



**Uniwersytet
w Siedlcach**



**KYIV AGRARIAN
UNIVERSITY**



Baltic International Academy (Latvia) | Daugavpils University (Latvia) | College of Accounting and Finance (Latvia) | Urgench State University (Uzbekistan) | 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) | University of Siedlce (Poland) | University of Oradea (Romania) | Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine | Lithuanian Sports University (Lithuania)

12 December 2025, Riga, Latvia

BALTIC INTERNATIONAL ACADEMY

XIV 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. Svagzdiene** (Lithuanian Sports University, Lithuania)
- Dr.psych., Professor **I. Plotka** (Baltic International Academy)
- Dr.sc.soc., Assoc. Professor **V. Volkov** (Baltic International Academy)
- Dr.iur., Assoc. Professor **T. Jurkevica** (Baltic International Academy)
- Dr.sc.ing., Professor **Z. Tsaurkubule** (Baltic International Academy)

Conference Organising Committee:

- Dr.sc.soc., Associate Professor *Vladislav Volkov*
- Mg.oec., Assistant Professor *Inese Ratanova*
- Doctor of Sciences (Economics), Professor *Alexey (Oleksii) Aleksandrov*
- MBA, Assistant Professor *Svetlana Polovko-Valtere*
- Dr.psych., Professor *Irina Plotka*
- Dr.iur., Associate Professor *Tatjana Jurkevica*
- Mg.iur., Assistant Professor *Irina Gafta*

Programme

December 12, 2025	11:00 – 13:30	Plenary session Moderator: <i>Dr.sc.soc., Associate Professor Vladislav Volkov</i> Valerijas Seiles Str. 1/4 – 207 https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join
December 12, 2025	14:00 – 19:00	Section Contemporary Management, Business and Innovation; Finance and Economics for Sustainable Future Moderators: <i>Mg.oec., Assistant Professor Inese Ratanova, Doctor of Sciences (Economics), Professor Alexey (Oleksii) Aleksandrov</i> Valerijas Seiles Str. 1/4 – 207 https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join
December 12, 2025	14:00 – 18:00	Section Tourism and Recreation Organisation Moderator: <i>MBA, Assistant Professor Svetlana Polovko-Valtere</i> Valerijas Seiles Str. 1/4 – 306 https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join

December 12, 2025	14:00 – 16:30	Section Topical Issues of Psychology: Theory and Practice Moderator: <i>Dr.psych., Professor Irina Plotka</i> Valerijas Seiles Str. 1/4 – 305 https://videoconf.bsa.edu.lv/rooms/r5l-ro4-jrt-fsl/join
December 12, 2025	14:00 – 15:30	Section Geopolitical and Humanitarian Aspects of European Security; Legal Science Moderators: <i>Dr.sc.soc., Associate Professor Vladislav Volkov, Mg.iur., Assistant Professor Irina Gafta</i> Valerijas Seiles Str. 1/4 – 311 https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/join

Plenary session

12.12.2025 11:00 – 13:30 UTC+2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

<https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join>

OPENING OF THE CONFERENCE

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

REPORTS

Analysis of the Share of Khorezm in the Domestic Tourism Market of Uzbekistan and Its Development Potential

Mirzobek Avezov,
PhD in economics, Associate Professor, Deputy Dean for Scientific Affairs and International Cooperation, Faculty of Social and Economic Sciences, Urgench State University named after Abu Rayhon Beruni, Uzbekistan

Monetary Globalization and the Globalization of Money

Oleksandr Sharov,
Doc.hab (Econ), Professor, Institute for Economics and Forecasting, Ukraine

Romania's Role in Combating Human Trafficking: National Challenges and European Implications

Edina Lilla Mészáros,
*PhD in International Relations and Security Studies, Lecturer,
Faculty of History, International Relations, Political Science and Communication Sciences,
University of Oradea, Romania*

Artificial Intelligence (AI) in FinTech and Banking: Pros and Cons

Alexey (Oleksii) Aleksandrov,
*Doctor of Sciences (Economics), MBA, EFA, Corporate Governance Diploma, ESG Advisor,
Professor of Baltic International Academy, Riga, Latvia,
Visiting Professor of MIM – Kyiv Business School, Kyiv, Ukraine*

Competitiveness of the Ukrainian higher education system in the European space

Innola Novykova,
*Doctor of Economics, Professor,
Department of Construction Management, Kyiv National University of Construction
and Architecture, Kyiv, Ukraine*

The organization of the court system in the Turkestan region in 1784-1917

Anatoliy Lytvynenko,
*Doctor of Legal Sciences, Researcher, Lecturer,
Baltic International Academy, Riga, Latvia*

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

Contemporary Management, Business and Innovation

Finance and Economics for Sustainable Future

12.12.2025 14:00 – 19:00 UTC+2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

<https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join>

*Section Moderators: Mg.oec., Assistant Professor Inese Ratanova,
Doctor of Sciences (Economics), Professor Alexey (Oleksii) Aleksandrov*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Diana Micevičienė – Phd, Associate Professor, Arūnas Tautkus – Phd, Panevezio kolegija/ State Higher Education Institution, Lithuania	Sustainability: Buzzword or Blueprint for the Future?
14:15-14:30	Diana Micevičienė – Phd, Associate Professor, Laima Skauronė – Phd, Panevezio kolegija/ State Higher Education Institution, Lithuania	From Vision to Sustainability: Shaping the Future of Logistics
14:30-14:45	Alma Skujienė, Ana Samuilova – Lecturers, Panevėžys College, Lithuania	The Benefits of a 'Souvenir' Simulation Company for the Development of Practical Skills
14:45-15:00	Rasa Glinskienė – Doctor of Social Sciences, Associate Professor, Dalia Urbonienė – Lector, Panevezio kolegija/ State Higher Education Institution, Lithuania	Evaluation of Activities at a Child Day Care Center from the Children's Perspective: Satisfaction, Changes, and Opportunities for Improvement
15:00-15:15	Bogdan Ekstowicz – Ph.d. Andiunkt, Assistant Professor, Akademia Humanistyczno-ekonomiczna, Poland	International relations and International management in today's globalized world
15:15-15:30	Nadiia Novytska – PhD, Researcher, University of Luxembourg, Luxembourg	Digital Transformation of Family Offices: Technologies, Aggregation Platforms, and the Role of AI

15:30-15:45	Kutlu Ergün – PhD, Assistant Professor, Balıkesir University, Turkey	Microeconomic Outcomes of Financial Literacy
15:45-16:00	Sergiy Nemcsenko – PhD in Computer Sciences, Consultant / Team Coach, University of Valenciennes, France	Scaling without sinking: How to grow FinTech teams without losing energy and quality
16:00-16:15	Volodymyr Danko – PhD, Professor, MIM-Kyiv, Ukraine	Equity Financing Ukraine
16:15-16:30	Renāte Indrika – PhD, Assistant Professor, The College of Accountancy and Finance, Latvia	STRIKE metodoloģijas pielietojums digitālajā ekonomikā: strukturēta pieeja biznesa procesu optimizācijai un inovācijai
16:30-16:45	Anastasiia Aloshyna – Doctoral student, Baltic International Academy, Ukraine Alexey (Oleksii) Aleksandrov – Doctor of Sciences (Economic), MBA, EFA, Professor, Baltic International Academy, Luxembourg	Decentralized Finance: Promising Solutions and Contemporary Risks
16:45-17:00	Igor Dunayev – Dr.sc., Professor, V.N. Karazin Kharkiv national university, Ukraine	The State in the Web 4.0 Era: Conceptual Challenges and Transformations in Digital Reputation Systems
17:00-17:15	Elena Sventitskaya – PhD, TSI, Latvia	The Role of Tax Policy in Shaping Conditions for the Sustainable Development of Small Business
17:15-17:30	Maryna Leshchenko – Ph.D in Economics, Associate Professor, Cherkasy State Technological University, Ukraine Lesya Petkova – Cherkasy State Technological University, head of the Department of International Economics and Business, Doctor of Economic Sciences, Professor	The role of student project work in the educational process
17:30-17:45	Anna Shevchenko – PhD, Associate Professor, Cherkasy State Technological University, Ukraine	Financing for climate solutions: global practices and project effectiveness
17:45-18:00	Mark V. Smetanin – Computer Science, MBA, PMP, PMI-ACP, Product Owner, Master's student, MIM Kyiv, USA Alexey Aleksandrov – Doctor of Sciences (Economic), MBA, EFA, Professor, Baltic International Academy, Luxembourg	New AI Era - Unique Approach To Strategic Management

18:00-18:15	Mykola Chumak – Guest Speaker, Baltic International Academy, Ukraine	Customer segmentation in the banking industry. Modern approaches. How to understand who your customers are
18:15-18:22	Ieva Savilionyte – Doctoral student, Mykolas Romeris University, Lithuania	AML Systems through the Lens of Niklas Luhmann's Systems Theory
18:22-18:29	Liene Freimane – Master's student, Baltic International Academy, Latvia	Iespējamie virzieni Latvijas Valsts policijas darbības pilnveidošanai, pamatojoties uz mārketinga rīku izmantošanu
18:29-18:36	Bekzod Rustamov – Bachelor's student, Baltic International Academy, Latvia	Founding process of the commercial companies in Latvia and Uzbekistan
18:36-18:43	Elizabeth Shefer – Master's student, Baltic International Academy, Latvia	The Impact of AI Technology and Dynamics of Workforce Reduction on a Business's Net Profit
18:43-18:50	Pranab Saha – Master's student, Baltic International Academy, Latvia	Digital Transformation and Economic Performance: Theoretical Foundations and Empirical Evidence in Latvia
18:50-18:57	Ērika Pupina – Bachelor's student, The College of Accountancy and Finance, Latvia	Skaidras naudas izmantošanas perspektīvas ekonomikas digitalizācijas kontekstā
18:57-19:04	Lana Ostrovska – Master's student, Baltic International Academy, Latvia	Darba uzlabošanas iespējas Ludzas novadā, pamatojoties uz pašvaldības un privātā sektora darbinieku darba motivācijas faktoru analīzes salīdzinājumu
19:04-19:11	Umidjon Khabibullaev – Bachelor's student, Baltic International Academy, Latvia	Emerging Challenges and Opportunities for E-Business in the Post-Pandemic Era

<i>Participants</i>	<i>Topic</i>
Harikrishna Povil Janardhanan – student of a short-cycle professional higher education programme, Riga Management College, Latvia	The Role of Social Media in Promoting Local Business in India
Gleb Artyushkov – Bachelor's student, Baltic International Academy, Latvia	Paradigm Shift in Higher Education: from Prohibitions to Genai Competencies
Martyna Mostowska – PhD, Associate Professor, Radom Academy of Economics, Poland	The Importance of the Development of Digital Services for the Competitiveness of the Polish Economy After 2020
Poshshajon Atabaeva – Master's student, Urgench State University named after Abu Rayhan Biruni, Uzbekistan	Models for building a knowledge base for a mobile application to monitor proper nutrition

Tharaka Dhanushka Heenwella Arachchillage – Master's student, Baltic International Academy, Latvia	The Impact of Social Media Influencers on Destination Choice in Sri Lanka's Tourism Industry
Veranika Khlud – Doctoral student, Baltic International Academy, Latvia Kamal Hasanov – Turiba, PhD student in Business Administration Dina Korchazhnikova – Moscow Innovation Cluster Foundation, Expert	State support for digitalisation and business automation in Latvia
Shavkat Rakhmatov – Master's student, Baltic International Academy, Latvia	Sustainable Development and Corporate Performance: Balancing ESG Initiatives and Financial Results - The Case of TELUS Digital in Riga
Anjana Pamila Nuwan Waliwarsha Liyana Kamkanange – Master's student, Baltic International Academy, Latvia	Strategy for Enhancing Employee Retention in Sri Lankan Retail Organisations through the Implementation of Organizational Mental Health Programs
Yohan Chanaka Wimalagunaratne – Master's student, Baltic International Academy, Latvia	Sustainable Business Models in the Leisure and Entertainment Industry
Valentīna Vorobjova – Master's student, Baltic International Academy, Latvia	Grāmatvedības pakalpojumu ārpakalpojumu attīstība Latvijā

Tourism and Recreation Organisation

12.12.2025 14:00 – 18:00 UTC+2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 306

<https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join>

Section Moderator: MBA, Assistant Professor Svetlana Polovko-Valtere

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Ludmila Bavrina – Mg.phil., Mg.paed, Lecturer, Baltic International Academy, Latvia	Trans-generational Communication in a Multicultural Study Room: A Reflective Case Study within an Inter-generational Higher-Education Setting
14:15-14:30	Alla Iljina – Dr.oec., Associate Professor, Baltic International Academy, Latvia Yuliia Serdiuk – Bachelor's student, Baltic International Academy, Latvia	Factors Influencing Tourists' Choice of Sharing Economy Accommodation Services: The Case of Domestic Tourism in Ukraine
14:30-14:45	Krishna Moorthy Unnikrishnan – student of a short-cycle professional higher education programme, Riga Management College, Latvia	Digital Marketing in Tourism: Opportunities for India
14:45-15:00	Olatunbosun John Oguntope, Fortune-Amose Tangwa – students of a short-cycle professional higher education programme, Riga Management College, Latvia	Indigenous Culture and Ecotourism: Lessons from Cameroon and Nigeria
15:00-15:15	Sachithra Dilshan Deegoda Gamage – Master's student, Baltic International Academy, Latvia	AI-Driven Digital Marketing Strategies for Tourism Development in Sri Lanka
15:15-15:30	Anzil Mohammed Pathippulam – student of a short-cycle professional higher education programme, Riga Management College, Latvia	Promoting Sustainable Tourism in India
15:30-15:45	Sudarshani Prasanthi Ukwatta Durage – Master's student, Baltic International Academy, Latvia	The Impact of Sri Lankan Community-Based Tourism on Tourist Psychological Well-being

15:45-16:00	David Emeka Elue – student of a short-cycle professional higher education programme, Riga Management College, Latvia	Potential Development of Tourism in Nigeria
16:00-16:15	Kana II Salomon – Master's student, Baltic International Academy, Latvia	Crisis Management and Risk Mitigation Strategies Entertainment Industry
16:15-16:30	Sagarika Dissanayake Dissanayakege – Master's student, Baltic International Academy, Latvia	Digital Transformation in Tourism: How Smart Technologies Are Reshaping Destination Competitiveness
16:30-16:45	Lalinda Chathuranga Srimal Bandaranayake Mudiyanse – Master's student, Baltic International Academy, Latvia	The Psychology Behind Tourism Advertising: How Emotions Shape Travel Choices
16:45-17:00	Maikem Anderson – Master's student, Baltic International Academy, Latvia	Cultural Festivals as Drivers of Tourism Growth in Cameroon
17:00-17:15	Sreehari Praveen Kumar – Master's student, Baltic International Academy, Latvia	The Science of Travel Motivation: Psychological Issues in Modern Tourism and Recreation Organisations
17:15-17:30	Hemant Dhiman – Master's student, Baltic International Academy, Latvia	Impact of Visual Rhetoric on Audience Engagement in Online Presentations

<i>Participants</i>	<i>Topic</i>
Raushan Davletova – Bachelor's student, Riga Management College, Latvia	The Role of Mindfulness Education in Enhancing Efficiency of Students and Professionals in the Tourism Sector
Muzaffar Bukhari – Baltic International Academy, Latvia	Role of Social Media in Promoting Tourism in Kashmir
Alona Rogale-Homika – MA in Tourism Management, Lecturer, Baltic International Academy, Latvia Marina Gunare – Dr.sc.pol., Professor, Baltic International Academy, Latvia	Digitalization and the Emerging Vulnerabilities of Tourism Services in Latvia
Malcolm John Sarala Chamini Hopkins – BSc Hons in Quantity Surveying, Master's student, Baltic International Academy, Latvia	Digital Transformation in Tourism: Impact Of Online Platforms On Tourist Decision-Making In Sri Lanka

Waasala Sooriyabandaralage Chandani Dissanayake – Master's student, Baltic International Academy, Latvia	The Role of Psychological Factors in Enhancing Tourist Experience in Recreation Organizations
Manav Sharma – Master's student, Baltic International Academy, Latvia	The Impact of Service Quality on Customer Loyalty in Boutique Hotels
Farrukh Mirakhmedov – Master's student, Baltic International Academy, Latvia	Analysis of Premium Alcohol Promotion Methods in Latvian Leisure Venues

Topical Issues of Psychology: Theory and Practice

12.12.2025 14:00 – 16:30 UTC+2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 305

<https://videoconf.bsa.edu.lv/rooms/r5l-ro4-jrt-fsl/join>

Section Moderator: Dr.psych., Professor Irina Plotka

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Vsevolods Kačans – Dr.Phil., Researcher, University of Latvia, Latvia	No ikdienišķas līdz zinātniskai domāšanai organizācijā: vadības lēmumu pārveidošanas līdzekļi
14:15-14:30	Irina Plotka – Doctor of Psychology, Professor, Baltic International Academy, Latvia Zanna Vinogradova – Mg.psych., Candidate of doctoral degree in Psychology, Daugavpils University, Latvia Nina Blumenau – Doctor of Engineering Sciences, Associate Professor, Baltic International Academy, Latvia	Research of explicit and implicit attitudes towards gambling for gamblers and non-gamblers
14:30-14:45	Zanna Vinogradova – Mg.psych., Candidate of doctoral degree in Psychology, Daugavpils University, Latvia Irina Plotka – Doctor of Psychology, Professor, Baltic International Academy, Latvia Nina Blumenau – Doctor of Engineering Sciences, Associate Professor in Psychology, Baltic International Academy, Latvia	The impact of emotional valence of episodic events on the implicit and explicit measurements of the attitude toward speeding
14:45-15:00	Oleksii Nalyvaiko – Ph.D. in Pedagogy, Assistant Professor, Liliya Zotova – Ph.D. in Psychology, Assistant Professor, Nataliia Nalyvaiko – Ph.D. in Pedagogy, Oleg Shapovalov – Ph.D. in Pedagogy, Postgraduate student, V. N. Karazin Kharkiv National University, Ukraine	Psychology Students' Acceptance of Artificial Intelligence in Higher Education: Perceived Benefits and Risks

15:00-15:15	Viktorija Petļak – Mg.sc.soc., Assistant Professor, Baltic International Academy, Latvia	Psychological counselling and supervision
15:15-15:30	Ishgaley Ishmuhametov – Dr.psych., Researcher, Baltic International Academy and Transport and Telecommunication Institute, Latvia	Motivation for Choosing a University and the Development of Educational and Career Expectations at Different Study Levels
15:30-15:45	Jevgeni Nietosniitty – Mg.psych., Researcher, Baltic International Academy, Latvia	Introduction to the role of organizational self-esteem and it's connection with other organizational variables
15:45-16:00	Rita Osipova – Mg.psych., darba un organizācijas psihologs; klīniskais un veselības psihologs, Latvijas Dzelzceļnieku biedrība, Latvija	Psihofizioloģiskās profesionālās piemērotības loma kā drošības pamats uz dzelzceļa
16:00-16:15	Natālija Jefimova – Mg.psych., REMC, Latvia Irina Plotka – Doctor of Psychology, Professor, Baltic International Academy, Latvia Nina Blumenau – Doctor of Engineering Sciences, Associate Professor, Baltic International Academy, Latvia	Eksplīcītās un implicītās attieksmes pret panākumiem un darba iesaistīšanās Latvijas organizāciju darbiniekiem

<i>Participants</i>	<i>Topic</i>
Valentyn Leonov – Doctoral student, National technical university “Kharkiv Polytechnic institute”, Ukraine	Gamification as a Factor in the Development of Resilience Among Student Youth
Yevhenii Makieiev – PhD candidate, Doctoral student, National Technical University “Kharkiv Polytechnic Institute”, Ukraine Svitlana Reznik – Lecturer, Associate Professor National Technical University “Kharkiv Polytechnic Institute”, Ukraine	Motivation of Prospective University Lecturers to Form Test Competence

Geopolitical and Humanitarian Aspects of European Security

Legal Science

12.12.2025 14:00 – 15:30 UTC+2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 311

<https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/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	Polina Haiduk – Bachelor's student, Baltic International Academy, Latvia	Volunteering as a Tool for Youth Empowerment: International Trends and Opportunities for Ukrainian Public Governance
14:15-14:30	Jurijs Mašošins – Dr.iur, Associate Professor, RISEBA, Latvia	Daži diskutabli dizaineru darbības tiesiskā regulējuma aspekti (līgumattiecības, svešu dizaina elementu izmantošana)
14:30-14:45	Oskars Garkājs – Mg.iur., Lecturer, Riga Management College, Latvia	Tiesību streikot vai arodbiedrību likumīgās darbības kavēšana
14:45-15:00	Tatjana Jurkevica – Dr.iur., Associate Professor, Baltic International Academy, Latvia	Pierādīšanas procesa vēsturiskie aspekti Latvijas civilprocesā

<i>Participants</i>	<i>Topic</i>
Muslimbek Tukhtasinov – Bachelor's student, Baltic International Academy, Latvia	History and Development of Diplomatic Relations between Latvia and Uzbekistan: Analysis of Key Points
Emma Naomi Basch – Bachelor's student, Baltic International Academy, Latvia	Female Genital Mutilation