

12th International Prof. Vladas Gronskas Young Researchers Scientific Conference “Development in Economics: Theory and Practice”

December 10, 2015, Kaunas, Lithuania

CONFERENCE PROGRAMME

9:30 – 10:00 REGISTRATION (Vilnius University Kaunas Faculty of Humanities, *Room X*, Address: Muitinės str. 8, LT-44280, Kaunas)

10:00 – 10:30 OPENING OF THE CONFERENCE (*Room X*)

Dean of Vilnius University Kaunas Faculty of Humanities, **Assoc. prof. Dr. Kęstutis Driaunys**

KEYNOTE PRESENTATIONS (*Room X*)

- ❖ **Marius Akulavičius, PhD, Head of purchasing department in JSC Bidvest Lietuva**
The prevalence and solutions of digital piracy
- ❖ **Dalia Krikščiūnienė, Professor in Vilnius university Kaunas Faculty of Humanities**
Start with dream, shape idea and decide to act
- ❖ **Artūras Svirkis, CEO in JSC Sweapest International and JSC Rinkodaros pulsas**
Best Marketing Tools and Methods for 2016-2017

10:30 – 11:00 COFFEE BREAK: (Vilnius University Kaunas Faculty of Humanities, *Room X*)

PARALLEL SESSIONS (A, B, C, D and E)

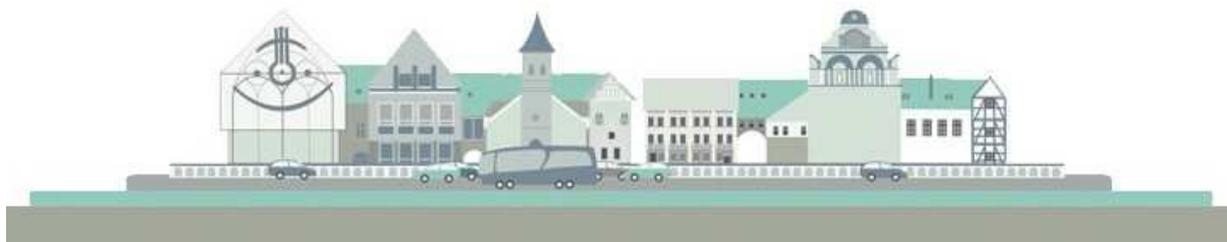
11:00 – 12:30 First Session

12:30 – 13:45 LUNCH BREAK (Restaurant "Forto dvaras", Rotušės4, Kaunas)

13:45 – 15:15 Second Session

15:15 – 15:30 COFFEE BREAK (*Room X*)

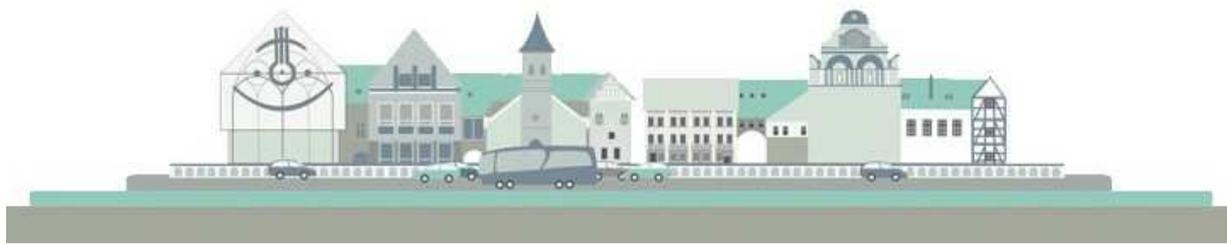
15:30 – 16:00 AWARDS (The best paper of each section) and **CLOSING OF THE CONFERENCE** (*Room X*)



PARALLEL SESSIONS

SECTION A: ECONOMIC CHALLENGES IN A MODERN SOCIETY (Room Lithuanian Literature)	
<i>Commission: Prof. R. Čiegis, Assoc. prof. R. Pušinaitė, K. Andriuškevičius, PhD student</i>	
11:00	Joao Avila (Brazil, France) From Cost-Based to High Value-Added: Challenges and Perspectives for the Brazilian Food Industry.
11:15	Arūnas Burinskas (Lithuania) The model of heterogeneous firms with vertically differentiated goods and its application in competition policy
11:30	Katarzyna Negacz (Poland) Ecologization of consumption
11:45	Ignas Mikalauskas (Lithuania) Theoretical Smart Grid Benefits
12:00	Viktorija Tauraitė, Žilvinas Danielius Žaliauskas (Lithuania) The assessment of Lithuanian economists'-financiers' employment conditions
12:15	Lukas Holšanskis (Lithuania) Japanese Asset Price Bubble of 1991 and its lessons to the world
12:30 – 13:45 Lunch break: Restaurant "Forto dvaras", Rotušės 4, Kaunas	
13:45	Greta Juodžiukynienė (Lithuania) An empirical analysis on measuring sovereign risk contagion in CEE countries
14:00	Rima Rubčinskaitė (Lithuania) Identification of contribution of clusters to economic growth in the Baltic States: does gross value added matter?
14:15	Piotr Adamczewski (Poland) Intelligent Organization as Challenges in a Modern Society
14:30	Rasa Railaitė (Lithuania) Trends of Lithuanian Population Ageing in the overall Context of European Union
14:45	Virgilijus Rutkauskas (Lithuania) Financial stability, fiscal sustainability and changes in debt structure after economic downturn
15:00	Khaliunaa Erdenekhuu (Mongolia) The assessment of the Quality of life in Mongolia

SECTION B: GLOBAL FINANCE ISSUES (Room: J. JABLONSKIO)	
<i>Commission: Prof. G. Žigienė, Assoc. prof. E. Freitakas, L. Matusevičienė, PhD student</i>	
11:00	Aida Barkauskaitė (Lithuania) Deposit insurance system risk assessment importance in European Union
11:15	Lina Paliulienė (Lithuania) The influence of long-term tangible asset's valuation on financial indicators: the attitude of shareholders and creditors
11:30	Terry McDonald (Estonia) Bound: Currency Union, Constraints, and Crisis in Greece- EU Relations
11:45	Svetlana Polovko (Latvia) Insurance market analysis in Baltic states: coincidences and differences
12:00	Aida Barkauskaitė, Vaida Eglinskaitė (Lithuania) Problems of Personal Financial Safety Assurance
12:15	<i>Time for questions and discussion</i>



12:30 – 13:45 Lunch break: Restaurant "Forto dvaras", Rotušės 4, Kaunas

13:45	Kristina Puleikienė (Lithuania) Assessment of the financial situation of Klaipėda Port enterprises
14:00	Rimantas Leimantas (Lithuania) Factors determining the profitability of Lithuanian commercial banks
14:15	Aistė Butkutė, Agnė Kadišaitė, Ieva Virmauskaitė (Lithuania) Analysis of scientific research and experimental development in Lithuania and the European Union
14:30	Algirdas Justinas Staugaitis (Lithuania) Factors for credit union growth and development in Lithuania: a comparison with foreign countries
14:45	Eray Karakas, Ozlem Asker (Turkey) Effects of Globalization on Workforce
15:00	<i>Time for questions and discussion</i>

SECTION C: INNOVATIVE MANAGERIAL SOLUTIONS (Room XI)

Commission: Assoc. prof. I. Šarkiūnaitė, R. Bartkutė, PhD, S. Jurgelėnas, PhD student

11:00	Taissy Mourtada (Belarus) An Empirical Investigation on the Academic Reward System
11:15	Sarunas Banevicius (Lithuania) The Added Value of the Deployment Process of Innovative Changes
11:30	Eimantas Kisielius (Lithuania) The role of innovation in social entrepreneurship
11:45	Nomeda Gudalienė (Lithuania) University and business cooperation: research and practice
12:00	Giedrė Gudaitytė (Lithuania) The Economic legacy of a mega sport event: the case of 2007-2013 Eurobasket
12:15	<i>Time for questions and discussion</i>

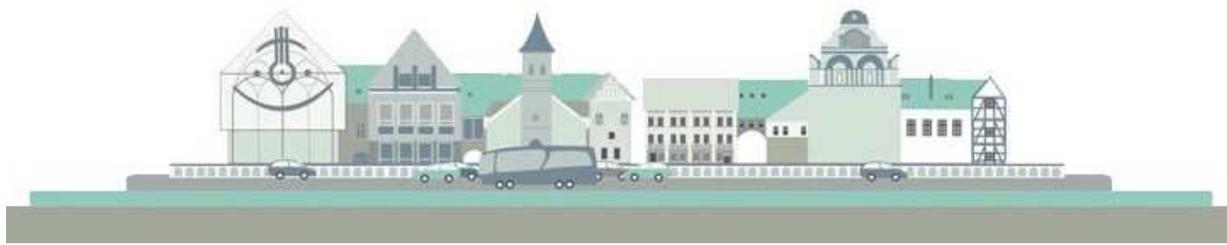
12:30 – 13:45 Lunch break: Restaurant "Forto dvaras", Rotušės 4, Kaunas

SECTION D: MARKETING TRENDS IN 21ST CENTURY (Room X)

Commission: Assoc. prof. V. Tamulienė, M. Dilys, PhD, G. Vilutytė, PhD student

11:00	Lina Žvirelaitė, Gabriele Paskevičiūtė (Lithuania) The Impact of Brand Extension on the Brand Equity
11:15	Neringa Vasiliauskaitė, Milda Žarnauskaitė (Lithuania) Connections between Customer Experience and Brand
11:30	Indrė Mikutytė (Lithuania) Country of origin effect impact on consumer buying decision
11:45	Lina Skarbaliūtė, Rūta Jatkonytė (Lithuania) Experiential marketing
12:00	Lina Tamuliuonytė (Lithuania) Modeling the Message of Social Advertising
12:15	<i>Time for questions and discussion</i>

12:30 – 13:45 Lunch break: Restaurant "Forto dvaras", Rotušės 4, Kaunas



13:45	Justina Krikščiūnaitė (Lithuania) Green marketing adaptation in business
14:00	Laura Markūnaitė (Lithuania) Social responsible marketing communications effect for social business
14:15	Vaida Kaduškevičiūtė-Petravičė (Lithuania) Means to increase Internet loyalty
14:30	Trufka Dimitrova, Petya Petkova (Bulgaria) Company sign and logo is an important tool for communication
14:45	Audrius Juodžbalis, Martynas Radzevičius (China/Lithuania) The Profile of Generation Z Customer towards Luxury Fashion Brands: Case Study of Asian Countries
15:00	Hediye Aydoğan, Betül Akbulutgiller (Turkey) The Analysis of the Influence of Television Advertisements on the kids: 'Koton Kids' advertisement sample

SECTION E: ISSUES IN CULTURE MANAGEMENT (Room: M. BIRŽIŠKOS)

Commission: Prof. V. Jurėnienė, M.Radzevičius, PhD student, I. Vitkauskaitė, PhD student

11:00	Daiva Burinskytė (Lithuania) The Communication of National Kaunas Drama Theatre with the Audience on Social Networks
11:15	Gintarė Nalivaiko (Lithuania) Influence of Cultural Product for the Image of Business Organization
11:30	Kristina Dapkutė (Lithuania) Cultural tourism development possibilities: the case of Tauragė region
11:45	Julija Paliukėnaitė (Lithuania) V. Kernagis song melodies and their interval sequences
12:00	Aušra Andrė Stonytė (Lithuania) Artistic activities organized by cultural centres economic impact on communities
12:15	Laura Bleizytė (Lithuania) The importance of "soft security" on National Security of the Republic of Lithuania
12:30 – 13:45 Lunch break: Restaurant "Forto dvaras", Rotušės 4, Kaunas	
13:45	Agnė Burovienė (Lithuania) JuozasMiltinis Drama Theatre situation analysis in theatre criticism from 1980
14:00	Gintarė Žaltauskaitė (Lithuania) Corporate image management in cultural organization
14:15	Brigita Adomavičiūtė (Lithuania) Methods of Approaching Marketing Communications Tools to the Museum
14:30	Dovilė Jankauskaitė (Lithuania) Customer Engagement in Social Media: Lithuanian national cultural organization case studies
14:45	<i>Time for questions and discussion</i>