18th Prof. Vladas Gronskas International Scientific Conference

1st of December, 2023, Kaunas, Lithuania

CONFERENCE PROGRAM

9:30 – 10:00 REGISTRATION
(Vilnius University Kaunas Faculty, Entrance Hall in Building 4, Address: Muitinės str. 8, LT-44280, Kaunas), **coffee** *(next to Room: J. Jablonskio a.)*

10:00 - 11:15 OPENING OF THE CONFERENCE *(Room: J. Jablonskio a.)*

Dean of Vilnius University Kaunas Faculty, **Assoc. Prof. Dr Giedrius Romeika**.

KEYNOTE SPEAKERS PRESENATIONS *(Room: J. Jablonskio a.)*

> ➢ **Ernesta Varnelienė –** *Head of Exports Asia at MV GROUP Production. Markets expertise Taiwan, Vietnam, Cambodia, and others (Lithuania):*
> **"What you need to know before you start export to Asia?"**

> ➢ **Gintarė Dagytė-Kavoliūnė –** *Senior Marketing Project Manager at Go Vilnius, PhD candidate at Vilnius University (Lithuania):*
> **"Can we empower neurotechnologies to increase sustainable consumer behavior?"**

> ➢ **Assist. Prof. Dr Renata Danielienė –** *manager of CyberAgent: SMEs Cyber Security Change Agents project at VU Kaunas Faculty, assistant lecturer at VU Kaunas Faculty (Lithuania):*
> **"Cyber security challenges for small and medium-sized businesses"**

11:15–11:30 COFFEE BREAK *(next to room: J. Jablonskio a.)*

11:30 – 13:50 PARALLEL SESSIONS IN SECTIONS (A, B, C, D, E)

13:50 – 15:30 LUNCH BREAK
(M. Valančiaus str. 9, Kaunas, „Bernelių užeiga", few minutes' walk form the conference venue, entrance "Burmistro menė")

15:30 – 15:40 AWARDS FOR THE BEST PRESENTATION FROM EACH SECTION and CLOSING OF THE CONFERENCE *(Room: J. Jablonskio a.)*

*Time Zone: GMT+2

PARALLEL SESSIONS

SECTION A: Development of Business, Innovation and Entrepreneurship
(Room: XVI a.)

	Moderators: Assoc. Prof. Dr Ingrida Šarkiūnaitė, Assoc. Prof. Dr Ilona Kiaušienė, Assist. Prof. Dr Dovilė Balevičienė	
11:30	**Ajana Lolat-Pazarauskienė (ISM University of Management and Economics, Lithuania)** Humanizing Disability: Empowering Career Opportunities Beyond Stigmas	
11:50	**Kristian Pultz Schlosser, Aivars Spilbergs, Tatjana Volkova (RISEBA University of Applied Sciences, BA School of Business and Finance, Latvia)** Balancing Strategic Leadership for Creating Social and Business Results *(Online presentation)*	
12:10	**Ugnė Jurkutė, Alina Stundžienė (Kaunas University of Technology, Lithuania)** The Impact of Working Hours on Economic Indicators: A Systematic Review	
12:30	**Andrius Montrimas (Kaunas University of Technology, Lithuania)** Methodological Approach for Measuring Resilience Through Industrial Composition	
12:50	**Paulius Grendelis (Mykolas Romeris University Law School, Lithuania)** Potential Consequences of the Strategic Exploitation of Intellectual Property Protection for the Development of Innovation	
13:10	**Gintarė Jurkševičiūtė, Jovita Danielytė, Vilma Morkūnienė, Aušra Žvironienė (Kauno kolegija Higher Education Institution, Lithuania)** Students' Financial Behavior Change in Labor Market Context: Kauno kolegija Higher Education Institution Case	

SECTION B: Development of Business, Innovation and Sustainable Development (Room: V. Žulio a.)

	Moderators: Prof. Dr Remigijus Čiegis, Prof. Dr Asta Mikalauskienė, Prof. Dr Kristina Rudžionienė, Assoc. Prof. Dr Rasa Pušinaitė – Gelgotė	
11:30	**Dovydas Skarolskis (Vilnius University, Lithuania)** Neoliberalisms and Their Ethical Assumptions *(Online presentation)*	
11:50	**Ahmad Kaab Omeir, Deimantė Vasiliauskaitė (Vilnius University, Lithuania)** Corporate Sustainable Bonds Volatility Assessment in Different Markets	
12:10	**Mangirdas Morkūnas (Lithuanian Centre for Social Sciences, Lithuania)** Revealing the Euro2040 Farmer Profiles Relevant to Lithuania	
12:30	**Erkan Agaslan, Hasan Ture (Kütahya Dumlupinar University, Ankara Haci Bayram Veli University, Turkey)** Evolution of Current Account Determinants Over Time	
12:50	**Gabija Stanislovaitytė (Vilnius University, Lithuania)** The Role of Forests in Decarbonization of Economy and Creation of Carbon Neutral Society: Systematic Literature Review	
13:10	**Ahmet Ekmekcioglu (Szechenyi Istvan University, Hungary)** The importance of Kofer Port in Chinese Direct Investments in Visegrad Countries *(Online presentation)*	
13:30	**Mariam Kasradze, Mahyar Kamali Saraji (Vilnius University, Lithuania)** Assessing Key Indicators of Efficient Green Energy Production for IEA Members	

SECTION C: Information and Communication Technologies in Finance, Management and Marketing Solutions (Room: X a.)

Moderators: Assoc. Prof. Dr Giedrius Romeika, Assist. Prof. Dr Indrė Ščiukauskė, Assist. Prof. Dr Ingrida Griesienė	
11:30	**Terhi Kärpänen (University of Helsinki, Finland)** Cognitive Accessibility in Consumer Digital Services
11:50	**Olga Snarskė (Mykolas Romeris University, Lithuania)** The Impact of LEAN On Improving the Quality of Logistics Services by Using Information Technologies
12:10	**Neringa Mžavanadze, Eligijus Toločka (Vilnius Tech, Lithuania)** Enhancing Supply Chain Synchronization in the Fast-Moving Consumer Goods Industry
12:30	**Sahin Ünsal (University of Latvia, Latvia)** Approach to Modern Production in the Context of Quality Management *(Online presentation)*
12:50	**Inguss Vircavs (University of Latvia, Latvia)** The Impact of Restrictions on the State-owned Enterprises to Expand Their Operations into New Product Lines in Latvia
13:10	**Annija Vecuma-Veco (University of Latvia, Latvia)** Employer Image & Employer Brand: Interaction of Both Terms *(Online presentation)*

SECTION D (Bachelor students, posters): Development of Business, Innovation and Information Systems (1) (Room: III)

Moderators: Assist. Prof. Dr Renata Danielienė, Assoc. Prof. Dr Saulius Masteika	
11:30	**Illia Bulhar, Oleg Kostenko, Ihor Milevskyi, Anton Rusynyk, Matvii Sovhirenko (Vilnius University, Ukraine)** Echoesforum - Online Chat and Forum Service
11:40	**Andrii Anapolskyi, Yevheniia Benediuk, Mykyta Berezuiev, Daniil Ishchenko, Maksym Mikhieiev (Vilnius University, Ukraine)** Fact-Based App for Knowledge Sharing
11:50	**Sofiia Chekmenova, Stepan Kozlov, Jaykumar Mathukiya, Oleksii Parshyn, Yehor Poliarskyi (Vilnius University, Ukraine/Ukraine/India/Ukraine/Ukraine)** The Secure Digital Service Environment «Purple Vpn»
12:00	**Aušrinė Čičinskaitė, Mantas Baltramaitis, Mohamed Mahmoud Saied Ghazala, Deividas Ivanauskas, Ramez Maher Raymond Kamel (Vilnius University, Lithuania/ Lithuania /Egypt/Lithuania/Egypt)** Information System of Self-Ordering for Restaurants
12:10	**Doney Biju John, Aishwariya Gopan, Anne Palviny Njomo Ngassa, Waleed Ragheb Tanbour, Nachon Luna (Vilnius University, India/India/Cameroon/Jordan/Tailand)** A Method and System for Centralized Home Automation: Smart Home Automation Hub
12:20	**Deividas Grėsius, Mantas Kazlauskas, Ernestas Rainys (Vilnius University, Lithuania)** Drivers Of Demand for Kitkat Chocolates
12:30	**Rokas Stankūnas, Benas Ponetauskas, Justė Jagminaitė, Martynas Matijošius, Laurynas Pivoras (Vilnius University, Lithuania)** Timely – Web Application for Easy and Quick Meeting Planning
12:40	**Pijus Jasiukėnas, Vilius Žekonis, Kristupas Grigas, Aidas Markas Jurkevičius, Šarūnas Dovidavičius (Vilnius University, Lithuania)** Url Shortening Made Hassle Free
12:50	**Goda Stungurytė, Ričardas Gricuk, Nerilius Puotkalis, Ugnius Silevičius, Neda Romelytė (Vilnius University, Lithuania)** Travel Planner App
13:00	**Karolis Vagusevičius, Aušrinė Vainauskaitė (Vilnius University, Lithuania)** Search Engine Optimisation (Seo) Score and Written Content Improvement Using Generative Ai Tools
13:10	**Saulius Gudaitis, Kostas Valuckas (Vilnius University, Lithuania)** The Content Characteristics Impacting Consumer Behaviour on Instagram
13:30	**Gustas Ramanauskas, Ingrida Griesienė (Vilnius University, Lithuania)** The Influence of Artificial Intelligence on Changes in Consumer Behavior

SECTION E (Bachelor students, posters): Development of Business, Innovation and Information Systems (2) (Room: V)

	Moderators: Assoc. Prof. Dr Vytautas Rudžionis, Assist. Prof. Dr Vera Moskaliova, Assist. Prof. Dr Antanas Ūsas
11:30	**Pedro Jesús Sánchez Liébana, Victor Aguilar Méndez, Vladislavs Sipovics, Rihards Pokulis (Vilnius University, Spain/Spain/Latvia/Latvia)** Digital Support System for Celiac People
11:40	**Goda Gailiūnaitė, Gytis Jankauskas, Mindaugas Strimaitis (Vilnius University, Lithuania)** Adaptation Of New Employees in The Company
11:50	**Serhii Fedorov, Kyrylo Klymchuk, Anton Klymchuk, Oleksandr Konstantinov, Mykola Savchenko (Vilnius University, Ukraine)** Aerohub: Crypto-Based Avia Tickets Selling System
12:00	**Veronika Myroshnychenko, Girey Osmanov, Mirzohrab Salahzade, Farid Salmanov (Vilnius University, Ukraine/Ukraine/Azerbaijan/Azerbaijan)** Music Application
12:10	**Danylo Sobchenko, Yehor Markin, Mariia Nikolaeiva, Andrii Matsevytyi, Vitalii Sushko (Vilnius University, Ukraine)** The Restaurant Ordering App "Bebro Blynine"
12:20	**Muhammad Muslim, Nayan Maniyath Joshy, Rajvansh Patel, Shubham Bhasker, Abdul Salam, Kathan Chuhan (Vilnius University, Pakistan/India/India/India/India/India)** Innovating Home Cooking: Culinnovate
12:30	**Gabrielė Adomaitytė, Robertas Badauga, Darija Baranauskaitė (Vilnius University, Lithuania)** The Attitude of The Company's Employees Towards the Non-Polluting Vehicles Offered by The Company
12:40	**Tautvydas Markulis, Matas Janavičius, Domantas Janušauskas, Tomas Paulius Grigorjevas, Domas Šestakovas (Vilnius University, Lithuania)** Pursuit - Leisure Sport Activity App
12:50	**Dovydas Kasulis, Lukas Malijauskas, Naglis Seliokas, Nedas Orlingis (Vilnius University, Lithuania)** Noxusnotes – A Secure Note Taking App
13:00	**Milija Baranovskaja, Gabrielė Senavaitytė (Vilnius University, Lithuania)** Factors Shaping Influencer-Follower Engagement on Instagram
13:10	**Jotautas Masys, Jonas Panceris (Vilnius University, Lithuania)** The Impact of Content Marketing on Political Campaigns and Their Ethics
13:30	**Jorė Bendinskaitė, Dovilė Balevičienė (Vilnius University, Lithuania)** User Satisfaction with The Communication Quality Of "Regitra" And "Lietuvos Paštas" Artificial Intelligence Chatbots