

16TH ANNUAL SCIENTIFIC BALTIC BUSINESS MANAGEMENT CONFERENCE
“IN SEARCH FOR A WAY OUT OF THE MULTICRISIS: CHALLENGES AND OPPORTUNITIES”
1-2 June 2023 (10:00-17:30, Riga time)

RISEBA University of Applied Sciences is pleased to invite you to join us at the upcoming annual conference entitled “In Search of a Way Out of the Multicrisis: Challenges and Opportunities”.

This conference aims to bring together leading scientists, researchers, policymakers, and practitioners from around the world to discuss and exchange ideas on the current state of multiple crises and explore possible solutions.

The world is currently facing a wide range of crises, including but not limited to the COVID-19 pandemic, the Russian invasion of Ukraine, climate change, economic inequality, political instability, and social injustice. These crises have resulted in significant challenges for individuals, communities, and governments across the globe. However, they also present unique opportunities for innovation, collaboration, positive change and building effective policies for the future of business and societies. Through keynote speeches, panel discussions, and interactive workshops, this conference will provide a platform for participants to explore the causes and effects of these crises, identify potential solutions, and discuss how to implement effective strategies to address them. Participants will also have the opportunity to share their research, experiences, and perspectives with fellow experts and engage in constructive dialogue to develop actionable recommendations for addressing these critical issues.

Topics of interest for this conference include, but are not limited to: Multicrisis and their impact on society, the economy, and the environment; Innovative solutions and strategies to address current crises; The role of technology in addressing the current crises; Economic policies and strategies to address the current economic crisis; Public welfare policies and tools for addressing the needs of societies; Social justice and equity issues related to the current crises; Opportunities for collaboration and partnerships across sectors, particularly – business, government and academia

IMPORTANT DATES:

Registration and submission of abstracts: **Extended deadline by 15 May 2023**

Notification of paper acceptance **by 18 May 2023**

Full papers by 15 August 2023

We encourage researchers, policymakers, practitioners, and interested individuals to submit abstracts and full papers for their presentations – presented full papers will have an option of being published in the Journal of Business Management (ISSN 1691-5348), an Open Access journal by RISEBA University of Applied Sciences – indexed in ERIH PLUS, EBSCO, COPERNICUS, DOAJ.

Please find detailed information about **JOURNAL OF BUSINESS MANAGEMENT** here:

[JOURNAL OF BUSINESS MANAGEMENT \(riseba.eu\)](http://riseba.eu)

We look forward to welcoming you to this timely and important conference and to fostering meaningful dialogue and collaboration in the search for a way out of the multicrisis.

CONFERENCE PROGRAMME

1 June 2023 (10:30-15:30, Riga time)		
ASBBMC 2023 Pre-Conference Doctoral Seminar		
"CONTEMPORARY RESEARCH TOOLS FOR DOCTORAL THESIS AND EMPIRICAL PAPERS"		
Time	Event	Speakers
10:30	Registration and coffee	
10:45	Introduction	Prof. Iveta Ludviga, RISEBA University of Applied Sciences, Latvia
11:00	"Tips and tricks" of getting through the PhD journey	Dr. Muhammad Umer Shahid & Dr. Marius Schonberger
11:30	The Importance of Asking the Right Questions: Strategies for Creating Strong Research Questions in Business and Economics, Q&A	Dr. Marius Schonberger, University of Applied Sciences Kaiserslautern, Germany
12:15	Coffee break	
12:30	Experience with using secondary data and multilevel modelling, Q&A	Dr. Muhammad Umer Shahid, Lancaster University of Management Sciences, Germany
13:15	Necessary condition analysis – a new logic of analysing quantitative data, Q&A	Prof. Iveta Ludviga, RISEBA University of Applied Sciences, Latvia
14:00	Coffee break	
14:15	Publishing in academic journals, Q&A	Prof. Ulla Hytti, Turku University, Finland
15:00	Conclusion remarks, summary and closing	

2 nd June 2023 (10:30-17:30, Riga time)		
"IN SEARCH FOR A WAY OUT OF THE MULTICRISIS: CHALLENGES AND OPPORTUNITIES"		
ASBBMC 2023 – DAY 1		
Time	Event	Speakers
10:00-10:30	Registration and coffee	
10:30-10:50	Opening, welcome speeches and introduction	RISEBA rector; BA rector L. Peiseniece; SSE Riga Rector A. Paalzow; Representative of Ministry; Representative of Latvian Academy of Science
10:50-11:30	1 Keynote speech "TRANSFORMING ENTREPRENEURSHIP EDUCATION IN THE TIMES OF MULTIPLE CRISES"	Prof. Ulla Hytti, Turku University, Finland
11:30-12:10	2 keynote speech "THE STRENGTHS OF FAMILY FIRMS IN GROWTH AND INTERNATIONALIZATION" (on-line)	Prof. Tanja Leppäaho, Lappeenranta-Lahti University of Technology LUT, Finland
12:10-13:10	Lunch	

13:10-13:50	3 keynote speech “HOW BUSINESSES ARE ADAPTING TO MACROECONOMIC CHALLENGES”	EUROMONITOR INTERNATIONAL Justinas Liuima, Industrial Insights Manager
13:50-14:30	Panel discussion “INVISIBLES” Participants: IFP Digital representatives; Researchers from Baltic region (Latvia, Lithuania, and Estonia); Representatives from Ministry of Welfare, Latvia; Representatives from Non-Governmental organisations	Moderator: RISEBA Vice-Rector for Research Assoc. Prof. Valters Kaže
14:30-14:45	<i>Coffee break</i>	
14:45-15:15	Project panel discussion “CREATING AN INNOVATIVE APPROACH TO INTERGENERATIONAL ADULT LEARNING”	Representatives of project partners
15:15-15:45	Concluding remarks	Conference chief & Vice-rector for Research
16:00	Networking dinner	

3 rd June 2023 (10:30-17:30, Riga time) “IN SEARCH FOR A WAY OUT OF THE MULTICRISIS: CHALLENGES AND OPPORTUNITIES” ASBBMC 2023 – DAY 2		
<i>Time</i>	<i>Event</i>	<i>Speakers</i>
10:30-11:00	<i>Registration and coffee and Introduction</i>	
11:00-11:30	4 Keynote speech “CHALLENGES AND OPPORTUNITIES OF XR (VR & AR) IN CHANGING WORLD” (ON-LINE)	Dr. Muhammad Hamza Shahab, Nottingham University Business School, Malaysia
11:30-12:00	Roundtable discussion “AI AS ENHANCEMENT OF EXISTING SERVICES OR A NEW QUALITY OF CARE AND SUPPORT?” Participants: Researchers from Latvia; Researchers from Baltic Region; Researchers from European Universities	Moderator: Dmitrii Gimmelberg
12:00-13:00	<i>Lunch</i>	
13:00-14:30	Scientific sessions I	
14:30-14:45	<i>Coffee break</i>	
14:45-16:15	Scientific sessions II	
16:15-16:30	<i>Coffe break</i>	
16:30-17:30	Closing ceremony	

WE WELCOME SUBMISSIONS FOR PARALLEL SCIENTIFIC SESSIONS ADDRESSING THE FOLLOWING AREAS:

- Multicrisis and their impact on society, the economy, and the environment
- Innovative solutions and strategies to address current crises
- The role of technology in addressing the current crises
- Business in digital era: Digitalisation, big data, artificial intelligence, and machine-learning
- Economic policies and strategies to address the current economic crisis
- The influence of geopolitical changes on building and managing enterprises, entrepreneurship management and education
- Public welfare policies and tools for addressing the needs of societies
- Industry adaptability: crisis impact and consequences, and macroeconomics

- Social justice and equity issues related to the current crises
- Sustainable mindset, social and corporate responsibility
- Opportunities for collaboration and partnerships across sectors, particularly – business, government and academia
- Interdisciplinary approach to the challenges of contemporary world
- Alternative financial markets and financial management
- Business decision-making and strategic management
- Health and well-being of employees in the times of economic crises, leadership and supervision
- Challenges of Family Business in contemporary environments

Researchers are invited to submit an abstract of a full-text article.

UNIVERSITIES REPRESENTED BY SPEAKERS



CONFERENCE AND DOCTORAL SEMINAR SPEAKERS



Conference Keynote Speaker, Speaker at Doctoral Seminar Prof. Ulla Hytti
University of Turku, Finland

“TRANSFORMING ENTREPRENEURSHIP EDUCATION IN THE TIMES OF MULTIPLE CRISES”

Climate change, biodiversity loss, pandemics and wars are examples of ongoing crises that are transforming our lives. It is at this time of many and multiple crises where it is necessary to revisit the entrepreneurship education and its aims and practices. Entrepreneurship (education) has the capacity to both aggravate – as well as to offer some solutions - to the existing challenges. This calls for transforming entrepreneurship education practices and pedagogies in order to cultivate ecojustice, social justice and hope. Entrepreneurship education research needs new directions - from the functional approaches to more critical approaches that acknowledge also the darker and unintended sides of entrepreneurship and entrepreneurship education. The keynote builds upon ongoing work in ‘Transforming entrepreneurship education’ project and outlines a new educational and research agenda.

www.transformingee.eu

Prof. Hytti focuses on entrepreneurship and particularly on researching entrepreneurship at the individual level. She has studied entrepreneurial identity construction and identity work in new ventures and family businesses. She also is interested in understanding gender in entrepreneurship, innovation, and family firms. Her research has also investigated policies supporting entrepreneurship development, most notably entrepreneurship education and incubators. Currently, Prof. Hytti is a Work-package Leader in a European Horizon2020 -research project DISCE (Developing Inclusive and Sustainable Creative Economies), www.disce.eu. She has over 20 years of experience from policy, practice-oriented and academic research projects that are conducted in continuous and active engagement

with firms and other stakeholders, including European Commission and DGs, OECD, Ministries and regional authorities and decision-makers.

Profile: [Ulla Hytti | University of Turku \(utu.fi\)](#)



Conference Keynote Speaker Prof. Tanja Leppäaho (on-line)
Lappeenranta-Lahti University of Technology LUT, Finland

“THE STRENGTHS OF FAMILY FIRMS IN GROWTH AND INTERNATIONALIZATION”

Professor Leppäaho will discuss the strengths of family firms for growth and internationalization. Building on extensive case and archival studies, she reveals how family firm features, such as emotional attachments, social bonds, personal network ties, longitudinal time horizons and the tendency to rather grow at a modest or reasonable pace than rapidly can be sources of strength – but could also become weaknesses, if not considered

carefully.

Tanja Leppäaho (previously Kontinen) works as Professor of Entrepreneurship at the LUT Business School, LUT University, Finland. Her research concerns firm internationalization, entrepreneurship, strategy, family firms, networks, business history and process approach. She approaches firm internationalization holistically: not only through the firm level, but through individuals running the internationalization and the contexts the firms and individuals derive from and travel through.

Professor Leppäaho’s research has been published in leading international scholarly journals, including Journal of International Business Studies, Entrepreneurship Theory and Practice, British Journal of Management, Family Business Review, International Business Review, and Journal of Small Business Management. In 2017-2023, she ran a personal five-year Academy of Finland Research Fellow funding on the internationalization of family firms. Previously, she worked in a tenure track at the University of Jyväskylä, School of Business and Economics and as a senior lecturer at Edinburgh University Business School.

Profile: [Home - LUT Research Portal Converis - LUT University](#)



Conference Keynote Speaker Dr. Muhammad Hamza Shahab (on-line)
Nottingham University Business School, Malaysia

“CHALLENGES AND OPPORTUNITIES OF XR (VR & AR) IN THE CONTEMPORARY WORLD”

What is XR? Major organizations and key players in XR, implications of XR in marketing, tourism, retail, entertainment, and others. Challenges for XR and future of XR.

Hamza's primary research areas of interest encompass digital marketing, tourism, and human-computer interaction through augmented and virtual reality. He is recognized as a seminal author among those who have played a pivotal role in defining XR (see <https://www.sciencedirect.com/science/article/pii/S074756322200111X>). Hamza has authored 17 conference papers and articles that are published in esteemed journals such as Computers in Human Behavior, International Journal of Consumer Studies, International Journal of Human-Computer Interaction, and others. Additionally, Hamza is a reviewer for numerous journals, including Journal of Business Research, Technological Forecasting & Social Change, Computers in Human Behavior, Psychology & Marketing, European Journal of Information Systems, and Sage Open.

[Muhammad Hamza Shahab - The University of Nottingham](#)



Seminar Leader Prof. Iveta Ludviga
RISEBA University of Applied Sciences, Latvia

“NECESSARY CONDITION ANALYSIS – A NEW LOGIC OF ANALYSING QUANTITATIVE DATA”

Iveta Ludviga earned a doctorate degree in Business Management programme at RISEBA. Her doctorate thesis was dedicated to intercultural business strategy and identification of business opportunities.

She is a former entrepreneur and has a many years’ experience in enterprise establishment and management. She used to work as a business consultant in an international company. She is a member and mentor of NGO “Lidere”. She has more than 6 years’ experience as a programme director and a head of academic department. Her research interests include intercultural business, strategy, entrepreneurship. She is the author of several academic papers published in international periodicals.

Profile: [Iveta LUDVIGA | Professor | PhD | RISEBA University of Applied Sciences, Riga | RISEBA | Department of Management | Research profile \(researchgate.net\)](#)



Speaker at Doctoral Seminar Dr. Muhammad Umer Shahid (on-line)
Lancaster University of Management Sciences, Germany

“EXPERIENCE WITH USING SECONDARY DATA AND MULTILEVEL MODELLING”

Possessing five years of teaching experience at the university level currently working as an adjunct Lecturer at Lancaster University of Management Sciences (LUMS), Leipzig, Germany. Completed my Ph.D. in Feb 2022, my research interest is in entrepreneurial networking and its various outcomes under varying institutional (formal & informal) contexts. Experience in working with big data sets (Global Entrepreneurship Monitor, World Bank, World Value Survey, Index of Economic Freedom) and using multilevel modeling techniques in my research. So far my research has been published at the Academy of Management Proceedings (AOM-2019), Also at the British Academy of Management (BAM-2022), and in the Industrial Marketing Management Journal (ABS-3*).

Profile: [Dr. Muhammad Umer Shahid - Lecturer - Lancaster University of Management Sciences \(LUMS\), Leipzig, Germany | LinkedIn](#)



Speaker at Doctoral Seminar Dr. Marius Schönberger
University of Applied Sciences Kaiserslautern, Germany

“THE IMPORTANCE OF ASKING THE RIGHT QUESTIONS: STRATEGIES FOR CREATING STRONG RESEARCH QUESTIONS IN BUSINESS AND ECONOMICS”

Dr. Marius Schönberger holds a degree in computer science with a focus on business education and has many years of experience in the management of research and development IT-related projects. In 2021, he successfully completed his PhD in Business and Economics at RISEBA University of Applied Sciences and BA School of Business and Finance in Riga. He is currently an Assistant Professor at Kaiserslautern University of Applied Sciences, where he teaches in the Department of Computer Science and Microsystems Engineering. Previously, he worked as Managing Director at the Research Institute for Education and Digitalisation, where he was responsible for managing and supervising national and international research projects in the field of school and adult education.

Profile: [Marius Schönberger on LinkedIn: Hochschule Kaiserslautern](#)



EUROMONITOR INTERNATIONAL
Justinas Liuima, Industrial Insights Manager

“HOW BUSINESSES ARE ADAPTING TO MACROECONOMIC CHALLENGES”

We are entering into new economic reality, which is defined by increase in inflation, higher commodity prices, rising cost of capital, labour market issues and globalisation reset. The presentation will focus how these trends impact global industries and supply chains, and how companies are adapting to these changes.

Justinas Liuima is an Industrial Insights Manager at Euromonitor International with a focus on industrial, supply chain and mobility research. Based in Vilnius, he has 10 years of experience in the industry. Justinas leads Euromonitor’s Industrial research and provides thought leadership on industrial, supply chain, commodity and mobility market trends. Justinas advises clients across manufacturing, packaging, logistics, automotive, consulting and government sectors on key industrial and manufacturing technology trends. Prior to joining Euromonitor Justinas worked in consulting sector, specializing in transportation and R&D fields.

PANEL DISCUSSION “INVISIBLES”

Moderator: RISEBA Vice-Rector for Research, Assoc. Prof. Valters Kaže

Participants: IFP Digital representatives; Researchers from Baltic region (Latvia, Lithuania, and Estonia); Representatives from Ministry of Welfare, Latvia; Representatives from Non-Governmental organisations

ROUNDTABLE DISCUSSION “AI AS ENHANCEMENT OF EXISTING SERVICES OR A NEW QUALITY OF CARE AND SUPPORT?”

The use of AI in autism research, assessment and support in the recent years gets more traction and brings many promises. Wearable sensors, virtual reality, online communities may be integrated to deliver a new quality of care. New technologies can potentially offer faster, more personalised, and less biased services for autistic people. The services delivery will become less dependent on available facilities and more resilient to changing numbers of trained clinicians, therefore limit waiting times. It can be delivered through a range of devices not limited to geographical location. Autistic communities across the world may benefit from accurate, fast diagnosis, easy access to individualised skills training or from fuller participation in professional and social life.

Within Aestima Metaverse feasibility study we currently work on a concept of “1000 people” project aiming to design the state of art integrative solution of AI and IoT applications in autism screening and assessment in the largest sample to date. Collaboration between leading European universities in the field of autism research, AI applied use and the power of the crypto enabled data monetization and crowdfunding opportunities are the cornerstones of the project.

Moderator: Dmitrii Gimmelberg

Participants: Researchers from Latvia; Researchers from Baltic Region; Researchers from European Universities

CONFERENCE SPONDORS AND SUPPORTERS



CONTACT INFORMATION

ANNA STRAZDA

Head of Research Division
RISEBA University of Applied Sciences

Email: anna.strazda@riseba.lv

Phone: +371 25619870

3 Meza str., Riga, LV-1048, Latvia

www.riseba.lv

VALERIJA KOZLOVA

Research Division Specialist
RISEBA University of Applied Sciences

Email: valerija.kozlova@riseba.lv

Phone: +371 26389023

3 Meza str., Riga, LV-1048, Latvia

www.riseba.lv

CONFERENCE HOME PAGE: WWW.ASBBMC.EU