



LITHUANIA
BUSINESS
COLLEGE



15th INTERNATIONAL SCIENTIFIC-METHODICAL-PRACTICAL CONFERENCE ON
SUSTAINABLE REGIONAL DEVELOPMENT:
ECONOMICS, MANAGEMENT, LAW AND TECHNOLOGY OPPORTUNITIES 2023
Klaipėda, Lithuania, October 6-7, 2023

Co-organized by:

Lithuania Business College, Klaipėda, Lithuania

Klaipėda City Municipality, Lithuania

Klaipėda Chamber of Commerce and Crafts, Lithuania

Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary

Warszawska Szkoła Zarządzania-Szkoła Wyższa, Poland

Turība University, Latvia

South-West University Neofit Rilski, Bulgaria

Czestochowa University of Technology, Poland

Mediterranean University of Albania, Albania

Ivan Franko National University of Lviv, Ukraine

University of Tetovo, North Macedonia

Alexander Dubček University of Trenčín, Slovak Republic

Eastern European Development Agency, Slovak Republic

European Institute of Further Education, Slovak Republic

CONFERENCE PROGRAMME

October 6-7, 2023, Hotel Victoria, at 5 floor, S. Simkaus str. 2, LT-92128, Klaipeda



LITHUANIA
BUSINESS
COLLEGE

Friday, 6th October

09:00-10:00	<i>Arrival and registration (5 floor)</i>
10:00-10:20	<p>The opening ceremony of the 15th International Scientific Conference:</p> <p><i>Arvydas Vaitkus, Mayor of Klaipeda city</i> <i>Viktoras Krolis, Director of Klaipeda Chamber of Commerce, Industry and Crafts</i> Prof. Dr. Angele Lileikiene, Founder of Lithuania Business College <i>Assoc. Prof. Dr. Jurgita Martinkiene, Director of Lithuania Business College</i> <i>Volodymyr Pylypenko, Honorary Consul of Lithuania in Poltava region, Ukraine</i> Dr.h.c. mult., JUDr., Mgr., PhD., LL.M, MBA, Honor. Prof. Mult., Jozef Zat`ko, European Institute of Further Education, President EIDV, Slovak Republic Prof. Dr. Ivan Gryshchenko, Rector of Kyiv National University of Technology and Design, Ukraine (recording)</p>
10:20	<p>Beginning of the plenary session Moderators: Prof. Dr. (H/P) Yuriy Bilan, Rzeszow University of Technology (Poland) – Co-Chair Prof. Dr. (H/P) Valentinas Navickas, Kaunas University of Technology (Lithuania) – Co-Chair</p>
10:20-10:40	 <p>Assoc. Prof. Dr. Egle Radvile <i>Policy maker, Doctor of Engineering Informatics, Docent of VU Business School</i> Digital Transformation and Sustainable Development Opportunities in Regions</p>
10:40-11:00	<p>Volodymyr Pylypenko, Candidate of Legal Sciences, Honorary Lawyer of Ukraine, Head of the International Law and Innovations Institute LUBL International Law and Innovations Institute LUBL, Honorary Consul of Lithuania in Poltava region, Ukraine Strengthening Economic Cooperation, Expanding Cultural and Scientific Relations, Developing a Dialogue Between the Public of Lithuania and Ukraine in the Context of Sustainable Development</p>
11:00-11:20	 <p>Prof. Dr. Pat Obi <i>Purdue University Northwest, United States of America</i> A Discussion of How Financial Markets Reacted to the Start of the Russia-Ukraine War in 2022: Lessons Learned</p>
11:20-11:45	Coffee break (5 floor)
11:45-12:05	 <p>Assoc. Prof. Dr. Robert Jeyakumar Nathan <i>Multimedia University, Malaysia</i> Application of Data Analytics in Higher Education for Improved Student Experience</p>
12:05-12:25	Round table discussion
12:25-12:45	<p>Awarding the title of honorary doctor to Prof. Dr. Pat Obi, conferring the honorary title of Director Emeritus of the College Prof. Dr. Angele Lileikiene Lithuania Business College, represented by director Assoc. Prof. Dr. Jurgita Martinkienė signing of an agreement with Volodymyr Pylypenko, Honorary Consul of Lithuania in Poltava region, Ukraine Lithuania Business College, represented by director Assoc. Prof. Dr. Jurgita Martinkienė signing of an agreement with Prof. Dr. Ivan Gryshchenko, Rector of Kyiv National University of Technology and Design, Ukraine</p>
12:45-13:30	Lunch break (Hotel Victoria restaurant)
13:30-17:45	Parallel sessions (I, II, III, 5 floor)
18:00	Closing ceremony
19:00	Social event at Hotel Victoria (Sky bar at 5 floor)

SECTION 1. (5 floor)

Smart and green management aspects - digital logistics, green and blue project development, digital marketing solutions

Innovation in economy – climate neutral, circular, blue, and digital economy



LITHUANIA
BUSINESS
COLLEGE

Moderators:

Assoc. Prof. Dr. Robert Jeyakumar Nathan, Multimedia University (Malaysia)
Assoc. Prof. Dr. Kristina Puleikiene, Lithuania Business College (Lithuania)

13:30-13:45	 Prof. Dr. Liudmyla Hanushchak-Yefimenko (recording) <i>Kyiv National University of Technologies and Design, Ukraine</i> <i>The Influence of the Circular Economy on the Management of the Innovation Ecosystem of the HEI of Ukraine in the Conditions of Post-War Reconstruction</i>
13:45-14:00	 Assoc. Prof. Dr. Robert Jeyakumar Nathan, Samanta Simonavice, PhD student <i>Multimedia University, Malaysia, Lithuania Business College, Lithuania</i> <i>Ecological Traits and Organic Products Consumption Behavior of Older Adolescents</i>
14:00-14:15	 Senior Lect. Rajesh Sannegadu <i>University of Mauritius, Mauritius</i> <i>Analysing the Purchasing Intentions of Customers for Fully Electric Vehicles in Mauritius</i>
14:15-14:30	 Prof. Dr. Afrim Alili, Prof. Dr. Imerlije Alili <i>College Biznesi, Republic of Kosova</i> <i>Causality Analysis Between Economic Growth and Climate Change: Republic of North Macedonia</i>
14:30-14:45	 Dr. Sc. Adminstr. Senior Lect. Signe Enkuzena, Bc. Hrm. Lect. Sintija Fomina <i>College of Business Administration, Latvia</i> <i>Human Resource Management Challenges for the 2023 Workplace</i>
14:45-15:00	 Lect. Janis Supe <i>College of Business Administration, Latvia</i> <i>Economic Security in the Baltic States - Recent Paradigms</i>
15:00-15:15	 Prof. Dr. Barbara Lubas <i>Warszawska Szkoła Zarządzania - Szkoła Wyższa, Poland</i> <i>Asia - a Leader in Building Smart Cities</i>
15:15-15:30	 Lect. Akvile Alauskaite, Lect. Jaroslav Urbanovic <i>Lithuania Business College, Mykolas Romeris University, Lithuania</i> <i>The Intersection of AI and Human Creativity</i>
15:30-15:45	 Assoc. prof. dr. Tibor László Csegődi <i>Hungarian University of Agriculture and Life Sciences, Hungary</i> <i>Legal and Economic Aspects of the Energy Efficiency of Public Buildings and the Enforceability of the Resulting Demands</i>
15:45-16:00	 Džeina Kleina, Antra Grīnberga, Assoc. Prof. Dr. Robert Jeyakumar Nathan <i>Liepaja University, Latvia, Multimedia University, Malaysia</i> <i>Drivers of Staff Motivation at Government Municipality: Case Study of Kuldīga District in Latvia</i>
16:00-16:15	 Assoc. Prof. Dr. Magdaléna Tupá, Assoc. Prof. Dr. Marcel Kordoš, Veronika Mozolová, PhD student <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>Digitization in Slovak Healthcare Sector and its Impact on the Working Conditions of Doctors and Nurses Working in Hospitals</i>
16:15-16:30	 Assoc. Prof. Dr. Izolda Skruibyte <i>Lithuania Business College, Lithuania</i> <i>The Methodology of the Assessment of Corporate Social Responsibility</i>
16:30-16:45	 Prof. Dr. (H/P) Valentinas Navickas, Tomas Skripkiunas, PhD candidate <i>Alexander Dubček University of Trenčín, Slovakia, Kaunas University of Technology, Lithuania</i> <i>The Significance of Architectural Factors in Real Estate Market Theory</i>
16:45-17:00	 Assoc. Prof. Jozef Habánik, Martin Šrámka, PhD, Richard Rigó, PhD student <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>Work Performance and Work from Home</i>
17:00-17:15	 Assoc. Prof. Adriana Grenčíková, Assoc. Prof. Dr. Jana Španková, Kristína Kozová, PhD student <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>Generational Differences in Work Preferences in the Context of the Labor Market in Slovakia</i>
17:15-17:30	 Assoc. Prof. Dr. Kristina Puleikiene, Assoc. Prof. Dr. Simona Grigaliuniene, Samanta Simonavice, assist. Prof. Dr. Mihaela State <i>Lithuania Business College, Lithuania, Ștefan cel Mare University of Suceava, Romania</i> <i>Strengthening Social Cohesion of Local, Refugee and Migrant Young People</i>
17:30-17:45	 Assoc. Prof., PhD., Dr. h.c Tetiana Bukoros <i>Kyiv National University of Technologies and Design, Ukraine</i> <i>The circular economy - an accelerator of the transition to a climate-neutral economy</i>

SECTION 2. (5 floor)
Digital and safe technologies – Cyber security, Virtual - augmented reality, Cloud technologies
Personal data protection and legal regulation legal regulation of environmental protection
Todays and future of tourism - Smart city and smart tourism tendencies



**LITHUANIA
BUSINESS
COLLEGE**

Moderators:

Assoc. Prof. Dr. Simona Grigaliuniene, Lithuania Business College (Lithuania)

Prof. Dr. Janis Grasis, Riga Stradins University (Latvia)

Assoc. Prof. Dr. Sarunas Banevicius, Lithuania Business College (Lithuania)

13:30-13:45 	Assoc. Prof. Dr. Anna Zadorozhna <i>Ivan Franko National University of Lviv, Ukraine</i> Digital Economy and Cyber Security in Ukraine
13:45-14:00 	Professor Dr. Rajendra Parsad Gunpath <i>University of Mauritius, Mauritius</i> Human Awareness to Environmental Protection in Small Islands Developing States (Sids): the Mauritian Case Study
14:00-14:15 	Prof. Dr. Faton Shabani (online) <i>University of Tetova, Nord Macedonia</i> Fluctuations in Banking Activity in Recent Years in the Republic of North Macedonia
14:15-14:30 	Senior lecturer Bhavish Jugurnath, Assoc. Prof. Dr. Bhavish Jugurnath, Ashveen Kutowaroo, Samanta Straupaite Simonavice <i>University of Mauritius, Mauritius, Lithuania Business College, Lithuania</i> An Investigation Blockchain Technology on Enterprise Operational Capabilities: a Meta-Analysis Approach
14:30-14:45 	Prof. Dr. Janis Grasis <i>Riga Stradins University, Latvia</i> Russian Aggression Against Ukraine and International Sanctions: How Effective are Sanctions?
14:45-15:00 	Prof. dr. Mária Fekete Farkas, Dr. iur. Zoltán Csákay <i>Hungarian University of Agricultural and Life Sciences, Hungary</i> Corporate Social Responsibility, Employers' data Protection Awareness and Employee Satisfaction
15:00-15:15 	Assoc. Prof. Dr. Filip Tsvetanov, Assoc. Prof. Dr. Filip Batalov <i>South-West University "Neofit Risli" Bulgaria</i> The Integration of IoT-Based Systems for Remote Monitoring of The Human Condition in Telemedicine Systems, Including the Control of Pathologies Caused By Sars-Cov-2
15:15-15:30 	Assoc. Prof. Jovita Einikiene <i>Lithuania Business College, Lithuania</i> The Role of Lithuanian Administrative Courts in Protecting Privacy VIA Data Protection Regime
15:30-15:45 	Assoc. Prof. Dr. Sarunas Banevicius, Assoc. Prof. Putinas Bielskis <i>Lithuania Business College, Lithuania</i> Evaluation of the Smartness in the Tourist Areas of the Klaipeda Region
15:45-16:00 	Dr. Olgerta Idrizi <i>Mediterranean University of Albania, Albania</i> Business Forecasting Using Artificial Intelligence
16:00-16:15 	Prof. Kateryna Holovko <i>Publishing House "Helvetica", Ukraine</i> Management Activities of the Publishing House "Helvetica" to Support the Ukrainian Academic Community During the Russia-Ukraine War
16:15-16:30 	Assist. Prof. Dr. Aleksandrs Potaicuks <i>College of Business Administration, Latvia</i> Data Protection Under Review of the Constitutional Court: Administrative Databases Directly Accessible to Public Authorities
16:30-16:45 	Assoc. Prof. Dr. Valentas Gruzauskas, Artur Airapetian <i>Vilnius university, Lithuania</i> Impact of the Russia-Ukraine War on the Mental Health of the Lithuanian Population one Year After the Invasion
16:45-17:00 	Assoc. Prof. Dr. Julija Melnikova, Prof. Dr. Inga Dailidienė, Assoc. Prof. Dr. Simona Grigaliuniene <i>Klaipeda University, Lithuania Business College, Lithuania</i> Farm-to-school" Model from Stakeholders' Perspective: the Case of Klaipeda Region
17:00-17:15 	Dr. Dolantina Hyka, Assistant professor MSc. Festim Kodra <i>Mediterranean University of Albania, Albania</i> Ciphering the Future: Cryptographic Safeguards in the Modern Administrative Landscape
17:15-17:30 	Prof. Dr. (H/P) Valentinas Navickas, Ieva Petroke, PhD student <i>Alexander Dubcek University of Trencin, Slovakia, Kaunas University of Technology, Lithuania</i> Macroeconomic Contribution to Sharing Economy Development: A Perspective from the Tourism Sector
17:30-17:45 	Sergii Gryshchenko, PhD student (no abstract) <i>Kyiv National University of Technologies and Design, Ukraine</i> Modern Tourism Technologies in the Context of Sustainable Development

SECTION 3. (5 floor) MULTIDISCIPLINARY



LITHUANIA
BUSINESS
COLLEGE

Moderators:

Prof. Dr. Angele Lileikiene, Lithuania Business College, Lithuania
Assoc. Prof. Dr. Mantas Svazas, Vytautas Magnus University, Lithuania

13:30-13:45 	Prof. Dr. Vytautas Snieskus, Joana Zukauskiene, PHD student (online) <i>Kaunas University of Technology, Lithuania</i> <i>The Importance of Investments for the Green Economy in Countries of Different Levels of Development</i>
13:45-14:00 	Assoc. Prof. Dr. Mantas Svazas <i>Vytautas Magnus University, Lithuania</i> <i>Energy Transformation Possibilities in the Regions - the Main Directions</i>
14:00-14:15 	Assoc. Prof. Dr. Jelena Dementjeva, Mantas Toliusis <i>Lithuania Business College, Klaipeda university, Lithuania</i> <i>Management of Digital Resources for the Implementation of the Organization's Marketing Solutions</i>
14:15-14:30 	Prof. Dr. Jorge Martin Gutierrez, Prof. Dr. Juan Albino Mendez Perez, Assoc. Prof. Dr. Simona Grigaliuniene, Agne Budrikaite <i>La Laguna University, Tenerife, Spain, Lithuania Business College, Lithuania</i> <i>VR Usage and Development Analyses in Education for Distance Learning</i>
14:30-14:45 	Assoc. Prof. Dr. Mindaugas Kurmis, Andrius Stulgys, Saulius Tamosauskas <i>Klaipeda University, Lithuania, Lithuanian Business College</i> <i>Development of Vision Based Dobot M-1 Pro Robot Control System for Parts Positioning</i>
14:45-15:00 	Assoc. Prof. Dr. Mindaugas Kurmis, Saulius Tamosauskas, Andrius Stulgys <i>Klaipeda University, Lithuania, Lithuanian Business College</i> <i>Development of Drone-Based Air Pollution Data Acquisition and Processing System</i>
15:00-15:15 	Mg. Math Patriks Morevs, Prof. Dr. Tim Brüggemann, Prof. Dr. Cengiz Hakan Aydin, Assoc. Prof. Dr. Simona Grigaliuniene, Samanta Simonavice <i>Liepaja University, Latvia, Fachhochschule des Mittelstands, German, Anadolu University, Turkey, Lithuanian Business College</i> <i>Qualification profile of Online Proctoring Manager</i>
15:15-15:30 	Assoc. Prof. Dr. Algirdas Giedraitis, Assoc. Prof. Rasa Romeryte-Sereikiene, Lect. Modestas Vaiksnoras <i>Lithuanian Business College; Klaipeda University, Lithuania</i> <i>Product Quality (PQ) Identification in Manufacturing Companies: the Perspective of Managers and Executives</i>
15:30-15:45 	Research Associate Gagan Deep (online) <i>Ramesh Chand Institute of Management, Mirpur, Tronica City, Ghaziabad, NCR Delhi, India</i> <i>Climate Change and Legal Issues in India</i>
15:45-16:00 	Prof. Dr. Angele Lileikiene, Assoc. Prof. Dr. Jurgita Martinkiene <i>Lithuania Business College, Lithuania</i> <i>Some Challenges to Financial Stability During the Economic Downturn</i>
16:00-16:15 	Prof. Jagbir Singh (online) <i>University of Delhi, Dept. of Geography, Swami Shraddhanand College, India</i> <i>Operational Decisions, Sustainability & Disaster Risk Management in India: Some Challenges</i>
16:15-16:30	Assoc. Prof. Dr. O. V. Poluiaktova, Anna Murakhovska (no abstract) <i>Southern Ukrainian National Pedagogical University K. D. Ushinsky, Ukraine</i> <i>The War Influence on Digital Economy Development in Ukraine</i>
16:30-16:45	Viacheslav Yakubets, Rogherò Vitalii (no abstract) <i>Odessa national conservatory, Ukraine</i> <i>New Google Search Engine Algorithms Influence on Musician Websites Ranking</i>
16:45-17:00	Lect. Maruta Ozolina (no abstract) <i>Baltijas Starptautiskā akadēmija, Latvia</i> <i>Realization of Childrens Best Interests in Maintenance Recovery</i>
17:00-17:15	Anastasiia Neverkovets, doc. A.P. Syrotynska (no abstract) <i>National University of Water and Environmental Engineering, Department of accounting and auditing, Ukraine</i> <i>The AI Influence on Cyber Security of IT Companies in Ukraine</i>
17:15-17:30 	Dr. Sc. Ing. Prof. Yuri Kochetkov, Dr. Oec. Prof. Aleksandr Masharsky <i>Baltic International Academy, Latvia</i> <i>Macroeconomic Indicators in the Baltic States</i>
17:30-17:45	Assoc. Prof. Dr. Joseph Dzhun, Oleksandr Bonatskyi (no abstract) <i>Megu, Ukraine</i> <i>GDPR Legislation in the Context of Artificial Intelligence Development</i>
17:45-18:00	Olesia Rytska, Angie Mayer (no abstract) <i>Highline College, United States of America</i> <i>The Role of Booking Apps in the Smart Tourism Sector Development</i>



LITHUANIA
BUSINESS
COLLEGE



October 7th

Culture programme

- 9:00 Meeting at the Lithuania Business College parking lot (Turgaus str. 21, Klaipeda)
- 10:00 A trip to the Curonian Spit
- 14:00 Lunch
- 17:00 -18:00 Trip back to Klaipeda