



LITHUANIA
BUSINESS
COLLEGE



**16th INTERNATIONAL SCIENTIFIC CONFERENCE – 2025
ON SUSTAINABLE REGIONAL DEVELOPMENT:
CHALLENGES AND SOLUTIONS FOR THE FUTURE
Klaipėda, Lithuania, 3rd-4th October 2025**

Co-organized by:

Lithuania Business College, Klaipėda, Lithuania
Klaipėda City Municipality, Lithuania
Klaipėda Chamber of Commerce and Crafts, Lithuania
Budapest Metropolitan University, Hungary
Warszawska Szkoła Zarządzania-Szkoła Wyższa, Poland
IT STEP University, Ukraine
University of Tetova, North Macedonia
Mauritius University, Mauritius
European Institute of Further Education, Slovak Republic
Mondragon University, Spain
South-West University Neofit Rilski, Bulgaria
Czestochowa University of Technology, Poland
Mediterranean University of Albania, Albania
Lviv University of Business and Law, Ukraine



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CONFERENCE PROGRAMME

3rd-4th October 2025, Hotel VICTORIA, 5th Floor, S. Šimkaus Str. 2, LT-92128 Klaipėda, Lithuania

Join the Conference via the Link – <https://meet.google.com/oxg-jwfx-svx>

Friday, 3rd October

8:30-9:30	<i>Arrival and Registration – 5th Floor</i>
9:30-10:00	The Opening Ceremony of the XVIth International Scientific Conference: <i>Viktoras Krolis, Director of Klaipėda Chamber of Commerce, Industry and Crafts, Lithuania</i> <i>Vytautas Butkus, Deputy Mayor of Klaipėda District Municipality, Lithuania</i> <i>Dr. Lina Girdauskienė, President of Conference of Directors of Lithuanian Higher Education Institutions (LKDK), Lithuania</i> <i>Assoc. prof. dr. Jurgita Martinkienė, Director of Lithuania Business College, Lithuania</i> <i>Assoc. prof. dr. Volodymyr Pylypenko, Honorary Consul of the Republic of Lithuania, Ukraine</i> <i>Prof. dr. Tamás Gergely Kucsera, Rector of Budapest Metropolitan University, Hungary</i> <i>Prof. dr. hab. Adam P. Balcerzak, University of Warmia and Mazury in Olsztyn, Department of Market and Consumption, Poland</i> <i>Dr.h.c. mult. Mgr. JUDr., PhD., MBA, LLM, Honor. Prof. mult., Jozef Zaťko, European Institute of Further Education, President EIDV, Slovak Republic</i>
10:00	Beginning of the Plenary Section <i>Moderators:</i> <i>Prof. Habil. dr. Yuriy Bilan, University of Debrecen (Hungary) – Co-Chair</i> <i>Prof. Habil. dr. Valentinas Navickas, Lithuania Business College (Lithuania) – Co-Chair</i>
10:00-10:20	Simonas Gentvilas <i>Member of the Parliament of the Republic of Lithuania</i> Lithuania Case: Green Deal
10:20-10:40	Aistė Kubiliūtė <i>Environmental Coordinator at Port of Klaipėda Authority, Lithuania</i> Klaipėda Port: Green Transformation and Its Impact on the City and Region
10:40-11:00	Prof. dr. Pat Obi <i>Purdue University Northwest, United States of America</i> Digital Assets and Equities: Portfolio Diversification for Sustainable Development
11:00-11:05	Virtual Greeting to the „Žemaitija 2035 Forum“ (Plungė, Lithuania)
11:05-11:25	Prof. dr. Paulo Alexandre da Silva Pereira <i>Mykolas Romeris University, Lithuania</i> The Cost of Nature Capital Loss. How Unsustainable This Is
11:25-11:50	<i>Coffee Breaks (5th Floor)</i>
11:50-12:10	Rūta Ežerskienė <i>CEO and Chair of Management Board, Citadele Bank, Lithuania</i> CEO Suit: Between AI and Humanity
12:10-12:30	Povilas Petručionis <i>Finance Broker, Lithuania</i> Green Bonds and Sustainable Finance in Baltic Region
12:30-13:00	Round Table Discussion
13:00-13:45	Lunch Break (Restaurant Baltas Žirgas, Hotel VICTORIA, 1st Floor)
14:00-17:55	Parallel Sections (I, II and III, 5th Floor)
18:00-18:15	Closing Ceremony
19:30-22:00	Social Event: Laimon Urbik Trio and Rasa Serra Concert (Restaurant Baltas Žirgas, Hotel VICTORIA, 1st Floor)



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SECTION 1. (5th Floor)

Join the Conference via the Link – <https://meet.google.com/oxg-jwfx-svx>

Business Sustainability Management: Leading the Sustainability Transition
Investing in Tomorrow: Integrating ESG into Financial Decisions
Eco-Tourism and Conservation: Strategies and Practices for Promoting Eco-Friendly Tourism

Moderators:

Assoc. prof. dr. Robert Jeyakumar Nathan, Multimedia University (Malaysia)

Assoc. prof. dr. Kristina Puleikienė, Lithuania Business College (Lithuania)

Assoc. prof. dr. Šarūnas Banevičius, Klaipėda University (Lithuania)

14:00-14:20	 Prof. dr. Eng. Waldemar Gajda, Assoc. prof. Habil. dr. Hanna Górską-Warsewicz, Assist. prof. dr. Kinga Podleśna <i>Warsaw Management School, Warsaw University of Life Sciences, Poland</i> <i>AI-Based Innovation Management: a Bibliometric Analysis</i>
14:20-14:40	 Assoc. prof. dr. Tibor László Csegődi <i>Hungarian University of Agriculture and Life Sciences, Hungary</i> <i>Examination of the Social, Income and Housing Quality Components of Energy Poverty Based on Eurostat Data</i>
14:40-15:00	 Prof. dr. Rasa Žilienė, Jr. Researcher Jelena Skarbalė <i>Klaipėda University, Lithuania</i> <i>Lithuanian Consumers' Perspectives on Sustainability in Wine Production</i>
15:00-15:20	 Assoc. prof. dr. Ligita Āzena <i>College of Business Administration, Latvia</i> <i>Merchandising as a Strategic Marketing Instrument for Attracting Consumer Attention in a Saturated Market Environment</i>
15:20-15:40	 Assoc. prof. dr. Zsuzsanna Tóth-Naár, Assist. prof. dr. István Vilmos Kovács, Prof. dr. Tamás Gergely Kucsera, Assoc. prof. dr. Szergej Vinogradov <i>Budapest Metropolitan University, Hungary</i> <i>From Tradition to Innovation: METU's myBRAND Portfolio-Based Model</i>
15:40-16:00	Assoc. prof. dr. Šarūnas Banevičius, Assoc. prof. Putinas Bielskis <i>Lithuania Business College, Lithuania</i> <i>The Phenomenon of Health Tourism Organizational Cooperation in Nordic Countries</i>
16:00-16:20	 Lect. Līga Roķe-Reimate, Assoc. prof. dr. Anita Lasmane, PhD student Lāsma Balceraitė, Lect. Alisa Lāce, Lect. Iveta Broliša <i>College of Business Administration, Latvia</i> <i>Mindfulness and Financial Behaviour in College Students: the Mediating Role of Financial Self-Efficacy Across Genders</i>
16:20-16:40	 PhD student Džeina Kleina-Šnipke, Prof. dr. Kārlis Krēsliņš <i>Ventspils University of Applied Sciences, Latvia</i> <i>NEET Youth and the United Nations Sustainable Development Goals: A Case Study of Latvia</i>
16:40-17:00	 PhD student Soekmawati, Assoc. prof. dr. Robert Jeyakumar Nathan, Assoc. prof. dr. Simona Grigaliūnienė <i>Multimedia University, Malaysia, Lithuania Business College, Lithuania</i> <i>Household Food Donations in Malaysia: an Integrated Norm Activation and Planned Behavior Approach</i>
17:00-17:20	 PhD student Oleksandra Ovchynnykova, Prof. Habil. dr. Valentinas Navickas <i>Klaipėda University, Lithuania Business College, Lithuania</i> <i>Blue Economy: Labour Automation as a Driver of Regional Sustainability</i>
17:20-17:40	PhD student Džeina Kleina-Šnipke, Prof. dr. Kārlis Krēsliņš <i>Ventspils University of Applied Sciences, Latvia</i> <i>Employee Engagement Across Borders: A Gallup-Based Analysis of Global Workforce</i>
17:40-17:50	 Assoc. prof. dr. Jurgita Martinkienė <i>Lithuania Business College, Lithuania</i> <i>Integrating Digital Management Competencies into Resilient Business</i>



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SECTION 2. (5th Floor)

**Data-Driven Sustainability: Artificial Intelligence (AI), Cybersecurity, Digitalization Processes
Personal Data Protection and Legal Regulation of Environmental Protection
The Principle of Sustainability: Transforming Law and Governance**

Moderators:

Prof. dr. Jānis Grasis, Riga Stradins University (Latvia)
Dr. Simona Briedienė, Lithuania Business College (Lithuania)

14:00-14:20 	Prof. dr. Jānis Grasis, Assoc. prof. Renata Šliažienė <i>Riga Stradins University, Latvia</i> <i>Artificial Intelligence and Law: Mutual Influence and Future</i>
14:20-14:40 	Prof. dr. Anatoliy Melnyk, Assoc. prof. dr. Viktor Voloshyn, Prof. dr. Taras Rak <i>IT STEP University, Ukraine</i> <i>Interuniversity Research and Innovation Center: a Platform for International Collaboration in Developing Advanced Solutions in Information Technologies</i>
14:40-15:00 	Senior Lecturer dr. Roushdad Elaheebocus, Assoc. prof. dr. Simona Grigaliūnienė <i>Mauritius University, Mauritius, Lithuania Business College, Lithuania</i> <i>Engaging University Students in Sustainable Health Behaviours Through Virtual Reality Exergaming: Comparative Insights from Mauritius and Lithuania</i>
15:00-15:20 	Prof. dr. Taras Rak, Dr. Olga Smotr <i>IT STEP University, Ukraine</i> <i>Strategies for Integrating Artificial Intelligence into the Training of Civil Protection Specialists</i>
15:20-15:40	Prof. dr. Kateryna Holovko <i>Publishing House „Juridica“, Limited Liability Company, Ukraine</i> <i>The International Competition for Scholarly and Educational Publications on Law, Security, and European Integration „Juridica“ as a Model for International Competitions of Scholarly and Educational Books for Universities Promoting the Development of Global Book Publishing</i>
15:40-16:00 	Assoc. prof. dr. Vilma Liaudanskė <i>St. Ignatius Loyola College, Lithuania</i> <i>Digitalization and Artificial Intelligence in Early Childhood Education Institutions: a Key to a Sustainable Future</i>
16:00-16:20 	Assoc. prof. dr. Egidijus Nedzinskas, Assoc. prof. Renata Šliažienė <i>Lithuania Business College, Lithuania</i> <i>New Challenges of Corruption in the Context of Digital Transformation</i>
16:20-16:40 	Assoc. prof. Jovita Einikienė <i>Lithuania Business College, Lithuania</i> <i>Reforms in the Field of Justice and their Impact on the Right to Court</i>
16:40-17:00 	PhD student Ľuboš Kazán, Prof. dr. Maroš Korenko, Lukáš Hanko, Assoc. prof. dr. Kristina Puleikienė <i>Slovak University of Agriculture in Nitra, Slovak Republic, Lithuania Business College, Lithuania</i> <i>Enhancing Data-Driven Sustainability Through Digital Quality Management In Automotive Manufacturing</i>
17:00-17:20 	PhD student Lea Hakszer, Assoc. prof. dr. Rastislav Mikuš, Assoc. prof. dr. Simona Grigaliūnienė <i>Slovak University of Agriculture in Nitra, Slovak Republic, Lithuania Business College, Lithuania</i> <i>Practical Surface Wear Evaluation Using 3D Scanning and Open-Source Tools for Applied Research</i>
17:20-17:40 	Assoc. prof. dr. Genovaitė Avizonienė, Lect. Patricija Kemtė, Alesia Kozlinskaja <i>Lithuania Business College, Lithuania</i> <i>Attitudes of Lithuanian Business College Students and Lecturers Towards the Application of Artificial Intelligence (AI) in the Study Process</i>
17:40-17:50	Assoc. prof. dr. Kristina Puleikienė, Eglė Brezgytė, Assoc. prof. dr. Šarūnas Banevičius <i>Lithuania Business College, Lithuania</i> <i>Evaluation of the Key Collaboration Skills of a Sustainable Alliance Manager in Green Environmental Transformation</i>
17:50-18:00 	Prof. dr. Angelė Lileikienė, Eglė Brezgytė <i>Lithuania Business College, Lithuania</i> <i>Assessment of Innovation Support and Technology Transfer in HEI</i>



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SECTION 3. (5th Floor) MULTIDISCIPLINARY (Online)

Join the Conference via the Link – <https://meet.google.com/ice-skxz-vbg>

Moderators:

Prof. dr. Angelė Lileikienė, Lithuania Business College (Lithuania)
Assoc. prof. dr. Mantas Švažas, Vytautas Magnus University (Lithuania)

14:00-14:15	 Prof. dr. Asta Valackienė, Renata Karpavičė <i>Lithuania Business College, Mykolas Romeris University, Lithuania</i> <i>Can Small Business Stay Cyber Secure While Relying on Personal Mobile Devices?</i>
14:15-14:30	 Prof. dr. Asta Valackienė, Kateryna Svichkar, Yauheni Tsurhanau <i>Mykolas Romeris University, Lithuania</i> <i>How Social Media Can Help Us to Increase Brand Awareness: What is the Experiences?</i>
14:30-14:45	 Prof. dr. İlhan Tarimer, Assoc. prof. dr. Simona Grigaliūnienė, Zubair Tahir <i>Mugla Sitki Kocman University, Turkey, Lithuania Business College, Lithuania</i> <i>Developing a Decision Support Interface Software for Property Valorization System</i>
14:45-15:00	 Prof. dr. Larysa Antoniuk, Assoc. prof. dr. Yuliia Strilchuk, Assoc. prof. dr. Mariia Sandul, Assoc. prof. dr. Vladyslav Lavreniuk <i>Kyiv National Economic University named after Vadym Hetman, Ukraine</i> <i>Financial Ecosystem in a War-Affected Economy: The Case of Ukraine</i>
15:00-15:15	 Prof. dr. Natalia Iershova <i>V. N. Karazin Kharkiv National University, Ukraine</i> <i>Accounting Philosophy as a Strategic Direction of The Discourse of Sustainable Business Management</i>
15:15-15:30	 Prof. dr. Mihaela Simionescu <i>University of Bucharest, Romanian Academy, Romania</i> <i>From Traditional to Modern Approach: Leadership Through Sustainable Development</i>
15:30-15:45	 Prof. dr. Faton Shabani <i>University of Tetova, Nord Macedonia</i> <i>Ratio Between Written Premiums and Claims Paid by Insurance Companies in the Republic of North Macedonia</i>
15:45-16:00	 Assoc. prof. dr. Jana Španková, Assist. prof. dr. Katarína Kráľová, Assist. prof. dr. Ing. Jana Sochuľáková <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>The Impact of Artificial Intelligence on the Transformation of the Labor Market: Challenges, Opportunities, and Perspectives</i>
16:00-16:15	 Assoc. prof. dr. Olha Abramova, Assoc. prof. dr. Yuliia Peniak <i>V. N. Karazin Kharkiv National University, Ukraine</i> <i>ESG in E-Commerce: Responsible Marketing or Sustainable Development Strategy?</i>
16:15-16:30	 Assoc. prof. dr. Roman Galych <i>V. N. Karazin Kharkiv National University, Ukraine</i> <i>Regarding the New Concept of Social Partnership in Labor Relations in Ukraine on the Path to EU Accession</i>
16:30-16:45	 Assoc. prof. dr. Marcel Kordoš <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>Circular Economy within the Smart City Policy Concept – Implications in EU and Slovakia</i>
16:45-17:00	 Karyna Anapriuk, Prof. dr. Larysa Antoniuk <i>Kyiv National Economic University named after Vadym Hetman, Ukraine</i> <i>Sustainable Development of Space Economy: Conceptual Frameworks and Emerging Challenges</i>
17:00-17:15	 PhD student Francesca Capolini <i>Roma Tre University, Italy</i> <i>The Role of ESG Disclosure in Driving Performance in the Energy Transition</i>
17:15-17:30	 PhD student Kristína Kozová, PhD student Simona Kosáková, Prof. dr. Martin Šrámka <i>Alexander Dubček University of Trenčín, Slovak Republic</i> <i>The Silent Weight of Benefits: Generational and Gender Dimensions of Workplace Satisfaction</i>
17:30-17:45	 PhD student Toader (Mitrache) Roxana Bianca <i>The Bucharest University of Economic Studies, Romania</i> <i>Data-Driven Sustainability: Artificial Intelligence (AI), Cybersecurity, Digitalization Processes</i>
17:45-17:55	 Prof. dr. Angelė Lileikienė, Assoc. prof. dr. Jurgita Martinkienė, Lect. Justinas Jonušas <i>Lithuania Business College, Lithuania</i> <i>Business Models, Enabling Evaluation the Company's Financial Condition</i>

October 4th

Cultural Program

08:00 Meeting at the Lithuania Business College parking lot
(Turgaus St. 21, Klaipėda) and Departure to Rumšiškės.

10:30 Excursion to the Lithuanian Ethnography Museum, Rumšiškės.

13:00 Lunch

14:00 Bread Baking Workshop

18:00–22:00 Return trip to Vilnius and Klaipėda

