

VI International Scientific Conference

21st CENTURY CHALLENGES FOR ECONOMICS AND CULTURE

PROGRAMME

Riga, 2016



The 6th International Scientific Conference organized by the University College of Economics and Culture, Alberta College and Walsh College is a great opportunity for academicians and researchers to presents the results of their studies, to establish new contacts with peers and to spent a wonderful time with colleagues in a friendly environment. This year we have an honour to host guests from Lithuania, Estonia, Poland, Czech Republic, Belorussia, Georgia, Kuwait, Israel, and Macedonia. We hope our conference will become a widely known event and meeting place for even larger number of participants from all over the world.

Welcome to Riga! Welcome to the University College of Economics and Culture!

Jelena Titko

Vice-rector for Science of the University College of Economics and Culture

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OPENING / PLENARY SESSION

THURSDAY, APRIL 7

09.30 – 10.00 REGISTRATION

10.00 – 10.10 OPENING CEREMONY

10.10 – 11.40 PLENARY SESSION

- ❖ *21st Century Challenges for the Banking Sector*
- ❖ *21st Century Challenges for Higher Education*
- ❖ *21st Century Challenges for IT industry*

11.40 – 12.00 COFFEE BREAK

12.00 – 13.30 PARALLEL SESSIONS

13.30 – 14.30 LUNCH

14.30 – 17.00 PARALLEL SESSIONS

17.00 – 19.00 INTERNATIONAL EVENING (Venue: Lomonosova 1/5)

THURSDAY, APRIL 7

Parallel Sessions 12.00 – 13.30

21ST CENTURY CHALLENGES FOR ECONOMY AND FINANCE

room 103

Chairpersons – Dr. oec. Staņislavs Keišš (The University College of Economics and Culture); Dr. oec. Deniss Ščeuļovs (Riga Technical University)

Maris Plumins, Deniss Ščeuļovs

Aspects of Competitiveness in Transport and Logistics Industry

Rita Remeikienė, Ligita Gaspareniene, Gintare Grigaliune

Problematics of the Management of Receivables: Lithuanian Case

Egidijus Bikas, Lina Jurevičiūtė

The Impact of the Tax Incentive on the Public Finance

Łukasz Marzantowicz

Fuel Prices as a Factor of Shaping Profitability of Road Transport in Poland

Jan T. Mróz

Political, Economic and Institutional Challenges of European Union in Next Decades of 21st Century

Borisas Melnikas

Contemporary Changes in Economy and Culture: New Ideas of Networks and Networking

21ST CENTURY CHALLENGES FOR LEGISLATION

room 114

Chairpersons – Dr. jur. Ērika Krutova; Mg. jur. Natalja Verina

Daiga Sproģe

The Features of the Auction of a Debtor's Property in the Cross-Border Insolvency

Jolanta Dinsberga

Problems of Terminating Legal Relations of Shared Ownership

Gediminas Valantiejus

Legal Aspects of the Implementation of the European Union's Common Commercial Policy: Lithuanian Experience and Practice

Anna Saltikova, Natalja Verina

Components of Population's Legal Competency and Legal Skills Regarding Financial Issues

Natalja Verina

Shortcomings of Legal Regulation on Documents' Preparation

Karīna Tarasenko

Individual Extrajudicial Recovery of Debts

Daina Pētersone

The Mediator's Legal Base Working with Clients

Dana Ābeltiņa

The Features and Problems of Cession's Legal Regulation

21ST CENTURY CHALLENGES FOR INFORMATION AND COMMUNICATION TECHNOLOGIES

room 111

Chairpersons – Mg.oec. Irina Šmatkova, Mg.sc.env. Andris Gabrānovs

Mirosław Rewera, Jadwiga Daszykowska

Safety of Poles in the Cyberspace

Irina Šmatkova, Andris Gabrānovs

Cyber security challenges and development in Latvia

Rita Remeikiene, Ligita Gaspareniene

Evaluation of Digital Shadow Economy Prevention Measures

Ludmila Penicina

Open Access Activities in Latvian Higher Education

Deniss Ščulovs, Vladimir Shatreich

Evaluation of E-Recruitment as a Business Model through Internet of Things Approach

Izabela Dembińska

The Impact of E-Commerce Development on the Warehouse Space Market in Poland

21ST CENTURY CHALLENGES FOR EDUCATION AND PEDAGOGY

Room 115

Chairpersons – Dr. paed. Larisa Turuševa; Mg. psych. Jekaterina Bierne

Michael Ben Jacob

Pedagogy of Financial Education among College Students

Iveta Cirule, Ilmars Kreituss

The Importance of Entrepreneurship Education in Business Incubation at Higher Educational Institutions in Latvia

Jekaterina Bierne, Jelena Titko

Effectiveness of E-Learning in Latvian Education Institutions

Edīte Igaune, Ilze Liepa-Balode, Agnese Hermāne

The Mutual Reciprocity of Education, Non-Formal Cultural Education and Social Capital

Edgars Čerkovskis

Availability of Competent Workforce in the Future

Irina Šmatkova

ICT skills development necessity in modern school

Parallel sessions 14.30 – 17.00

21ST CENTURY CHALLENGES FOR ECONOMICS AND FINANCE

room 103

Chairpersons – Dr. oec. Staņislavs Keišš (The University College of Economics and Culture); Dr. oec. Deniss Ščeuļovs (Riga Technical University)

Daiva Jurevičienė, Darius Rauličkis

Analysis of Financial and Economic Indicators Application to Firm Probability of Default in Commercial Banks

Borisas Melnikas

Global Transformations: The Networking Society and Networks Based Economy Creation

Rasa Aleknavičiūtė, Viktorija Skvarciany, Simona Survilaitė

The Role of Human Capital for National Innovation Capability in EU Countries

Veslav Kuranovic

Economic and Cultural Cooperation between Partners from China and Baltic Region: Possibilities, Problems and Priorities

Bahman Peyravi

Experiences of the Innovation Activities in the Baltic Region: Possibilities of the Transfer to the South East European Countries

Justine Sophia Jaunzeme

Combining Environmental and Spatial Discount Rates for Valuation of Assets According to International Financial Reporting Standards

Dushko Josheski, Dimitar Eftimoski

Application of the Extended IS-MP-IA Model and the Taylor Rule in Selected CESEE Economies

Staņislavs Keišš

Business Environment in Latvia and its Assessment in the Ratings of International Organizations

Staņislavs Keišš, Alla Serjogina

The Foreign Trade Policy of the EU and the Economic Development of Latvia

21ST CENTURY CHALLENGES FOR CULTURE AND HUMANITIES

Room 115

Chairpersons – Mg. sc.edu. Zane Veidenberga; Mg.sc.env. Kaspars Šteinbergs

Juri Tereštšenkov, Viktorija Skvarciany

Quality of Life: Interface between Cultural Specificities and Social Progress

Lukasz Szwejka

CCTV Deployment and Crime Prevention

Andrei G. Zavaliy

A Virtue-Based Approach to Professional Ethics: An Advice from Aristotle

Jekaterina Vozņuka

Positioning of Latvian towns and its meaning for travel destination marketing

Jelena Budanceva, Jekaterina Bierne, Ināra Kantāne

Titanic the exhibition influence on suburb perceived attractiveness and inhabitants' subjective wellbeing

Inga Milēviča

Cinema Text and Translation: An Adaptation Strategy and Tactics

Kristīne Zilauce

Analysis of Paratextual Elements in Medical Scientific Articles in Latvian and English

Margarita Spirida

Discursive analysis of evaluation in media coverage of the Latvian presidency of the Council of the European Union

Aija Poikāne-Daumke

The Concept of Trauma in the Context of Andrew Ezergailis's Narrative Agony of Leaves

Jérôme Dumetz

The Empires Strike Back?

Mindaugas Butkus, Kristina Matuzevičiūtė.

Evaluation of EU Cohesion Policy Impact on Regional Convergence: Does Culture Differences Matters?

Zane Veidenberga.

Transfer of the Implied Values of Diminutives: the English Translation of Sandra Kalniete's Book *With Dance Shoes in Siberian Snows*

21ST CENTURY CHALLENGES FOR BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP
room 111

Chairpersons: Dr. phil., Velga Vēvere; Dr. oec. Jelena Titko

Bogdan Więckiewicz, Piotr T. Nowakowski

The Impact of the Financial Situation on the Operative Effectiveness of Polish Families

Ieva Zaumane

Internal Communication Challenges in 21st Century Organization

Ieva Zemīte

The Role of Stakeholders in Cultural Entrepreneurship Management

Natalja Verina, Jelena Titko

Tax Governance as a Part of Corporate Social Responsibility

Jelena Titko, Viktorija Skvarciany

Operating Income in Retail Banking: Case of Latvian and Lithuanian Market

Oksana Lentjushenkova, Jelena Titko

Intellectual Capital Investments: Perceptions of Latvian Entrepreneurs

Velga Vēvere, Iveta Līniņa

Ethical Leadership: Meaning and Measurement. Latvian Retail Traders' Perspective

Aleksandra Lezgovko

Theoretical Aspects and Development of the Mechanism for Risk Management in Small and Medium-Sized Business

Marcin Komańda

Communicating about a Business Model within an Organisation in the Opinion of Czechs and Polish

Hanna Soroka-Potrzebna

Risk in Opinion of Microentrepreneurs – Chance or Threat?

Yulia Vailunova, Galina Yaheva

Integration of Communication as a Tool to Improve the Competitiveness of Enterprises of the Republic of Belarus

FRIDAY, APRIL 8

10.00 – 10.30 **WELCOME COFFEE**

10.30 – 13.00 **PANEL DISCUSSION “Does the Labour Market Still Require Economists and Lawyers?”
(discussion in Latvian)**

Discussion participants:

Normunds Ozols	Ekonomikas ministrijas Ekonomiskās attīstības un darba tirgus prognozēšanas nodaļas vadītājs
Baiba Medvecka	Valsts pārvaldes cilvēkresursu nodaļas vadītāja
Inese Kamarūte	SIA Fontes grupa vecākā konsultante
Oļegs Krasnopjorovs	Latvijas Bankas Monetārās politikas pārvaldes Makroekonomikas analīzes daļas galvenais ekonomists
Eva Selga	Latvijas Personāla vadīšanas asociācijas valdes priekšsēdētāja
Līga Mengēlsone	LDDK ģenerāldirektore

13.00 – 14.00 **LUNCH**

14.00 – 15.00 **CONFERENCE CLOSING**

16.00 – 17.30 **PANEL DISCUSSION (for International Academic Week 2016 participants)
“Progress of the project *Innovative Strategic Partnership for European Higher Education*”**

18.00 – 20.00 **GALA DINNER**