
Moderator: Prof. Dr. Virginija Jurėnienė (Vilnius University, Lithuania)	
12:30 - 12:45	<b>Dr. Miglė Černikovaitė (Vilnius University, Lithuania)</b> New marketing solutions for theater digitalisation in Lithuania
12:50 - 13:05	<b>Skaistė Jurėnė (Vilnius University, Lithuania)</b> Principles of Audience Engagement for Cultural Organisations
13:10 - 13:25	<b>Marta Szadowiak (SWPS University of Social Sciences and Humanities, Poland)</b> #Streamosis. Will it stay with us forever?
13:30 - 13:45	<b>Ugnė Pavlovaitė (Vilnius University, Lithuania)</b> Value innovation creation in a creative industries platform
13:50 - 14:05	<b>Dr. Adrià Harillo Pla (Spain)</b> The conditions of success: a change in bowness model
14:10 - 14:25	<b>P.Nagappan, Dr. N. Panchanatham, Dr.V.S.Adigal (Annamalai University, Manjunatha College of Commerce, India)</b> Consumer and Business Innovation during pandemic through mobile app adoption
14:30 - 14:45	<b>Ieva Bertašiūtė Grosbaha (Vilnius Art Academy, Lithuania)</b> What Artist's Hands Know - Material Intelligence and Silent Knowledge in Creative Practice
14:50 - 15:05	<b>Dr. Ingrida Griesienė, Dr. Miglė Sarvutytė-Gailiūnienė (Vilnius University, Lithuania)</b> Audience development opportunities: the case of museums and theatres in Lithuania
15:10 - 15:25	<b>Dr. Virginija Jurėnienė (Vilnius University, Lithuania)</b> Product/service adaptation in cultural centres during the pandemic
15:30	Discussion

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### SESSION C: Solutions of political and educational challenges for cultural organisations

Moderator: Assoc. Prof. Dr. Audronė Rimkutė (Vilnius University, Lithuania)

14:30 - 14:45	<b>Dr. Irena Alperytė (Vilnius Academy of Arts, Lithuania)</b> Assessing the impact of cultural education activities: the problem of a criterion or when we lose the ability to compare
14:50 - 15:05	<b>Auksė Antulienė (Lithuanian Academy of Music and Theatre, Lithuania)</b> Process drama as a tool for arts-based research
15:10 - 15:25	<b>Dr. Dovilė Balevičienė (Kaunas University of Applied Sciences, Lithuania)</b> Cultural diversity: opportunities and challenges in cultural organizations
15:30 - 15:45	<b>Dr. Audronė Rimkutė (Vilnius University, Lithuania)</b> Challenges to the autonomy of art in Lithuanian cultural politics
15:50	Discussion

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### SESSION D: Students' session (in Lithuanian)

Moderator: Junior.Asist. Ugnė Pavlovaitė (Vilnius University, Lithuania)

14:30 - 14:45	<b>Rugilė Navickaitė (Vilnius University, Lithuania)</b> Informational Accessibility of Art in Regions for People with Disabilities
14:50 - 15:05	<b>Neringa Grigarienė (Vilnius University, Lithuania)</b> Cooperation Peculiarities between Designers, Artists and Managers when Creating Black Ceramics Prototypes for the Market: Case of Baltic Patterns in Ceramics: from the Past to the Future
15:10 - 15:25	<b>Alina Gudzinskė, Dr. Virginija Jurėnienė (Vilnius University, Lithuania)</b> Museum visitors satisfaction through the emotional intelligence of the museum as a product provider research presentation
15:30 - 15:45	<b>Rūta Pilkytė (Vilnius University, Lithuania)</b> Strategic financial management of organizers of classical music performances
15:50 - 16:00	<b>Aurelija Kuizinaitė, Dr. Virginija Jurėnienė (Vilnius University, Lithuania)</b> The Role of the Artist in a Communal Art Project

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