



**NEW CHALLENGES OF
ECONOMIC AND BUSINESS
DEVELOPMENT 2018**

10 - 12/05/2018/Riga
University of Latvia

PROGRAMME



International Scientific Conference

“New Challenges of Economic and Business Development – 2018: Productivity and Economic Growth”

Organised by Faculty of Business, Management and Economics, University of Latvia

In cooperation with
European Commission Representation in Latvia

May 10 - 12, 2018
Riga



FBME | Faculty of Business,
Management and Economics



Eiropas Komisija

The 10th International Scientific Conference “New Challenges of Economic and Business Development – 2018: Productivity and Economic Growth”

The main theme of this year’s conference is productivity and economic growth. Productivity is one of the most important factors influencing development and competitiveness of companies and national economies providing the input for economic growth through effective allocation and use of resources. The objective of the conference is to provide a platform/opportunity for scholars, researchers and professionals from different disciplinary backgrounds to meet, exchange ideas and discuss challenges and prospects for economic and business development.

Keynote speakers of the conference are:

- **Valdis Dombrovskis**, the Vice-President of the European Commission responsible for the Euro and Social Dialogue, also in charge of Financial Stability, Financial Services and the Capital Markets Union
- Professor **Inna Steinbuka**, Head of the European Commission Representation in Latvia, Latvia
- Professor **Alan Barrell**, University of Cambridge, United Kingdom

The conference is composed of 12 parallel sessions, which will take place at the Faculty of Business, Management and Economics, Aspazijas Boulevard 5:

- Business and Economics Data Analysis (Room 518)
- Business Competitiveness Enhancement (Room 424)
- Circular Economy for Smart Growth (Room 306)
- Contemporary Management and Business Innovations (Room 423 and 424)
- Financial Services, Accounting and Finance (Room 518 and 519)
- Human Development and Efficiency (Room 305)
- Industries and Productivity (Room 423)
- International Economics and Globalization (Room 308)
- Labour Markets and Mobility of Labour (Room 518)
- Life Quality and Income Inequality (Room 322)
- Marketing and Brand Management (Room 306)
- Regional Development and Public Governance: Europe’s Economic Future (Room 305)

Conference webpage: <https://www.bvef.lu.lv/conf2018/>

E-mail: kristine.liepina@lu.lv

Programme

Thursday, 10 May, 2018

10:00 – 16:00 **The Research Workshop in Business and Finance**
Venue: Faculty of Business, Management and Economics, Aspazijas
Boulevard 5, Room 322

From 15:00 **Registration for the conference**
Venue: University of Latvia, Raina Boulevard 19, The Small Hall

16:00 – 18:00 **Plenary session**
Venue: University of Latvia, Raina Boulevard 19, The Small Hall

Chair: Inna Romanova, Associate Professor, Vice Dean for Science,
Faculty of Business, Management and Economics, University of Latvia

Official opening speeches:

Indrikis Muiznieks, Rector, University of Latvia

Gundars Berzins, Dean, Faculty of Business, Management and
Economics, University of Latvia

Keynote speeches:

- **Valdis Dombrovskis**, European Commission, Latvia
**Productivity and Growth: Common Challenges and Shared
Momentum**
- **Professor Inna Steinbuka**, European Commission Representation in
Latvia, Latvia
**Involvement of Academic Potential in Strengthening
Competitiveness in Latvia**
- **Professor Alan Barrell**, University of Cambridge, United Kingdom
**Adopting Innovative Technologies for Improving Productivity and
Competitiveness - Challenges for Industry and Governments**

18:00 – 20:30 **Welcome cocktail and networking**
Venue: University of Latvia and Microsoft Innovation Centre, Riga,
Kaļpaka Boulevard 4

Friday, 11 May, 2018

Venue: University of Latvia, Faculty of Business, Management and Economics, Aspazijas Boulevard 5

- From 8:30 **Registration**
- 9:30 – 11:00 **Parallel sessions – Part I**
- 11:00 – 11:30 **Coffee break**, Room 324
- 11:30 – 13:00 **Parallel sessions – Part II**
- 13:00 – 14:00 **Lunch**, Cafeteria
- 14:00 – 15:00 **Discussion Session**, Room 322
- 14:00 – 15:30 **Parallel sessions – Part III**
- 15:30 – 16:00 **Coffee break**, Room 324
- 16:00 – 17:30 **Parallel sessions – Part IV**
- 18:00 – 21:00 **Reception (by invitation)**
Venue: Restaurant 3, Kaleju street 3

Saturday, 12 May, 2018

Field trip will start and end at the Faculty of Business, Management and Economics, Aspazijas Boulevard 5.

- 10:00 **Meeting time**
- 10:30 **Excursion around Latvian National Museum of Art**
(Janis Rozentals Square 1, Riga)

Latvian National Museum of Art is the most significant depository in the nation for works of art. Reopened in May 2016, the building itself has been upgraded, modernized but its majestic beauty from a long-gone era - preserved. A modern and accessible infrastructure and environment for visitors is created with innovative services for public learning and recreation following the visitor's needs and interests.

The National Art Museum's new permanent exposition, marking the fully renovated building's reopening, is a comprehensive expose on Latvian art in both the 19th and 20th centuries, with emphasis on the various stylistic periods and the artists who were instrumental. Spanning two floors in the renovated main building, complete information is presented that clearly shows the development of Latvian art, focusing on the various periods, those who made it all happen, the highlights of the time. More information here: <http://lnmm.lv/en/lnma/>

- 12:00 **Lunch, Museum Restaurant**
- 13:00 **Brief walking excursion through Riga**

Thursday, 10 May, 2018

The Research Workshop in Business and Finance, Room 322 10:00 - 16:00

Chairs: **Assoc. Prof. Marina Kudinska** (University of Latvia), **Dr. Simon Grima** (University of Malta), **Dr. Tomasz Dorozynski** (University of Lodz)

1. Kristine Petrovska

Systemic Risk in the Banking Sector in Small, Open Economies

2. Kaspars Kravinskis

Impact of Financial Literacy on Economic Development and Growth in the Baltic States

3. Kristina Bojare

Report on Current Progress Regarding Research of The Evaluation of Sustainability and Stability of Latvian Banks

4. Inese Rozenbaha

Insolvency Evaluation and Forecasting of Agricultural Enterprises in Latvia, in Changing Economic Circumstances

5. Ludmila Fadejeva

Global Vector Autoregression Models: a Sectoral Dimension

Friday, 11 May, 2018

Parallel sessions

Part I 9:30 – 11:00

Contemporary Management and Business Innovations I, Room 424

Chairs: **Prof. Margarita Dunska** (University of Latvia), **Dr. Stefan Wendt** (Reykjavik University)

1. Igor Dukeov, Madara Apsalone, Ilona Baumane-Vitolina, Jukka-Pekka Bergman, Erika Sumilo

A Firm's Organizational Innovation and Organizational Knowledge Management Abilities

2. Sarmite Jegere

Cultural Enterprise Management Evaluation

3. Norbert G. Brink

Success Factors of Virtual System Suppliers - A Case Study

4. Alexander Kanaev, Olga Kanaeva, Konstantin Belousov

Transition to the Sustainable Development Model: the Practice of Russian Companies

5. Evgeniya Tonkova

Marketing on the Part of the Consumer and C2B Partnerships

6. Kintija Barloti, Andris Denins

The Role of Personality Growth in the Development of a Company in Today's Global Economy

Contemporary Management and Business Innovations II, Room 423

Chairs: **Assoc. Prof. Andrejs Cekuls** (University of Latvia), **Assoc. Prof. Henrijs Kalkis** (Riga Stradins University)

1. Andrejs Cekuls

The Impact of Decision Making on Organizational Performance within Complex Organizations

2. Ralf Schechowiz

Interim Managers in the CFO Role in Medium-sized Companies: Cooperation between CEO and CFO, Roles and Success Factors

3. Andris Denins

The Improvement of Companies Insolvency Management Processes

4. Steffen Hossfeld

The Influence of Digitalization on Decision Making in Organizations – A Professionals Interview Analysis

5. Dace Amsone, Andris Denins

National Tourism Destination Management Systems: Partnership Tools

Financial Services, Accounting and Finance, Room 519

Chairs: **Assoc. Prof. Inna Romanova** (University of Latvia), **Assoc. Prof. Pierpaolo Marano** (Università Cattolica del Sacro Cuore)

1. Alessandro Danovi, Patrizia Riva

Crisis Stages and Early Warnings in the Italian Bankruptcy Code Reform

2. Romyana Marinova

Impairment of the Rights to Football Players in Bulgarian Professional Football Clubs

3. Larisa Bule, Liga Leitane, Kristine Rozite

Assessment of Funded Pension Capital Inheritance Opportunity in Latvia

4. Olga Rajevska

Do Pension Funds' Participants in Latvia Track the Profitability of Their Pension Savings?

Human Development and Efficiency, Room 305

Chairs: **Prof. Inesa Voroncuka** (University of Latvia), **Assoc. Prof. Uldis Rozevskis** (University of Latvia)

1. Ilze Buligina, Leena Kaikkonen

Implications for Training the Trainers in Work-Based Learning - The Baltic Context

2. Ineta Lakstigala, Signe Balina

Manager's Competences and Skills at the State Management

3. Michael Hager, Tatjana Seibt

Considering Work-Related Preferences and Organizational Commitment in Employer Branding

4. Diana Arāja, Janis Priede

Opportunities for Assessment of Health Care System's Efficiency: Three-Levels Evaluation Model

5. Denize Ponomarjova, Romans Putans

Ethnic Differentiation of Reproductive Health of Population in Latvia

International Economics and Globalization, Room 308

Chairs: **Prof. Viesturs Pauls Karnups** (University of Latvia), **Dr. Nitin Veer** (University of Pune)

1. Egils Fortins, Gunars Vaskis

Interaction of International Trade and Productivity: Latvia Case Study

2. Boguslawa Drelich-Skulska

The Role of Asian in Asian Regionalism in XXI Century

3. Tomasz Dorozynski, Anetta Kuna-Marszalek

Institutional Efficiency of the CEE Countries and FDI Inflow: Comparative Study Based On Investment Attractiveness Rankings

4. Tatiana Solovey, Nadezhda Kanygin

Corporate Social Responsibility of Small and Medium Enterprises in Developed and Emerging Economies: Cases of Germany and Russia

5. Krystyna Zoladkiewicz

The Trans-Pacific Partnership Agreement (TPP) in the Context of Contemporary Regionalism

Labour Markets and Mobility of Labour, Room 518

Chairs: **Prof. Mihails Hazans** (University of Latvia), **Prof. Nicolas Gavoille** (Stockholm School of Economics in Riga)

1. Natalija Spiridonova, Tatjana Sudova

Migration of Human Capital as a Factor of Sustainable Development: a Survey

2. Mihails Hazans

What Drives Earnings of Return Migrants? Evidence from Latvia

3. Inta Mierina, Ilze Koroleva

Finding a Job after Returning: The Case of Latvian Migrants

4. Ilze Koroleva, Inta Mierina

Repeat Migrants: Who Are They and Why Do They Move On

5. Romans Putans, Denize Ponomarjov

EU Labour Market Gap Analyses of the Demand and Supply of Digital Skills in the Age-Group 50+

Marketing and Brand Management, Room 306

Chairs: **Prof. Biruta Sloka** (University of Latvia), **Prof. Anda Batraga** (University of Latvia)

1. Emanuel Stocker, Margarita Dunska

The Influence of the Inhabitant on the Estimation of the Housing Value

2. Vanya Krалеva, Ivayla Dimitrova

Protecting the E-Customer: Legal Awareness and Consumer Behaviour of Bulgarian Youngsters

3. Vanya Krалеva, Svilen Ivanov

Towards a General Model of Sustainable Involvement

4. Ronalds Skulme

Social Media Influence on Crowdfunding Process Evaluation Model

5. Ieva Puke

Export Marketing Process in SMEs during Early Internationalizing Stage

6. Agnesa Lahiza

The Impact of Digital Marketing on the Insurance Industry Strategies

7. Nitin Veer

Perceived Values, Satisfaction, Trust and Store Loyalty in Retailing

Coffee break 11:00 – 11:30

Part II 11:30 – 13:00

Contemporary Management and Business Innovations I, Room 423

Chairs: **Assoc. Prof. Gundars Berzins** (University of Latvia), **Dr. Stefan Wendt** (Reykjavik University)

1. Inna Steinbuka, Martins Zemitis, Gundars Berzins

How to Face Latvia's Competitiveness Challenge? Boosting Investment in Research and Innovation

2. Diana Sitenko

Integration of National Innovation Systems of EAEU Countries: Problems and Perspectives

3. Jelena Luca

Multidimensional Analysis of Innovative Company Fields

4. Yulia Stukalina

International Accreditation of Study Programmes in the Context of Quality Assurance in Higher Education

5. Daiga Ergle

Application of Gamification in Human Resource Management Processes at Enterprises and Organizations in Latvia

Contemporary Management and Business Innovations II, Room 424

Chairs: **Assoc. Prof. Andrejs Cekuls** (University of Latvia), **Assoc. Prof. Henrijs Kalkis** (Riga Stradins University)

1. Kaspars Iesalnieks

Business Cycle Management and Companies Performance: Inventory Management

2. Lada Podolyanets, Margarita Izotova

Creation and Promotion of a Complex Museum Product of Branch and University Museums for Treatment and Adaptation

3. Ilgvars Abols, Agita Livina

Sharing Economy in Hospitality: Comparison of Apartment Offer in Riga on Airbnb.Com and Booking.Com Platforms in 2016 and 2017

4. Inesa Voroncuka, Paula Podolska

Latvia Case – Loopholes and Space for Improvement in the Gambling Market

Financial Services, Accounting and Finance I, Room 518

Chairs: **Prof. Ramona Rupeika-Apoga** (University of Latvia), **Prof. Trond Randoy** (University of Agder)

1. Tomasz Dorozynski, Janusz Swierkocki, Wojciech Urbaniak

FDI Inflow to the Lodz Region. Where Are We 5 Years Later?

2. Jakub Marszalek

Personal Determinants of the Family Business Capital Structure - Central and Eastern European Perspective

3. Leszek Bohdanowicz

How Firm Performance Affects Supervisory Board Activity: Evidence from The Polish Two-Tier Board Model

4. Alicja Winnicka-Popczyk

Capital Sources of Innovation Financing in Polish Family Businesses (The Report of Own Research)

5. Damian Kazmierczak

Cheap Debt or Delayed Equity? The Motives for the Use of Convertible Bonds by Companies in Poland

Financial Services, Accounting and Finance II, Room 519

Chairs: **Assoc. Prof. Inna Romanova** (University of Latvia), **Prof. Jan Körnert** (University of Greifswald)

1. Beata Kotowska

Financial Reporting in the Micro Enterprises in Selected European Countries

2. Marina Kudinska, Inna Romanova, Aina Joppe

Capital Adequacy and Liquidity in the Context of Bank Stability: Case of Latvia

3. Kazys Kupcinskis

Credit Market Stability: Non-Performing Loans Interaction with Business Cycles in EU Countries

4. Ilona Beizitere

Is Availability of Financial Instruments a Challenge for Micro-Enterprises?

5. Kristina Bojare

Sustainability and Competitiveness in the Context of Latvian Banks

Human Development and Efficiency, Room 305

Chairs: **Prof. Inesa Voroncuka** (University of Latvia), **Assoc. Prof. Uldis Rozevskis** (University of Latvia)

1. Irena Matuze-Karabesko, Inesa Voroncuka

Possibilities to Use Coaching Methods for Private Company and Public Administration's Personnel Productivity

2. Diana Araja, Janis Priede

Impact of Nutrition-Related Diseases on Public Expenditures

3. Signe Koritko

Improved Internal Control System as Support of the Head of the Public Administration Institution

4. Kristine Lece

Role of educational level in emigration processes in Latvia

International Economics and Globalization, Room 308

Chairs: **Prof. Viesturs Pauls Karnups** (University of Latvia), **Dr. Nitin Veer** (University of Pune)

1. Polina Lyalina, Lada Podolyanets, Albert Feldman, Valeriia Diakonova

Efficiency Improvement Instruments of the Russian Oil Export in Volatile Conditions

2. Andrejs Zlobins

The International Effects of the ECB's Asset Purchase Programme

3. Johannes Bramboeck

The Influence of Globalization in Pharmaceutical Industry

4. Inese Kalnina

Legal Aspects of Digital Currencies

Life Quality and Income Inequality, Room 322

Chairs: **Prof. Baiba Savrina** (University of Latvia), **Dr. Pawel Dobrzanski** (Wroclaw University of Economics)

1. Pawel Dobrzanski

Income Inequality in EU Countries

2. Daniel Schettler

Towards Modelling the Influences of Wage Dispersion on Team Performance Work in Progress

3. Juris Krumins, Anna Klusa

Male and Female Life Expectancy and Self Perceived Health in Working and Retirement Ages: Case of Latvia

4. Janis Supe, Baiba Savrina

Analysis of Economic Security in the Baltic States in Context of Life Quality

5. Santa Sproge-Rimsa, Baiba Savrina

The Role of Higher Education in Raising the Quality of Life: Analysis of the Baltic States

6. Krzysztof Malaga

Les dilemmes de la théorie de la croissance économique versus la théorie unifiée de la croissance d'oded galor

Marketing and Brand Management, Room 306

Chairs: **Prof. Biruta Sloka** (University of Latvia), **Prof. Anda Batraga** (University of Latvia)

1. Svilen Ivanov

Applied Semiotic Analysis of Creative Ads

2. Umer Qadir Sofi

Sensory Marketing through Impact of Discounts on Impulse Buying Behaviour

3. Laila Stabulniece

Consumer Behaviour in Online Trade: The Profile of Various Generations

4. Kristine Berzina, Ilze Medne

Tourism Enterprise Cooperation: Can Benefits Be Financially Proved?

5. Ilze Medne, Kristine Berzina

Distinctive Perceptions of Latvia as a Destination in German, Austrian and Swiss Tourism Markets

6. Biruta Sloka, Justs Dimants, Zane Svilane, Renate Vidruska

Homepages for Higher Education Export

Lunch break 13:00 – 14:00

Discussion Session 14:00 – 15:00

Effective decision taking in business and in everyday life, Room 322

The expert discussion session is a part of the cycle of forums of the University of Latvia “Formula of Latvia 2050. Development scenarios”.

Prof. Marcis Auzins, Head of the project Cycle of forums “Formula of Latvia 2050. Development scenarios”, University of Latvia

Right choice – art or science?

Assoc. Prof. Gundars Berzins, Dean of the Faculty of Business, Management and Economics, University of Latvia

Better decisions for a better life. Short-term and long-term decision-making strategies

Karlis Danevics, Member of the Management Board, Head of Credits and Risk, SEB
Decision making in order to minimize the negative impact of economic cycles and overheating

Peteris Vilks, Head of the Cross-Sectoral Coordination Centre
2021+ Choice for Latvia

Part III 14:00 – 15:30

Business Competitiveness Enhancement, Room 424

Chairs: **Prof. Andris Denins** (University of Latvia), **Prof. Alan Barrell** (University of Cambridge)

1. Wojciech Popczyk

The Structure and Creating of Family Social Capital in Business

2. Alina Dibrova

Legal Framework Development: Non-Bank Business Financing Opportunities

3. Ieva Puke

Entrepreneurial Decision Making Process in SMEs during Early Internationalization Stage

4. Sergejs Paramonovs

Passengers' Decision-Making at Choosing Riga Airport for Departure

5. Anna H. Jankowiak

Exploring the Role of Clusters in Increasing the Competitive Advantage of an Enterprise in the Global Economy

Circular Economy for Smart Growth, Room 306

Chairs: **Assoc. Prof. Dzineta Dimante** (University of Latvia), **Prof. Valdone Darskuviene** (ISM University of Management and Economics)

1. Agita Livina, Linda Vaeliverronen

Circular Economy Application in Shrinking Regions

2. Inese Pelsa

Proportion of Green Public Procurement of Public Procurement in Latvia during Period of 2015-2017: Factors that Influence GPP Development

3. Daria Nikonova, Lada Podolyanets

Economical Assessment of Comprehensive Mineral Processing of Phosphogypsum with Rare Earth Elements' Extraction Based on Cost-Benefit Analysis

Contemporary Management and Business Innovations, Room 423

Chairs: **Assoc. Prof. Andrejs Cekuls** (University of Latvia), **Dr. Tomasz Dorozynski**,
(University of Lodz)

1. Eduards Gausis

Democracy in the 21st Century. Online Communication with Citizens

2. Evija Rusite, Biruta Sloka

Evaluation of the Significance of the Rankings of Higher Education Institutions

3. Bjarne Erik Roscher

Organizational Identity Measured by Content Analysis of Public Available Information to Support Research on Innovation Adoption in Hospitals by Academic Staff

4. Justs Dimants, Aija van der Stein, Biruta Sloka

Challenges for Macromarketing Successful Application for Latvia's Companies Export Increase

Financial Services, Accounting and Finance I, Room 518

Chairs: **Dr. Prof. Ramona Rupeika-Apoga** (University of Latvia), **Dr. Prof. Trond Randoy**
(University of Agder)

1. Twahir Khalfan M., Stefan Wendt

The Impact of Concentrated Ownership on Payout across Nordic Firms

2. Ramona Rupeika-Apoga, Syeda Hina Zaidi

The Determinants of Bank's Stability: Evidence from Latvia's Banking Industry

3. Kristine Petrovska

An Alternative for Detecting Systemic Risk in Banking Sector. Principal Components Approach

4. Irina Japparova, Ramona Rupeika-Apoga

Assessment of Competition in the Banking Sector of the Baltic States

5. Svetlana Saksonova, Irina Solovjova

Some Aspects of Ensuring the Stability of the Commercial Banking System – The Case of Latvia

Financial Services, Accounting and Finance II, Room 519

Chairs: **Assoc. Prof. Irina Solovjova** (University of Latvia), **Dr. Simon Grima** (University of Malta)

1. Atanas Atanasov

Goodwill Disclosure in the Financial Statements of Bulgarian Public Enterprises

2. Ieva Aizsila, Kristine Cabanova

Audit Process: Application of Professional Scepticism and Professional Judgement – Case Study in Latvia

3. Maria Tissen, Ruta Sneidere

The Theoretical and Practical Analysis of Turnover Ratios Modification for the Company's Business Activity

4. Inta Millere, Ivita Faitusa, Simon Grima, Peter J. Baldacchino

A Comparative Analysis of the Latvian and Maltese Regulatory and Professional Requirements for Accountants

5. Tsvetomir Manolov

Environmental Disclosures – the Case of Bulgarian Annual Reports

Regional Development and Public Governance: Europe's Economic Future, Room 305
Chairs: **Prof. Tatjana Muravska** (University of Latvia, Latvia), **Dr. Marja Bockarjova**
(Utrecht University School of Economics)

1. **Evgeniya Tonkova, Dancho Petrov, Sevdalina Hristova**
The Need to Balance the Investments in the Territory
2. **Zane Zeibote**
The Impact of Globalisation on Regional Development and Competitiveness on the EU and Latvia
3. **Visvaldis Valtenbergs, Inese Grumolte-Lerhe, Zanita Avotniece, Ilona Beizitere**
Agricultural Land Trade Restrictions in Europe and the Land Market Situation in Latvia
4. **Janis Zvirgzdins, Maija Senfelde, Kaspars Plotka**
Nuclear Energy and Renewable Energy in Urban Environment
5. **Lauma Muizniece, Aleksandrs Cepilovs**
Disregarding History and Context: Innovation Policy in Latvia Post 1990

Coffee break 15:30 – 16:00

Part IV 16:00 – 17:30

Business and Economics Data Analysis, Room 518
Chairs: **Prof. Signe Balina** (University of Latvia), **Assoc. Prof. Uldis Rozevskis**
(University of Latvia)

1. **Nicolai Sinik**
Business Productivity and Data Analysis in the Austrian Supermarket Sector
2. **Rita Freimane, Signe Balina, Kristine Rozite**
Effects of R&D on Productivity: A Comparison between New and Old EU Members
3. **Kristine Rozite, Signe Balina, Rita Freimane**
Productivity of ICT Sector as a Driving Factor of Country's Economic Competitiveness
4. **Ludmila Fadejeva**
Global Vector Autoregression Models: A Sectoral Dimension
5. **Vija Micune**
Analysis of DSGE Model with Banking Sector – The Case of Latvia

Business Competitiveness Enhancement, Room 424
Chairs: **Prof. Andris Denins** (University of Latvia), **Prof. Alan Barrell** (University of Cambridge)

1. **Rene Lauck**
Gaining Competitive Advantages with Risk Management
2. **Sarmite Mickevica**
Adoption of Customer Relationship Management Concept for Small and Medium Size Enterprises
3. **Annija Apsite, Ilona Baumane Vitolina**
The Development of Innovation Ecosystem in Latvia
4. **Atis Verdenhofs, Tatjana Tambovceva**
Evolution of Customer Segmentation in the Era of Big Data
5. **Thomas Corinth**
Product and Pricing Policies in the German Hospitality Industry

Circular Economy for Smart Growth, Room 306

Chairs: **Assoc. Prof. Dzineta Dimante** (University of Latvia), **Prof. Valdone Darskuviene** (ISM University of Management and Economics)

- 1. Valdone Darskuviene, Izolda Skruibyte**
Exploring the Links between CSR and Countries' Competitiveness
- 2. Juris Benders**
Circular Economy National Strategy Development in EU Countries
- 3. Inga Sirante**
Indicators and Correlation Matrix for National Innovation System
- 4. Aija van der Steina**
Sharing Economy in Tourism in Latvia: Attitudes of the Industry and Solutions
- 5. Dzineta Dimante, Tatjana Tambovceva, Dzintra Atstaja**
Development of Sharing Economy: Analysis of Different Countries' Experiences

Financial Services, Accounting and Finance, Room 519

Chairs: **Assoc. Prof. Irina Solovjova** (University of Latvia), **Dr. Simon Grima** (University of Malta)

- 1. Simon Grima, Inna Romanova, Jonathan Spiteri, Frank Bezzina**
A Proposed Conceptual Control Framework for Technological Innovation within the Financial Services Industry
- 2. Irina Kuzmina-Merlino, Svetlana Saksonova**
The Knowledge and Competencies Required for Fintech Sector
- 3. Petrov Dancho**
Blockchain Technology – A Bank Lending (R)Evolution: The Case of Syndicated Loans
- 4. Inese Rozenbaha**
Bankruptcy Prediction Models with Statistical and Artificial Intelligence Techniques – a Literature Review
- 5. Vadims Danovics, Ludmila Yadchenko**
Crowdfunding Service Providers – New Financial Market Players?

Industries and Productivity, Room 423

Chairs: **Assoc. Prof. Janis Priede** (University of Latvia), **Dr. Pawel Dobrzanski** (Wroclaw University of Economics)

- 1. Astrida Rijkure, Roberts Skapars**
Cargo Diversification Opportunities and Methods in Ports under the Influence of Economic Change
- 2. Margarita Dunska, Aija Marcinkevica**
Lean Effectiveness Method Application in Creative Industries of Latvia
- 3. Pawel Dobrzanski, Sebastia Bobowski, Emil Velinov, Anna Jankowiak**
Competitiveness of European Union's Automotive Industry
- 4. Daira Baranova**
Productivity Challenges in Current Economic Framework

Regional Development and Public Governance: Europe's Economic Future, Room 305

Chairs: **Dr. Lilita Seimuskane** (University of Latvia), **Dr. Marja Bockarjova** (Utrecht University School of Economics)

1. Janis Zvirgzdins, Maija Senfelde, Kaspars Plotka

Intellectual Urban Environment

2. Lilita Seimusakne, Maris Pukis

Three Forms of Government Failure: Over Regulation, Worse Prohibition, Over Control

3. Ilze Buligina, Biruta Sloka

Enhancing the Flexibility of Vocational Education and Training Institutions for Modern Labour Markets

4. Silvia Kristapsons, Silvija Bruna

Methods of Project Management in Public Projects in Latvia

POSTER presentations, Hall 3rd floor

- 1. Anda Batraga, Daina Skiltere, Jelena Salkovska, Santa Bormane, Ilgvars Rukers, Aija Legzdina**
Product Promotion as Body of Integrated Marketing Communication Tools for Sustainable Development of Businesses
- 2. Martins Danusevics**
Retail Saturation in the Baltic States
- 3. Liga Feldmane**
The Impact of Residence Longevity on Life Satisfaction: The Case of Latvia Cities
- 4. Sandra Jekabsons, Irina Skribane**
Labour Productivity and Its Improvement Opportunities in Latvia
- 5. Kostas Karamanis, Nicolaos Arnis, Efstratios Kyriotelis**
Job Satisfaction of Public Administrative Personnel in Greece: An Empirical Analysis
- 6. Laimdota Komare**
Determinants of Total Factor Productivity in 8 European countries
- 7. Grzegorz Krzykowski, Ewa Spigarska, Agnieszka Poblocka**
Probabilistic Model of Provision for Employee Retirement Benefits
- 8. Elina Radionova-Girsa, Valerijs Praude**
Doing Business on the Internet: Dealing With Online Customers
- 9. Jekaterina Razina, Daina Skiltere**
Scenarios for Latvian Dairy Products Export Development
- 10. Andzela Veselova**
Evaluation of Operation of Latvian Large and Small & Medium Enterprises According To the European Business Excellence Model Criteria
- 11. Joern von Elsenau, Colin Glinkowski**
Banking systems in the Baltic States

Scientific Programme Committee

Chairperson, Dr. Inna Romanova, Associate Professor, University of Latvia (Latvia)
Dr. Jean David Avenel, Professor, University Paris-Est Créteil (France)
Dr. Signe Balina, Professor, University of Latvia (Latvia)
Dr. Anda Batraga, Professor, University of Latvia (Latvia)
Dr. Frank Bezzina, Associate Professor, University of Malta (Malta)
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Dr. Andrejs Cekuls, Associate Professor, University of Latvia (Latvia)
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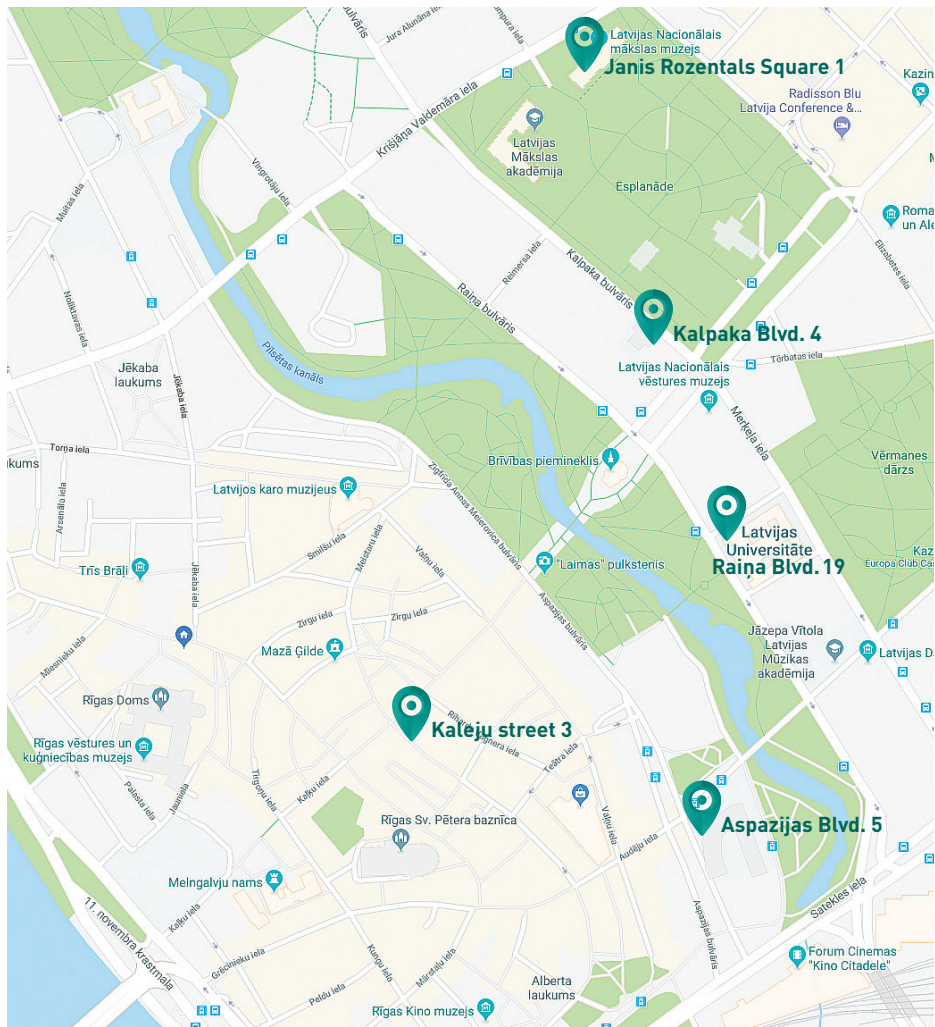
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