



Baltic International Academy (Latvia) | Daugavpils University (Latvia) | College of Accounting and Finance (Latvia) | V.N. Karazin Kharkiv National University (Ukraine) | Kyiv National University of Technologies and Design (Ukraine) | Research Centre of Industrial Problems of Development of NAS of Ukraine | Panevezys University of Applied Sciences (Lithuania) | Simon Kuznets Kharkiv National University of Economics (Ukraine) | Uniwersytet w Siedlcach (Poland) | University of Oradea (Romania) | Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine (Ukraine) | Lithuanian Sports University (Lithuania)

**13-14 December 2024, Riga, Latvia**

**BALTIC INTERNATIONAL ACADEMY**

XIII International Research-to-Practice Conference

**“Society Transformations in Social and Human Sciences”**

**Conference Scientific Committee:**

- Dr.oec., Assoc. Professor *S. Buka* (Baltic International Academy)
- Dr.psych., Professor *I. Kokina* (Daugavpils University)
- Dr.sc.soc., Professor *V. Bakirov* (V. N. Karazin Kharkiv National University; National Academy of Sciences of Ukraine)
- Dr.oec., Assoc. Professor *V. Ponomarenko* (Simon Kuznets Kharkiv National University of Economics, Ukraine)
- Dr.oec., Professor *I. Hubarieva* (Research Centre of Industrial Problems of Development of NAS of Ukraine)
- Dr.habil.sc.pol., Professor *J. Zielinski* (University of Siedlce, Poland)
- PhD, Professor *E. L. Meszáros* (University of Oradea, Romania)
- Dr.sc.soc., Assoc. Professor *B. Svagzdienė* (Lithuanian Sports University, Lithuania)
- Dr.psych., Professor *I. Plotka* (Baltic International Academy)
- Dr.sc.soc., Assoc. Professor *V. Volkov* (Baltic International Academy)
- Dr.oec., Assistant Professor *B. Heimanis* (Baltic International Academy)
- Dr.oec., Assoc. Professor *T. Yurkevich* (Baltic International Academy)
- Dr.sc.ing., Professor *Zh. Tsaurkubule* (Baltic International Academy)

## BALTIC INTERNATIONAL ACADEMY

XIII International Research-to-Practice Conference

# “Society Transformations in Social and Human Sciences”

## Programme

December 13, 2024	11:00 – 13:30	<b>Plenary session</b> Moderator: <i>Dr.sc.soc., Associate Professor Vladislav Volkov</i>  Valerijas Seiles Str. 1/4 – 207 <a href="https://videoconf.bsa.edu.lv/rooms/bsa-ekucnt/join">https://videoconf.bsa.edu.lv/rooms/bsa-ekucnt/join</a>
December 13, 2024	14:30 – 18:45	<b>Section Topical Issues of Psychology: Theory and Practice</b> Moderator: <i>Dr.psych., Professor Irina Plotka</i>  Valerijas Seiles Str. 4 – 116 <a href="https://videoconf.bsa.edu.lv/rooms/bsa-f34-t7z/join">https://videoconf.bsa.edu.lv/rooms/bsa-f34-t7z/join</a>
December 13, 2024	14:00 – 17:00	<b>Section Finance and Economics for Sustainable Future</b> Moderator: <i>Mg.oec., Assistant Professor Zanna Cernostana, Dr.oec., Professor Alexey Aleksandrov</i>  Valerijas Seiles Str. 4 – 221 <a href="https://videoconf.bsa.edu.lv/rooms/bsa-7nq-2du/join">https://videoconf.bsa.edu.lv/rooms/bsa-7nq-2du/join</a>
December 13, 2024	14:00 – 17:15	<b>Section Contemporary Management, Business and Innovation</b> Moderators: <i>Mg.oec., Assistant Professor Inese Ratanova, Dr.oec., Assistant Professor Boriss Heimanis, Mg.hrm., Lecturer Ksenija Doronina</i>  Valerijas Seiles Str. 1/4 – 222 <a href="https://videoconf.bsa.edu.lv/rooms/bsa-ror-kf2-nqu/join">https://videoconf.bsa.edu.lv/rooms/bsa-ror-kf2-nqu/join</a>
December 13, 2024	14:00 – 17:00	<b>Sections Communication Technologies and Tourism; Arts and Design</b>

		<p>Moderators: <i>Dr.sc.ing., Professor Zhanna Tsaurkubule, Mg.art., Assistant Professor Mikhail Kopeikin</i></p> <p>Valerijas Seiles Str. 1/4 – 207  <a href="https://videoconf.bsa.edu.lv/rooms/bsa-1qw-mjt-tvc/join">https://videoconf.bsa.edu.lv/rooms/bsa-1qw-mjt-tvc/join</a></p>
<p><b>December 13, 2024</b></p>	<p><b>14:00 – 16:00</b></p>	<p><b>Sections Geopolitical and Humanitarian Aspects of European Security; Legal Science</b></p> <p>Moderators: <i>Dr.sc.soc., Associate Professor Vladislav Volkov, Mg.iur., Assistant Professor Irina Gafta</i></p> <p>Valerijas Seiles Str. 1/4 – 201  <a href="https://videoconf.bsa.edu.lv/rooms/bsa-icr-noo-fmn/join">https://videoconf.bsa.edu.lv/rooms/bsa-icr-noo-fmn/join</a></p>

## Plenary session

13/12/2024 11:00 – 13:30 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

<https://videoconf.bsa.edu.lv/rooms/bsa-eku-cnt/join>

### OPENING OF THE CONFERENCE

Dr.sc.soc., Associate Professor *Vladislav Volkov*,  
Vice-Rector for Science of the Baltic International Academy, Latvia

### REPORTS

#### **Ecological Rationality and the Maximum Entropy Heuristic**

Michel Verlainé,  
*Phd in Economics and Management, Associate Professor*  
*ICN Business School, Nancy, France*

#### **Human Resources of the Republic of Kazakhstan: Methodology for Assessing Quality and Efficiency**

Inga Ryumkina,  
*Doctor of economical sciences, Professor, Esil University, Astana, Kazakhstan*

#### **Enhancing the Role of Universities in Response to the Changes Brought about by the Fourth Industrial Revolution**

Olesya Lynovytska,  
*Dr.Sc. (Philosophy), Professor, First vice-rector Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine*

#### **Generation Z in the Job Market: Challenges and Opportunities for Employees and Employers**

Kryshtal Halyna,  
*Dr.Sc. (Econ), Professor, Head of the Department of Finance, Banking and Insurance, Interregional Academy of Personnel Management, Kyiv*

#### **Smart City**

Yelena Popova,  
*Dr.oec., Professor, Transport and Telecommunication Institute, Riga*

## **Priorities of American Security Policy**

Marlena Drygiel-Bielińska,

*PhD, Deputy Director, Institute of Security Studies, University of Siedlce, Poland*

## **Design Research: Approaches and Challenges**

Nadežda Pazuhina,

*Dr. art., Assistant Professor, Baltic International Academy*

Mihail Kopejkin,

*Mg. art., Assistant Professor, Baltic International Academy*

Moderator of the Plenary session: **Vladislav Volkov**, Dr.sc.soc., Associate Professor, Vice-Rector for Science of the Baltic International Academy, Latvia

## Topical Issues of Psychology: Theory and Practice

13/12/2024 14:30 – 18:45 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 4 – 116

<https://videoconf.bsa.edu.lv/rooms/bsa-f34-t7z/join>

*Section Moderator: Dr.psych., Professor Irina Plotka*

	<i>Speakers</i>	<i>Topic</i>
14:30-14:45	<b>Vsevolods Kačans</b> – Researcher, University of Latvia, Latvia	The objectivity of thinking about the non-existent and its rationality in modeling the possible
14:45-15:00	<b>Lubov Kashirina</b> – Dr.philol., Associate Professor, Baltic International Academy, Latvia	Dostoevsky before and after hard labor: change of values
15:00-15:15	<b>Oleg Blinov</b> – Doctor of Psychological Sciences, Professor, Private Higher Educational Establishment “European University” <b>Sergey Belmasov</b> – Postgraduate student, Private Higher Educational Establishment “European University”	Art therapy resources in strengthening stress resistance of young students
15:15-15:30	<b>Tetiana Bielavina</b> – PhD, Associate Professor, European university (Kyiv), Ukraine	Resilience of Future Psychologists in Situations of Frustration
15:30-15:45	<b>Nina Gogokhia</b> – MD MSc PhD, Associate Professor, Ilia State University, TSMU, Georgia <b>Ani Doluashvili</b> – Legal Psy MSc(s); Tbilisi State University, Georgia <b>Ana Dolidze</b> – MCIsc(s) Psy; Caucasus University; Tbilisi DV Crisis Center, Georgia	Intimate Partner Violence: the Impact of Personality Difficulties and Social Factors on Crime Selection
15:45-16:00	<b>Alexander Gusev</b> – Bachelor's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Sakarības izpēte starp attieksmēm pret veselīgas/neveselīgas pārtikas izmantošanu, personības iezīmēm un paškontroli studentiem
16:00-16:15	<b>Paula Elvira Mikelsonē</b> – Bachelor's student, Daugavpils university (DU), Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Dzīves noturības un uzvedības koping - stratēģiju saiknes izpēte policijas darbiniekiem
16:15-16:30	<b>Iryna Skrypak</b> – Master of Philosophy, Doctoral student, Centre of Humanitarian	Cultural alienation of Ukrainians abroad as a part of Global Anthropological crisis

	education of National Academy of Sciences of Ukraine, Luxembourg	
16:30-16:45	<b>Irina Plotka</b> – Dr.psych., Professor, Baltic International Academy, Latvia <b>Nina Blumenau</b> – Dr.sc.ing., Associate Professor, Baltic International Academy, Latvia	Implicit Attitudes and their Measurement
16:45-17:00	<b>Jevgeni Nietosniitty</b> – BS, Master's student, Baltic International Academy, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka, scientific consultant: Dr.sc.ing., Associate Professor Nina Blumenau	Research on relationship of explicit and implicit attitudes of self-esteem with psychological safety and voice behaviors of the employees
17:00-17:15	<b>Igors Belkovs</b> – Master's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Implicīto un eksplīcīto atteiksmju pret sasniegumiem saiknes izpēte ar organizācijas taisnīgumu
17:15-17:30	<b>Julia Drelevska, Tatjana Sarta, Igors Belkovs, Marina Jegorova, Inese Dikelsone, Jana Lapsa, Natālija Jefimova</b> – Master's students, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Research on relationship of implicit and explicit attitudes towards success with job satisfaction
17:30-17:45	<b>Natālija Jefimova</b> – Master's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un iesaisti darbā
17:45-18:00	<b>Inese Dikelsone</b> – Bc psych.& MBA, Master's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Research on relationship of implicit and explicit attitudes towards success with Organizational identification of employees
18:00-18:15	<b>Marina Jegorova</b> – Bachelor, Master's student, DU, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka, scientific consultant: Dr.sc.ing., Associate Professor Nina Blumenau	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un uztverto organizācijas atbalstu
18:15-18:30	<b>Jana Lapsa</b> – Bachelor, Master's student, DU, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka, scientific consultant: Dr.sc.ing., Associate Professor Nina Blumenau	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un iesaiknotību darbā
18:30-18:45	<b>Tatjana Sarta</b> – Bachelor, Master's student, DU, Latvia	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un darbinieku iesaisti

	Scientific advisor: Dr.psych., Professor Irina Plotka, scientific consultant: Dr.sc.ing., Associate Professor Nina Blumenau	
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<i>Participants</i>	<i>Topic</i>
<b>Irina Vasilevska</b> – Student of the bachelor study programme “Psychology”, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Agresijas un pašcieņas sakarības izpēte sportistiem



## Finance and Economics for Sustainable Future

13/12/2024 14:00 – 17:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 4 - 221

<https://videoconf.bsa.edu.lv/rooms/bsa-7nq-2du/join>

*Section Moderators: Mg.oec., Assistant Professor Zanna Cernostana,  
Dr.oec., Professor Alexey Aleksandrov*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Ihor Doroshenko</b> - Ph.D., MBA, MA, Doctoral student, MIM (IMI) – Kyiv, Ukraine	Valuation of Retail Banks for Different Stakeholder Groups (Based on the Materials of Neobanks)
14:15-14:30	<b>Oleksandr Sharov</b> - Doc.hab (Econ), Professor, Researcher, Institute for Economics and Forecasting, Ukraine	Investment to Ukraine: Three in One
14:30-14:45	<b>Alma Skujienė</b> - Lecturer, Panevezys University of Applied Sciences, Lithuania	Methodological aspects of financial investments evaluation
14:45-15:00	<b>Anastasiia Aloshyna</b> - Master of Finance, Researcher, Lesya Ukrainka Eastern European National University (LUEENU), Hungary - Serbia - Czech Republic <b>Alexey (Oleksii) Aleksandrov</b> - Doctor of Sciences in Economics, MBA, EFA, Professor of Baltic International Academy, Latvia	Crypto Assets: Growth Diseases and Potential Portfolio Management Methodologies
15:00-15:15	<b>Deimena Montvydaitė</b> - PhD, Associate Professor of Practice, Panevėžio kolegija / State Higher Education Institution, Lithuania	Quantitative Analysis of Residential Real Estate Market Dynamics in Lithuania
15:15-15:30	<b>Innola Novykova</b> - Associate Professor, Baltic International Academy, Ukraine	Development of information technology in finance
15:30-15:45	<b>Nadiia Novytska</b> - PhD, Postdoctoral researcher, University of Luxembourg, Luxembourg	Contemporary Tax Transparency: Insights into BEPS Action 13 and the Global Shift Toward Responsible Reporting
15:45-16:00	<b>Denys Pastushenko</b> - Doctoral student, Lviv Polytechnic National University, Ukraine	Economic Consideration of Correction of the Integral Assessment of the Quality of Gamified Image
16:00-16:15	<b>Angelina Tjurina</b> - Mag. Sc. Oec., Assistant Professor, College of Accounting and Finance, Latvia <b>Ana Samuilova</b> - Mag. Sc. Oec., Head of Accounting and Finance Study	Control or personal income as a tool to combat the shadow economy: the experience of Latvia and Lithuania

	Programme Committee, Panevėžio kolegija/State Higher Education Institution, Lithuania	
16:15-16:30	<b>Gulmira Dyusupova</b> - Doctoral student, Sarsen Amanzholov East Kazakhstan University, Kazakhstan	The Impact of Digitalization on the Financial Performance of the Republic of Kazakhstan
16:30-16:45	<b>Alexey (Oleksii) Aleksandrov</b> - Doctor of Sciences (Economics), MBA, EFA, Professor, Baltic International Academy, Luxembourg	Population aging as one of the elements of ESG in the economy

<i>Participants</i>	<i>Topic</i>
<b>Volodymyr Danko</b> – Professor, MIM-Kyiv, Ukraine <b>Iryna Tykhomyrova</b> – President of the MIM Business School, Kyiv, Ukraine	Ukraine’ Debt & Nation Economic Progress
<b>Kamila Kabikenova</b> – Student, ENU named after L.N.Gumilev, Kazakhstan <b>Elvira Tlessova</b> – PhD, Associate Professor, ENU named after L. N. Gumilev, Kazakhstan	Green Finance: Attracting Investments in Sustainable Projects
<b>Dayana Ibragimova, Zhanel Abdymalik</b> – Bachelors, students, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan	Development of the Green Economy in Kazakhstan
<b>Denis Gorshkov</b> – Master's student, Baltic International Academy, Latvia	Organizational-Economic Mechanisms for Managing Risks in the Innovation Activities of Enterprises
<b>Aisha Umargali, Anel Bakytzhankyzy</b> – Students, L. N. Gumilyov Eurasian National University, Kazakhstan	The Impact of Digital Technologies on the Financial Stability of the Oil and Gas Sector of Kazakhstan
<b>Andriy Zhukov</b> – Postgraduate student (PhD), Taras Shevchenko National University of Kyiv, Ukraine  <b>Igor Lyutiy</b> – Head of Finance Department, D.Sc. in Economics, Professor, Corresponding Member of the National Academy of Sciences of Ukraine, Taras Shevchenko National University of Kyiv, Ukraine	Трансформація механізму участі індивідуальних інвесторів на ринку внутрішніх державних запозичень
<b>Vagif Bakhshaliyev</b> – Doctoral student, Baltic International Academy, Latvia	Navigating Demographic Challenges for Sustainable Economic Growth in the Baltic States: Business Perspectives and Policy Responses

<b>Iryna Viter</b> – Candidate of Economic Sciences (Ph. D.), leading researcher, State Institution "Institute of World History of the NAS of Ukraine", Ukraine	Health Protection in the State Social Policy of Australia and New Zealand in the First Quarter of the 21st Century
<b>Kamola Rakhmatova</b> – Master's student, Baltic International Academy, Latvia <b>Archana Anandapadmanabhan</b> – PhD, Researcher, Adjunct Lecturer, Turiba University, Latvia	Credit-risk Assessment Overview of Small and Medium Enterprises (SMEs) in Central Asia and European Union
<b>Akhmadjon Yusupov</b> – Doctoral student, Baltic International Academy, Uzbekistan	How do consumers in the sharing economy value sharing? Evidence from research in Spain
<b>Anastasija Ožovane</b> – Master's student, Baltic International Academy, Latvia	Digitalizācijas procesa īpatnības mazā biznesa sektora uzņēmumos
<b>Waqar Faheem</b> – Doctoral student, Baltic International Academy, Latvia	The Impact of Governance Types on Foreign Direct Investment in Pakistan
<b>Valentīna Vorobjova</b> – Master's student, Baltic International Academy, Latvia <b>Žanna Černoštana</b> – Mg.oec., Assistant Professor, Baltic International Academy, Latvia	Grāmatvedības pakalpojumu ārpakalpojumu attīstība Latvijā

## Contemporary Management, Business and Innovation

13/12/2024 14:00 – 17:15 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 222

<https://videoconf.bsa.edu.lv/rooms/bsa-ror-kf2-nqu/join>

*Section Moderators: Mg.oec., Assistant Professor Inese Ratanova, Dr.oec., Assistant Professor Boriss Heimans, Mg.hrm., Lecturer Ksenija Doronina*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Ziedonis Apariņš</b> – Master's student, Baltic International Academy	Vadības stila izpēte, izmantojot Bleika-Moutona modeli un tā ietekme uz uzņēmuma SIA “Sporta prieks” efektivitātes paaugstināšanu
14:15-14:30	<b>Warnakulasuriya Osanda Indranath Fernando</b> – Master's student, Baltic International Academy, Latvia	Why SMEs in Sri Lanka Struggle to Thrive
14:30-14:45	<b>Daryana Jumabekova, Ilesova Botagoz</b> – Bachelor students, L.N. Gumilyov Eurasian National University, Kazakhstan	Innovation as a Driver of Competitiveness: Strategy and Management
14:45-15:00	<b>Aija Sannikova</b> – Dr.oec., Researcher, EKA University of Applied Sciences, Latvia <b>Janis Kudins</b> – Dr.oec., Lecturer, Daugavpils University, Latvia <b>Kristine Uzule</b> – Dr.psyh., Associate Professor, Researcher, EKA University of Applied Sciences, Latvia	Networking as a Factor in the Development of Social Enterprises
15:00-15:15	<b>Mykola Chumak</b> – CEO, Co-founder of IDNT Designing Experience Company, Ukraine	Happy staff = satisfied customers. Working with employee experience to create added value for the business. Experience from banks, retail, and service companies
15:15-15:30	<b>Halyna Kryshtal</b> – Dr.Sc. (Econ), Professor, Interregional Academy of Personnel Management, Ukraine	Generation Z in the Job Market: Challenges and Opportunities for Employees and Employers
15:30-15:45	<b>Tetiana Salashenko</b> – Candidate of Sciences (Economics), Senior Researcher, Senior Research Fellow, Research Center For Industrial Problems Of Development Of The National Academy Of Sciences Of Ukraine, Ukraine <b>Viktoriia Khaustova</b> – Dr.oec., Professor, Director, Research Center For Industrial Problems Of Development Of The National Academy Of Sciences Of Ukraine	Harmonisation of Ukraine's regulatory framework with European circularity principles

	<b>Iryna Hubarieva</b> – Dr.oec., Professor, Deputy Director, Research Center For Industrial Problems Of Development Of The National Academy Of Sciences Of Ukraine	
15:45-16:00	<b>Inga Riumkina</b> – PhD in Economic Sciences, Associate Professor, Esil University, Kazakhstan <b>Dametken Turekulova</b> – Doctor of Economics, Professor, vice-rector of academic affairs and internalization, Esil University	Human resources of the Republic of Kazakhstan: methodology for assessing quality and efficiency
16:00-16:15	<b>Samson Lallawmkipa Darlong</b> – Doctoral student, Turiba University, Latvia <b>Archana Anandapadmanabhan</b> – PhD, Researcher, Adjunct Lecturer, Turiba University, Latvia	The Transition to a Sustainable Innovation Through the Rise of Startups in Online Retailing
16:15-16:30	<b>Oleksiy Kiryukhin</b> – PhD, Researcher, University of Luxembourg, Luxembourg <b>Daniel Yampolskyi</b> – Student of the University of Luxembourg	European territorial cooperation under global uncertainty: the regional dimension
16:30-16:45	<b>Mohammad Karim Azimi</b> – Doctoral student, Baltic International Academy, Latvia	Factors Affecting Behavioral Intention Of Customers Interaction With Chatbots: Chatbot Human-Like, Privacy Concern and an Extention To UTAUT
16:45-17:00	<b>Merve Kocyigit</b> – Bachelor's degree student, Baltic International Academy, Latvia	Project Idea Development in Field of Children Education
17:00-17:15	<b>Diana Micevičienė</b> – PhD, Associate Professor, Panevėžio kolegija / State Higher Education Institution	Developing Resistance through Digitalisation: a Corporate Perspective

<i>Participants</i>	<i>Topic</i>
<b>Olga Zadorozhna</b> – PhD, Associate Professor, V. N. Karazin Kharkiv National University, Ukraine	Post-nonclassical Human-Measured Science as Comprehension of the Integrity of the Economic World and a New Methodological Basis for the Development of Human-Measured Management Processes
<b>Assem Bukhatova</b> – Doctoral student, East Kazakhstan University named after Sarsen Amanzholov, Kazakhstan <b>Zhibek Rakhmetulina</b> – C.e.s., professor, L.N. Gumilyov Eurasian National University, Kazakhstan	Improvement of workforce management
<b>Zhibek Rakhmetulina</b> – Professor, ENU, Kazakhstan	Methodological approaches to the management of human capital of enterprises

<b>Aigerim Rakhmetulina</b> – Doctoral student, ENU, Kazakhstan	
<b>Viktor Leszczynski</b> – PHD, Associate Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine	Labor Market: State and New Trends
<b>Dmytro Novykov</b> – Doctoral student, Kyiv National University of Construction and Architecture, Ukraine	The Role of the Strategy for Increasing the Competitiveness of Enterprises in the Risk Management System
<b>Innola Novykova</b> – Doctor of Science, Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine <b>Maksym Minkov</b> – Institute of Mechanics and Automation of Agro-Industrial Production National Academy of Agrarian Sciences of Ukraine, Ukraine	Innovations in the Development of the Agrarian Sector
<b>Vasil Bartko</b> – Doctoral student, Kyiv National University of Construction and Architecture, Ukraine	Choosing the Optimal Product Strategy of a Construction Organization
<b>Elena Sventitskaya</b> – Mg.oec, Doctoral student, Baltic International Academy <b>Ganna Reshina</b> – Dr.oec., Professor, Baltic International Academy	Features of Applying Linear Regression Models for Forecasting Business Processes in Latvia's Small Enterprises

# Communication Technologies and Tourism

## Arts and Design

13/12/2024 14:00 – 17:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 - 207

<https://videoconf.bsa.edu.lv/rooms/bsa-1qw-mjt-tvc/join>

*Section Moderators: Dr.sc.ing., Professor Zhanna Tsaurkubule, Mg.art., Assistant Professor Mikhail Kopeikin*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Suchith Abeyrathna</b> – Master's student, Baltic International Academy, Latvia	Sigiriya & Minor Attractions Develop Sigiriya as a Cultural Cluster
14:15-14:30	<b>Neveesha Reshani Perera</b> – Master's student, Baltic International Academy, Latvia	AI-Driven Guest Personalization: A Case Study of Sri Lanka's Hospitality Sector
14:30-14:45	<b>Helen Arrah Enow Epse Ayimily</b> – Master's student, Baltic International Academy, Latvia	Analysis of The Restaurant Industry in Cameroon
14:45-15:00	<b>Rufaro Mugomba</b> – Master's student, Baltic International Academy, Latvia	Rebranding Zimbabwe's National Parks: Promoting sustainability, Heritage and advancing adventure tourism
15:00-15:15	<b>Cynthia Ndieri Tiokeng</b> – Master's student, Baltic International Academy, Latvia	The Importance of Ethical Principles in Corporate Communication
15:15-15:30	<b>Grevy Dinang Nzeuakou</b> – Master's student, Baltic International Academy, Latvia	The Role of Social Media in Promoting Local Businesses in Cameroon: a Comprehensive Literature Review
15:30-15:45	<b>Balaji Gopalakrishnan</b> – Master's student, Baltic International Academy, India	Exploring the Growth of Adventure Tourism: Emerging Trends and Must-Visit Destinations
15:45-16:00	<b>Margaryta Aleksandrova</b> – Master's student, Taras Shevchenko Kyiv National University, Ukraine – Luxembourg <b>Petro Kotlyarov</b> – Doctor of Historical Sciences, Head of the Department of Art History, Taras Shevchenko Kyiv National University, Ukraine	Installation Art and Performance as reflection of contemporary world
16:00-16:15	<b>Irina Kopeikina</b> – Mg. art., Mg. paed, associate professor of the BSA Design School <b>Mihails Kopeikins</b> – Mg. art, director of the BSA Design School, LDS certified	Meta-analysis of design quality system. Analytical and objective diagnosis of typical design problems (ANTIPODD). Methodology structure, research paradigms, artistic research methodologies, artistic research model and strategies

	designer (cert. no. 007) in the fields of graphics and interior design	
16:15-16:30	<b>Anastasija Smirnova</b> – Undergraduate student, Baltic International Academy, Latvia	Dizaina koncepcijas izstrādes process identifikācijas stila un reklāmas produkcijas nepilnā cikla projekta vizualizācijas ietvaros – SIA "Bloommail" augu izcelsmes produktu piegādātāja uzturam un kulinārijas estētikai

<i>Participants</i>	<i>Topic</i>
<b>Žanna Caurkubule</b> – Dr.sc.ing., Professor, Baltic International Academy, Latvia <b>Anita Blusa</b> – 2 <sup>nd</sup> level professional study programme "Entrepreneurship Management", Baltic International Academy, Rezekne, Latvia	Lauku tūrisma potenciāla attīstība Latgales reģionā Latvijā
<b>Meera Varghese</b> – Master's student, Baltic International Academy, Latvia	The Impact of Digital green marketing approaches on Tourist Accommodation Preferences in Kerala
<b>Pragya Verma</b> – Master's student, Baltic International Academy, Latvia	Exploring the Impact of Tourist Preferences on the Development of Food Delivery Applications in India
<b>Alona Rogale-Homika</b> – MA of Tourism Management, Doctoral student, Baltic International Academy, Latvia <b>Marina Gunare</b> – Dr.sc.pol., Professor, Baltic International Academy, Latvia	Change in the nature of Seasonality in Tourism



# Geopolitical and Humanitarian Aspects of European Security

## Legal Science

13/12/2024 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 - 201

<https://videoconf.bsa.edu.lv/rooms/bsa-icr-noo-fmn/join>

*Section Moderators: Dr.sc.soc., Associate Professor Vladislav Volkov; Mg.iur., Assistant Professor Irina Gafta*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Natia Siradze</b> – Undergraduate bachelor student, Ivane Javakhishvili Tbilisi State University, Georgia	Transformation of Nostalgia in the Georgian Emigrants
14:15-14:30	<b>Julia Własiuk</b> – PhD, Associate Professor, University of Siedlce, Poland	Factors and Trends of Educational Migration from Belarus to Poland
14:30-14:45	<b>Nikoloz Bitsadze</b> – Political Science PhD, Researcher, Ivane Javakhishvili Tbilisi State University, Georgia	Geopolitical Significance of Georgia
14:45-15:00	<b>Ernesta Molotkienė</b> – PhD in Philosophy, Associate Professor, Klaipeda University, Lithuania	The Impact of Ethical Regulation for Security of Quantum Technology
15:00-15:15	<b>Marlena Drygiel-Bielińska</b> – PhD (doctor), Assistant Professor, University of Siedlce, Poland	Americans' Goals for U.S. Security Policy
15:15-15:30	<b>Konstantīns Voskobiņiks</b> – Master's student, Baltic International Academy, Latvia	Application of Coercive Measures to Legal Persons

<i>Participants</i>	<i>Topic</i>
<b>Innola Novykova</b> – Doctor of Science, Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine <b>Oleksandr Nykytiuk</b> – Doctor of Science, Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine <b>Olesya Lynovytska</b> – First Vice-Rector of the University, Doctor of Science, Professor, Kyiv Agrarian University of the	The Impact of Digitalization on the Development of the Labor Market: Global Trends

National Academy of Agrarian Sciences of Ukraine	
<b>Sintija Beinaroviča</b> – Student, Baltic International Academy, Latvia	Komisijas interešu konflikts publiskajos iepirkumos
<b>Inese Deņisenoka</b> – Student, Baltic International Academy, Latvia	Recent Amendments to the Legal Regulation of Tobacco Products in Latvia
<b>Jūlija Jakuševiča</b> – Student, Baltic International Academy, Latvia	Bērna tiesības uz drošiem un labvēlīgiem dzīves apstākļiem kā vecāku aizgādības tiesību sastāvdaļa
<b>Baiba Leite</b> – Student, Baltic International Academy, Latvia	Vardarbības ģimenē novēršanas un apkarošanas tiesiskais regulējums
<b>Kristīne Maslija</b> – Student, Baltic International Academy, Latvia	Īpaši aizsargājamā cietušā kriminālprocesuālais statuss
<b>Svetlana Strumīla</b> – Student, Baltic International Academy, Latvia	Speciālais izmeklēšanas eksperiments kriminālprocesā
<b>Ņikita Paholkovs</b> – Student, Baltic International Academy, Latvia	Tiesības tikt aizmirstam pēc Visparīgās datu aizsardzības regulas
<b>Marina Sumbarova</b> – Dr.iur, Associate Professor, Baltic International Academy, Latvia	Izmeklēšanas darbību pierādījumu nozīme Latvijas kriminālprocesā
<b>Andrejs Sumbarovs</b> – Bachelor student, Baltic International Academy, Latvia	Piekrišanas ārstēšanai vai atteikšanās no tās aktuālie tiesiskie jautājumi
<b>Irina Gafta</b> – Mg.iur., Assistant Professor, Baltic International Academy, Latvia	Finanšu nodrošinājuma tiesiskais regulējums Latvijā
<b>Maruta Ozolina</b> – Mag.iur., Lecturer, Baltic International Academy, Latvia	Paternity as a condition of the right to receive maintenance