



Baltic
International
Academy

Latvia



V.N.
Karazin
Kharkiv
National
University

Ukraine



The Siedlce
University of
Natural
Sciences and
Humanities

Poland



The College
of Accounting
and Finance

Latvia



Šiauliai State
College

Lithuania



Department
of
Economics
University
of Messina

Italy



LTJSS's
Priyadarshini
College of
Engineering,
Nagpur

India

12-13 May 2023, Riga, Latvia

BALTIC INTERNATIONAL ACADEMY

XIII International Scientific Conference

**“Time of challenges and opportunities: challenges, solutions,
perspectives”**

CONFERENCE SCIENTIFIC COMMITTEE:

- Dr.oec., assoc. professor **S. Buka** (Baltic International Academy)
- PhD, Full Professor **M. Limosani** (Department of Economics, University of Messina, Italy)
- PhD, Professor **Vivek M. Nanoti** (LTJSS's Priyadarshini College of Engineering, Nagpur, India)
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- Dr.sc.soc., professor **V. Bakirov** (V. N. Karazin Kharkiv National University; National Academy of Sciences of Ukraine, Ukraine)
- Dr.habil.sc.pol., professor **J. Zielinsky** (Uniwersytet Przyrodniczo Humanistyczny w Siedlcach, Poland)
- Dr.habil., professor **S. Topolewski** (Uniwersytet Przyrodniczo Humanistyczny w Siedlcach, Poland)
- Dr.habil., professor **M. Kubiak** (Uniwersytet Przyrodniczo Humanistyczny w Siedlcach, Poland)
- PhD, assoc. professor **I. Ivanov** (Ss. Cyril and Methodius University, Veliko Tarnovo, Bulgaria)
- PhD, assoc. professor **Z. Garanti** (City Unity College Nicosia, Cyprus)
- Professor **E. L. Mészáros** (University of Oradea, Romania)
- Dr.sc.soc., assoc. professor **B. Svagzdienne** (Lithuanian Sports University, Lietuva)
- Dr.soc. **M. Mamyrkanov** (International university of Kyrgyzstan)
- Dr.psych., professor **I. Plotka** (Baltic International Academy)

- Dr.sc.soc., assoc. professor *V. Volkov* (Baltic International Academy)
- Dr.oec., docent *B. Heimanis* (Baltic International Academy)
- Dr.oec., assoc. professor *T. Yurkevich* (Baltic International Academy)
- Dr.oec., professor *Zh. Tsaurkubule* (Baltic International Academy)

BALTIC INTERNATIONAL ACADEMY

XIII International Scientific Conference

**“Time of challenges and opportunities: challenges, solutions,
perspectives”**

Programme

May 12, 2023	11.00 – 13.30	Plenary session Moderator: <i>assoc. professor Vladislav Volkov</i> Lomonosova Str. 4 – 116 https://videoconf.bsa.edu.lv/b/bsa-eku-cnt
May 12, 2023	14.00 – 17.00	Section Modern social psychology: theory and practice Moderator: <i>professor Irina Plotka</i> Lomonosova Str. 4 – 116 https://videoconf.bsa.edu.lv/b/bsa-f34-t7z
May 12, 2023	14.00 – 17.00	Section Topical problems of Legal Science Moderator: <i>docent Irina Gafta</i> Lomonosova Str. 1 – 217 https://videoconf.bsa.edu.lv/b/bsa-5ek-z7e-gq2
May 12, 2023	14.00 – 17.00	Section Economics, finance and accounting Moderator: <i>docent Žanna Černoštana</i> Lomonosova Str. 4 – 221 https://videoconf.bsa.edu.lv/b/bsa-7nq-2du
May 12, 2023 May 13, 2023	May 12: 14.00 – 17.00 May 13: 10:00 – 13:00	Section Entrepreneurship, innovation and management Moderators: <i>docent Inese Ratanova, senior lecturer Guru Prabhakar, docent Boriss Heimānis, lecturer Ksenija Doronina</i> Lomonosova Str. 1 – 222 https://videoconf.bsa.edu.lv/b/bsa-ror-kf2-nqu
May 12, 2023	14.00 – 17.00	Section Tourism and hotel business; Silence management Moderator: <i>professor Žanna Caurkubule</i> Lomonosova Str. 1 – 207 https://videoconf.bsa.edu.lv/b/bsa-e10-rxq-5k7
May 12, 2023	15.00 – 18.00	Section The European Union and European values Moderator: <i>assoc. professor Vladislav Volkov</i> Lomonosova Str. 1 – 201 https://videoconf.bsa.edu.lv/b/bsa-4zj-jpq

Plenary session

May 12, 2023

11.00 – 13.30

Riga, Lomonosova Str. 4 – 116

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

OPENING OF THE CONFERENCE

Stanislav Buka, Professor, Doctor of Economics

Chairman of the Senate of the Baltic International Academy, Latvia

REPORTS

Desislava Stoilova, Associate Professor, PhD

(Finance and Accounting Department of South-West University "Neofit Rilski" - Blagoevgrad, Bulgaria)

The impact of public investment on economic growth: empirical evidence from Central and Eastern Europe

Innola Novykova, Professor, doctor of economic sciences

(Institute of Innovative Education of the Kyiv National University of Construction and Architecture, Ukraine)

Education export: Latvian experience and application in Ukraine

Olha Poliakova, Candidate of Economy Sciences, Assistant Professor;

Viktoriia Shlykova Candidate of Economy Sciences, Senior Research Fellow

(Research Center for Industrial Problems of Development of the National Academy of Sciences of Ukraine)

The "trap of backwardness" in Ukraine: the pre-war period and the overcoming possibilities

Mészáros Edina Lilla, Lecturer, PhD

(Faculty of History, International Relations, Political Science and Communication Sciences, University of Oradea, Vice-president of Collegium Varadinum, Romania)

An assessment of Serbia's post Cold war foreign policy: oscillating between the East and the West

Alexey Aleksandrov, PhD, Doctor of Sciences in Economics, MBA

(Visiting Professor of Baltic International Academy (Riga, Latvia), visiting Professor of MIM – Kyiv Business School (Kyiv, Ukraine), Partner ABSolutions Capital Management)

Banking Business in Transforming World. Pros and Cons of New Trends

Vivek M. Nanoti, PhD, Professor

(LTJSS's Priyadarshini College of Engineering, Nagpur, India)

Social Innovation for Social Entrepreneurship

Moderator of the plenary session:

Vladislav Volkov, Vice-Rector for Science of the Baltic International Academy

May 12, 2023

14.00 – 17.00

Section **Modern Social psychology: theory and practice**

Moderator: *professor Irina Plotka*

Riga, Lomonosova Str. 4 – 116

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

PARTICIPANTS

Regīna Baltušite - Personības transformācija kvantu pārejas kontekstā

Nina Blumenau, Irina Plotka - Implicit Measurements of Attitudes: Research Experiences of Students in a Team

Inna Burakova - Изучение имплицитных и эксплицитных аттитюдов к успеху и их связь с чертами личности

Daniels Fleisers, Alina Kolina, Eduards Novduševičs, Tatjana Kaļčinska - Research of Self-Esteem using Explicit and Implicit measures

Vsevolods Kačans - The problem of consciousness functions

Љubova Kaširina - Творчество Достоевского: психологический аспект исследований

Kristiana Linture, Natalija Jefimova, Inese Misus - Organizāciju un darba psihologu pieprasījuma izpēte Latvijas darba tirgū. Latvijas darba dēvēju izvērtējams

Jevgeni Nietosniitty - Connection of academic achievement motivation with self-esteem and anxiety of students

Maria Stepanko - The study of emotional intelligence and psychological well-being

Aleksandra Teterina - Study of the relationship between self-esteem and achievement motivation among students

Biruta Urbāne - Implicīto un eksplīcīto attieksmju kontrukta izpēte patērētēju uzvedības pētījumos

May 12, 2023

14.00 – 17.00

Section **Topical problems of Legal Science**

Moderator: *docent Irina Gafta*

Riga, Lomonosova Str. 1 – 217

<https://videoconf.bsa.edu.lv/b/bsa-5ek-z7e-gq2>

PARTICIPANTS

Monika Giżyńska - Guarantees of the principle of universal suffrage in Polish law

Jānis Ievītis - Kad un vai transportlīdzekļa vadītāja nepakļaušanās pilvarotās personas prasībām apturēt transportlīdzekli (bēgšana) tiks kriminalizēta?

Aldona Kipāne - Modus operandi kriminātiesisko zinātņu ietvarā

Ivars Kronis - Drošības nauda dzīvojamās telpas īrē

Anatoliy A. Lytvynenko, Tatjana Jurkeviča - The legal nature of patient-physician relationships: historical and contemporary aspects/Pacienta un ārsta attiecību juridiskā būtība: vēsturiskie un mūsdienu aspekti

Marita Oliņa - Pilnvarojuma institūts un tā loma īpašuma tiesību aizsardzībā

Anastasija Bistrova - Gribas izteikuma pieņemšanas mantojumu tiesiskie aspekti

Sniedze Irbe - Kopīpašuma juridiskie aspekti darījumos ar nekustamo īpašumu Latvijā

Neda Mullalli - Legal Aspects of Non Fungible Tokens

Jekaterina Srednakova - Mantisko jautājumu pierādīšana kriminālprocesā

May 12, 2023

14.00 – 17.00

Section Economics, finance and accounting

Moderator: *docent Žanna Černostana*

Riga, Lomonosova Str. 4 – 221

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

PARTICIPANTS

Rendija Adata - Grāmatvedības organizācija digitālajā vidē

Samuel Boumso - How can online banks protect their customer data?

Viktorija Burmistrova - Grāmatvedības digitalizācija: Problemas pārejā mazo uzņēmumu

Daniil Danileiko - Development and use of drones (UAV) in European and Latvian agriculture

Indre Knyviene, Patricija Ambrazevičiūtė, Arnas Ašmontas, Meda Bublytė, Vaiva Tamošaitytė - Financial Activity Analysis Based on Production Company: Lithuanian Case

Viktor Kozlov - Занятость и конкурентоспособность представителей старших возрастных групп в продвижении модели серебряной экономики Латвии

Shoabbos Shomakhmudov - Review of the dynamical development of the financial and banking sector in Uzbekistan before COVID-19

Waqar Faheem - The Determination of Foreign Direct investment In Pakistan

Igor Kuznetsov - Analysis of economic indicators of the internal (NUTS 3) regions of the Baltic States

Irmatov Muhammad - Overcoming overconsumption within the sharing economy

Anastasija Zemcova, Gints Buraks - Assessment of the Development of Food Quality Management Systems in the Republic of Latvia

May 12, 2023

14.00 – 17.00

May 13, 2023

10:00 –13:00

Section Entrepreneurship, innovation and management

Moderator: *docent Inese Ratanova, senior lecturer Guru Prabhakar, docent Boriss*

Heimanis, lecturer Ksenija Doroņina

Riga, Lomonosova Str. 1 – 222

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

PARTICIPANTS

May 12, 2023

Guru Prabhakar, Inese Ratanova - Approaches leading to a successful project: A Special Reference to Construction Industry in China

Nadiia Proskurnina, Boris Heimanis - Transformation of the toolkit of marketing activity of enterprises in conditions of digitalization

Elīna Petrovska, Ilona Terane - Literature Review on Management and Innovation Development (2019-2022)

Ricardo Martín Flores, Inese Ratanova, Madara Apsalone, Ilona Baumane-Vitoliņa, Erika Šumilo - A decision-making approach to analyze organizational innovation through Structural Equation Modelling

Svitlana Sazonova, Olena Gudz, Neonila Nasad - Consequences of the impact of strategic changes on the management of telecommunications enterprises in the digital economy

Sabina Isakova - Consumer behavior and purchase decision related to online educational courses in social media

Viktoriiia Kuznetsova - Development of the concept of UX benchmarking as an improvement of the interaction process of the beauty salon management system with customers

Igors Peskovs - Tirdzniecības uzņēmuma darbības pilnveidošana, pamatojoties uz pārdošanas piltuves modeļa izveidi

Aleksandra Dragunova - Digital Marketing Strategies for Universities in Latvia: Navigating the Online Landscape to Attract and Engage Target Audience

Maryia Belova - Formation of an enterprise development strategy (on the example of IE «Akulich S.N.»)

Anna Morozova - Port Development Tendency in the Modern World

May 13, 2023

Mārīte Ābrama - Darbinieku motivācija un motivācijas sekmēšanas iespējas
Dienvidlatgales pašvaldību institūcijās

Alina Leliuk - Improving in the organizational structure of logistic company in the
conditions of modern crisis

Manuella Mappe Fochin - The application of criteria for the financial evaluation of
credit as well as their bank financing

Dmitrijs Cernisevs - Uzņēmuma AS „LATVIJAS VALSTS MEŽI” finansiālās drošības
zonas noteikšana, pamatojoties uz “BREAK-EVEN-POINT” modeli

Eva Zeipe-Mača - Cilvēkresursu vadības novērtēšanas aktualitāte publiskajā sektorā

Rosy Joelle Nana Ngako - The Alternative financing and profitability of Cameroonian
SEMs: Poultry industry

Bah Thierno - Strategic Decision for Restaurant Enterprises Financial Sustainability

Jolanta Tolkacova - Uzņēmumā SIA “J-Būve” finansiālās darbības analīze un tālākās
attīstības iespējas

Viktorija Sporāne-Hudojana, Marina Sporāne, Natālija Grizāne - Sociālā
uzņēmējdarbība: reģionālais aspekts

Mengnjo Venyena Eric - Strategic Marketing PE3 11 practices that kill your innovation
engine

Marcia Cirezi - The role of performance appraisal in employee motivation and
productivity

Kevine Masso Fotsing - Sustainability of SMEs based on technological innovation
implementation in cleaning enterprises: a case study of a cleaning company in France

Valentīns Surovs - SIA “Sporta prieks” vadības stila izpēte, izmantojot Bleika-Moutona
modeli

Leonīds Vlasovs - Darbinieku piesaistes un atlases procesa pilnveide būvniecības
uzņēmumā

Karina Markova - Darba un dzīves līdzsvara koncepcijas „Work-Life Balance” dažādu
aspektu raksturojums, pamatojoties uz SIA „ABC” darbinieku pētījumu

Edgars Kravalis, Rolands Loginovs, Jānis Eglītis - Integrētās mārketinga
komunikācijas uzņēmuma darbībā

Oskars Dārziņš, Vita Dārziņa - Vērtību sistēmas izmaiņu ietekme uz patērētāju
uzvedību

Maksims Belostockis, Marina Lihušina - Intelektuālie uzdevumi lietišķās
informātikas nodarbībā

Inese Ratanova, Vladimirs Andrejevs - Innovative Approaches to Solving
Environmental Issues in the Context of the Green Deal

Zora Dzhubalieva - Развитие инноваций как основа устойчивого роста
национальной экономики

May 12, 2023

14.00 – 17.00

Section **Tourism and hotel business; Silence management**

Moderator: *professor Žanna Caurkubule*

Rīga, Lomonosova Str. 1 – 207

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PARTICIPANTS

Nazrin Babayeva - The Importance of Cultural Competence in Hospitality in Japan

Darja Bakunina - Young generation involvement in sightseeing tours in Latvia

Karolina Beinare - Теоретические аспекты лечебно-оздоровительного туризма

Anastasija Burdenko, Anastasija Fomina - Kafejnīcu Costa Coffee un Caffeine salīdzinošā analīze. Patērētāju vēlmju izpēte

Margarita Egorova - Pasākumu tūrisma attīstība Itālijā

Sofija Fonarjova - Hotel Chain Advertising Methods

Otabek Kholmuminov - Visitor Experience and Satisfaction: a Case of Tripadvisor Reviews on Riga's Circus

Katrīna Kovaļova - Инфлюенсеры в сфере туризма

Dana Morozova - Востребованность экстремального туризма среди жителей Латвии

Olga Nedolia - Туристические ресурсы для создания приключенческих туров в Латгалии

Polina Nikolajeva - The negative impact of mass tourism in Hawaii

Sylvester Okyere - The importance of hospitality in the tourism industry

Darja Stankovska - Potential of the Health Tourism in Latvia

Valerija Stoļarova - South Korea as a Tourist Destination: Positioning in the EU Market

Kristīne Štāle - Application of digital marketing for company "Nikos Travel"

Polina Tjasko - Анализ корпоративной культуры в предприятиях

Anastasija Trofimova - Гостиничный бизнес в городах Латвии

Rasim Isgandarov - Revival of the Gastronomic Tourism Industry in Post-COVID World

May 12, 2023

15.00 – 18.00

Section The European Union and European values

Moderator: *assoc. professor Vladislav Volkov*

Riga, Lomonosova Str. 1 – 201

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PARTICIPANTS

Shokhrukh Usmonov - The problems of foreign student's cultural adaptation

Vladislavs Volkovs - Ethical and Ethnic Values in Economic Sphere of Latvia

Elvis Awanigobo

Elvis Ebanghnaw Ashu

Mamadou Moussa Balde

Doniyor Kayumxujayev

Jerzy Szukalski