

Faculty of Engineering Economics and Management



"SCIENTIFIC CONFERENCE ON
ECONOMICS AND
ENTREPRENEURSHIP"
SCEE`2022

SCIENTIFIC COMMITTEE

E. GAILE-SARKANE, Dr. oec.,
Riga Technical University,
Latvia

I. GEIPELE, Dr. oec., Riga
Technical University, Latvia

J. IEVIŅŠ, Dr. oec., Riga
Technical University, Latvia

A. V. KRASTIŅŠ, Dr. oec., Riga
Technical University, Latvia

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Technical University,
Latvia

N. LĀCE, Dr. oec., Riga
Technical University, Latvia

J. MAZAIS, Dr. sc. ing., Riga
Technical University, Latvia

R. POČS, Dr. habil. oec., Riga
Technical University, Latvia

D. ŠČEULOVŠ, Dr. oec., Riga
Technical University, Latvia

K. OGANISJANA, Dr. paed.,
Riga Technical University,
Latvia

V. SKRIBANS, Dr. oec., Riga
Technical University, Latvia

A. ZEPS, Dr. oec., Riga
Technical University, Latvia

ORGANIZING COMMITTEE

Prof. Dr. oec. **E. GAILE-SARKANE**, Riga Technical
University, Latvia

Prof. Dr. oec.
T. TAMBOVCEVA, Riga
Technical University, Latvia

Assoc. Prof. Dr. oec.
A. AUZIŅŠ, Riga Technical
University, Latvia

M. SMIRNOVS, Riga
Technical University,
Latvia

I. KOKOREVIČA, Mg. oec.,
Riga Technical University,
Latvia

L. IVANOVA, Mg. hum.,
Riga Technical University,
Latvia

Plenary session

**Communication and Cooperation
in Research: Challenges, Approaches,
and Tools**

Zoom:
<https://rtucloud1.zoom.us/j/95621818598>

Moderator:
MODRIS OZOLIŅŠ, Riga
Technical University, Latvia

9.30-10.00 **REGISTRATION, MORNING COFFEE**

10.00-10.05 **OPENING OF THE CONFERENCE**

Dr. Elīna Gaile-Sarkane, Professor, Dean of the Faculty of Engineering Economics and Management

10.05-10.30 **FROM AN INNOVATIVE UNIVERSITY TOWARDS A KNOWLEDGE ECONOMY REGION. A CASE STUDY: THE KU LEUVEN UNIVERSITY AND THE LEUVEN REGION**

Dr. Martin Hinoul, Business Development Manager, KU Leuven R&D

10.30-10.55 **STRENGTHENING SMART SPECIALISATION BY GOVERNMENT-INDUSTRY-RESEARCH COLLABORATION AND CREATIVE COMMUNICATION**

PhD. cand. Inese Suija-Markova, Vice-mayor at Cesis Municipality

10.55-11.20 **THE 3C FRAMEWORK OF COLLABORATION – CO-INNOVATION – CO-OPETITION**

Dr. Jean-Pierre Segers, Visiting Professor at FEEM RTU and Hasselt University

11.20-11.45 **OPEN REPOSITORIES TO FOSTER SCIENTIFIC COMMUNICATION AND COOPERATION**

Elza Vecpuise, Department for Research Coordination and Information, Riga Technical University

11.45–12.15	COFFEE BREAK
11.15–13.00	PANEL DISCUSSION / ALL INVITED SPEAKERS
13.00–13.45	COFFEE BREAK
13.45–18.10	WORK IN THEMATIC SECTIONS (SEE BELOW) Coffee break from 15.30 to 15.45

Subsection

Business Engineering, Economics, Finance and Management

Zoom:
<https://rtucloud1.zoom.us/j/95936836094>
Meeting ID 959836094

Subsection Chairs:
Prof. NATAĻJA LĀCE, Prof. KARINE
OGANISJANA, Prof. DENISS ŠČEULOVŠ,
Riga Technical University, Latvia

13.45–14.00	OPENING Prof. Lāce N., Riga Technical University, Latvia
14.00–18.00	<p>USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGY FOR ACCELERATION OF THE DIGITAL TRANSFORMATION OF SMES BUSINESSES Afaņasjevs I., Ščeulovs D., Riga Technical University, Latvia</p> <p>MEANINGFUL GAMIFICATION OUTCOMES FOR BUSINESS NEEDS Bernovskis A., Riga Technical University, Latvia</p> <p>ASSESSMENT OF THE DEADWEIGHT LOSS ARISING FROM THE INFORMATION ASYMMETRY IN THE BANKING MARKET Freimanis K., Šenfelde M., Riga Technical University, Latvia</p> <p>PROBLEMS AND CHALLENGES OF IMPLEMENTATION OF SOCIAL ENTREPRENEURSHIP IN SRI LANKA Jayasinghe Dilini Imalka, Greitane R., Riga Technical University, Latvia</p> <p>GENDER BALANCE IN TERTIARY EDUCATION STUDY PROGRAMMES Lasmanis R., Riga Technical University, Latvia</p> <p>INFRASTRUCTURE FUNDING GAP IN BALTIC STATES Matisone A., Lāce N., Riga Technical University, Latvia</p> <p>ISSUES OF INTEGRATION OF ECONOMIC AND ENVIRONMENTAL SAFETY OF GOODS AND DIGITALIZATION Muratova S., Customs Institute of State Customs Committee of the Republic of Uzbekistan, Uzbekistan</p> <p>PROMOTING DEMOCRACY USING DRAMA LEARNING METHOD: FROM ERASMUS TO HORIZON Oganisjana K., Ozols R., Riga Technical University, State Education Quality Service of the Republic of Latvia, Latvia</p> <p>THE MATTER OF COMPANIES' RESILIENCE TO CRISIS Pokromoviča I., Riga Technical University, Latvia</p> <p>HOW TO MAKE NEWS MEDIA BRAND DISTINCTIVE IN A MULTI-PLATFORM ENVIRONMENT? Saulīte L., Riga Technical University, Latvia</p> <p>THE SHARED VALUE OF HIGHER EDUCATION AND SUSTAINABLE DEVELOPMENT Segers J. P., Gaile-Sarkane E., Franco D., Riga Technical University, Latvia; Hasselt University, Belgium; PXL, Belgium</p> <p>SAFETY CULTURE APPROACH FOR HEALTHCARE AND NURSING INSTITUTION Sepp J., Tallinn Health Care College, Estonia</p> <p>PARTICIPATION OF MANUFACTURING FIRMS IN GLOBAL VALUE CHAINS AND ECO-INNOVATION PERFORMANCE: A CASE OF LITHUANIA Šūmakaris P., Korsakienė R., Vilnius Gediminas Technical University, Lithuania</p> <p>ORGANIZATION AND IMPLEMENTATION OF AGRICULTURAL PRODUCTS LOGISTICS AND GOVERNMENT POLICIES Taraniuk L., Korsakienė, R., Qiu H., Taraniuk K., Sumy State University, Ukraine; Vilnius Gediminas Technical University, Lithuania; Henan Institute of Science and Technology, China; Vilnius Gediminas Technical University, Lithuania</p> <p>MAPPING THE GLOBAL RESEARCH LANDSCAPE ON THE NURSES' RESILIENCE MANAGEMENT: A BIBLIOMETRIC ANALYSIS Us Y., Gerulaitienė N., Sumy State University, Ukraine; Kaunas University of Technology, Lithuania</p>

QUANTITATIVE RESEARCH STUDY OF GEN Z'S AND MILLENNIALS' OPINIONS ON MASCULINITY IN ADVERTISING

Kreicbergs T., Riga Technical University, Latvia

ESG DISCLOSURE IN THE BALTICS – EVIDENCE IN A TIME PERSPECTIVE

Zumente I., Lāce N., Riga Technical University, Latvia

Subsection

Innovation and Quality Technologies

TBC

Subsection Chairs:
MBA MODRIS OZOLIŅŠ, Prof. JĀNIS MAZAIS,
Riga Technical University, Latvia

13.45–14.00

OPENING

Ozoliņš M., Riga Technical University, Latvia

14.00–18.00

AGILE APPROACH AND SYSTEMIC DECISION MAKING FOR HIGHER EDUCATIONAL INSTITUTION ASSESSMENT

Nikitina T., Lapiņa I., Worldline Latvia Ltd., Latvija; Riga Technical University, Latvia

USING OF SCIENTIFIC KNOWLEDGE IS THE FUNDAMENTAL BASIS FOR THE DEVELOPMENT OF UZBEKISTAN

Muratova S., Customs Institute of State Customs Committee of the Republic of Uzbekistan, Uzbekistan Systematic Study Process Quality Improvement: Quality Function Deployment
Degtjarjova I., Lapiņa I., Aramina D., Janauska J., Mazais J., Pildavs J., Riga Technical University, Latvia

CONFORMITY ASSESSMENT OF PROFESSIONALS: AN INNOVATIVE APPROACH FROM THE PERSPECTIVE OF CONFORMITY ASSESSMENT INSTITUTIONS

Kavosa M., Lapiņa I. State Construction Control Bureau, Latvia; Riga Technical University, Latvia

PERSONALIZATION: CUSTOMER EXPECTATIONS AND PERCEIVED VALUE

Kokins G., Riga Technical University, Latvia

LEAN METHODS FOR THE PHARMACEUTICAL COMPANY – FROM PROJECT TO IMPLEMENTATION

Markova Z., Robertsons G., Riga Technical University, Latvia

INDICATORS SUPPORTING STRATEGY EVALUATION AND QUALITY SYSTEM DEVELOPMENT IN UNIVERSITY

Medne A., Lapiņa I., Zeps A., Riga Technical University, Latvia

SUSTAINABILITY IN THE GOVERNMENTAL SUPERVISION PROCESS

Mjakušina S., Lapiņa I. State Construction Control Bureau, Latvia; Riga Technical University, Latvia,

CHALLENGES OF CONSORTIA OF HIGHER EDUCATION INSTITUTIONS IN TIMES OF DIGITAL TRANSFORMATION

Opmane K., Riga Technical University, Latvia

THE ROLE OF DIGITAL TRANSFORMATION IN THE KNOWLEDGE TRANSFER

Robertsons G., Lapiņa I., Riga Technical University, Latvia

A METHODOLOGICAL FRAMEWORK FOR CO-CREATION OF GOVERNMENT-RESEARCH-INDUSTRY INNOVATION

Suija-Markova I., Riga Technical University, Latvia

Subsection

Internal Security and Civil Protection

Subsection Chairs:
Assoc. Prof. VALENTĪNA URBĀNE,
Assoc. Prof. JEĻENA PUNDURE,
Riga Technical University, Latvia

13.45–14.00

OPENING

Urbāne V., Riga Technical University, Latvia

14.00–18.00

IDENTIFICATION OF FIRE AND OTHER HAZARD RISK SOURCES TO BE USED IN ASSESSMENT PROCESS

Baltmanis M., Jemeljanovs V., Ieviņš J., Riga Technical University, Latvia

NEW WORK ENVIRONMENTAL RISK FACTORS CAUSING BURNOUT SYNDROME IN REMOTE WORK

Bazone G., Ieviņš J., Riga Technical University, Latvia

OCCUPATIONAL ERGONOMIC RISKS IN CONSTRUCTION AND RELATED INDUSTRIES IN LATVIA AND ESTONIA

Ieviņš J., Urbāne V., Tint P., Riga Technical University, Latvia; TalTech, Estonia

LABOUR PROTECTION AND SECURITY IMPROVEMENT IN MILITARY STRUCTURES, FACILITIES

Mende A., Pundure J., Riga Technical University, Latvia

APPLICATION OF MATHEMATICAL METHODS FOR THE CALCULATION OF RESOURCES NECESSARY FOR FIRE EXTINGUISHING AND RESCUE OPERATIONS IN THE STATE FIRE-FIGHTING AND RESCUE SERVICE

Politika V., Ļabis J., Pundure J., Riga Technical University, Latvia

BIOLOGICAL WASTE SORTING PROBLEMS IN LATVIA AND POSSIBLE SOLUTIONS

Urbans M., Pundure J., Riga Technical University, Latvia

Subsection

International Business, Logistics, Customs and Taxes

Zoom:
<https://rtucloud1.zoom.us/j/97239741295>
Meeting ID 972 3974 1295

Subsection Chair:
Assoc. Prof. VALĒRIJS SKRIBANS,
Riga Technical University, Latvia

13.45–14.00

OPENING

Skribans V., Riga Technical University, Latvia

14.00–18.00

MODEL OF IMPROVEMENT OF DIGITAL CUSTOMS SERVICES IN THE REPUBLIC OF UZBEKISTAN

Ergashev Q., Customs Institute of State Customs Committee of the Republic of Uzbekistan, Uzbekistan

RISKS AND THREATS ASSOCIATED WITH THE ILLICIT TRAFFICKING OF CRYPTOCURRENCIES AND ISSUES OF THEIR PREVENTION

Shomirzaev S., Customs Institute of State Customs Committee of the Republic of Uzbekistan, Uzbekistan

INTERNATIONAL TRADE, LABOUR MARKET AND ECONOMIC GROWTH IN LONG TERM

Auziņa-Emsiņa A., Riga Technical University, Latvia

INCREASING THE EFFECTIVENESS OF THE EU CUSTOMS UNION IN TODAY'S CONDITIONS

Čevers A., Krastiņš A., Gulbis A., Riga Technical University, Latvia

A CONTROL MODEL BASED ON THE RISKS EXISTING IN FREE ZONES

Drubiņa D., Rudzītis N., Čevers A., Riga Technical University, Latvia

EVALUATION OF INCREASING OF COMPETITIVENESS OF INTERNATIONAL SOCIAL ENTERPRISES

Jurgelāne-Kaldava I., Batenko A., Riga Technical University, Latvia

LATVIAN RAILWAY TRANSPORT SECTOR STAKEHOLDERS' PERCEPTION OF GREEN DEAL POLICY MEASURES

Hudenko J., Gorska L. A., Kukjans I., Kustova I., JSC LatRailNet, Latvia; Riga Technical University, Latvia

THE INFLUENCE OF DIGITAL TRANSFORMATION ON SUPPLY CHAINS AND SUSTAINABLE BUSINESS MODELS

Kelle L., Jurgelāne-Kaldava I., Riga Technical University, Latvia

DEVELOPMENT OF DECISION-MAKING MODEL FOR SELECTION OF LOGISTICS SERVICE PROVIDERS

Kotlars A., Jurgelāne-Kaldava I., Skribans V., Riga Technical University, Latvia

PRIORITIES FOR IMPROVING CUSTOMS LOGISTICS

Ladigina E., Customs Institute of State Customs Committee of the Republic of Uzbekistan, Uzbekistan

ANALYSIS OF CUSTOMS PERSONNEL ROTATION

Rudzītis N., Kasicka, K., Čevers A., Riga Technical University, Latvia

FIRST EVIDENCE OF JOB MARKET TRANSFORMATION IN UKRAINE IN POST PANDEMIC MARKET AFTER THE BEGINNING OF WAR ACTIONS IN 2022

Skribans V., Maslii, N., Solovjovs D., Riga Technical University, Latvia

ANALYSIS OF THE PROCESS OF ORGANIZING FREIGHT TRANSPORTATION AFTER THE INTRODUCTION OF THE E-CMR WAYBILL

Starčenko A., Riga Technical University, Latvia

Subsection

Territorial and Regional Development, Construction Management

Zoom:
<https://rtucloud1.zoom.us/j/99914914041>
Meeting ID 999 1491 4041

Subsection Chair:
Assoc. Prof. KRISTĪNE FEDOTOVA,
Riga Technical University,
Latvia

13.45–14.00 **OPENING**
Fedotova K., Riga Technical University, Latvia

14.00–15.30 **A QUALITATIVE CONTENT ANALYSIS OF SUSTAINABLE QUALITY OF LIFE CONCEPT IN RESEARCH ARTICLES**

Bandara W. T. M. Hasindu S., Judrupa I., Riga Technical University, Latvia

PROBLEMS IN THE CRISIS MANAGEMENT AT REGIONAL LEVEL: THE CASE OF BULGARIA

Ivanov I., Kuzmanova M., University of Forestry, University of National and World Economy, Bulgaria

CONFLICTS AND ENTREPRENEURSHIP

Vanags J., Geipele I., Riga Technical University, Latvia.

Subsection

BUP ESD Science Lab2022

Zoom:
<https://rtucloud1.zoom.us/j/2174011129>
Meeting ID: 217 401 1129

Subsection Chair:
Prof. TATJANA TAMBOVCEVA,
Riga Technical University, Latvia

13.45–14.00 **OPENING**
Tambovceva T., Riga Technical University, Latvia

14.00–15.30 **LINKAGE BETWEEN TEACHING STAFF INTERNATIONALISATION (TSI) AND EDUCATION FOR SDGS**

Briķena L., Popowska M., Ryda M., Riga Stradins University, Latvia; Gdańsk University of Technology, Poland; Lviv Polytechnic National University, Ukraine

ATTITUDES TOWARDS GENDER EQUALITY IN SELECTED HIGHER EDUCATION INSTITUTIONS

Gorska R., Us Y., Markauskaite R., Veckalne R., Tambovceva T., Warsaw School of Economics, Poland; Sumy State University, Ukraine; Kaunas University of Technology, Lithuania; Riga Technical University, Latvia

NEW POSSIBILITIES AND KNOWLEDGE OF INTERNATIONAL PROGRAMS FOR SUSTAINABILITY OF UNIVERSITIES OF EUROPE

Hryniv L., Uppsala University, Sweden; Franko I., Lviv National University, Ukraine

PEDAGOGY OF RETHINKING: TEACHING APPROACHES TO TRANSFORM CONVENTIONAL PROFESSIONAL PRACTICES TO SUSTAINABLE ONES

Radomska M., Khalaim A., Rusinska M., Cherniak L., Wozna A., Zeltiņa M., National Aviation University, Ukraine; Uppsala University, Sweden; Wrocław University of Science and Technology, Poland; National Aviation University, Ukraine; Wrocław University of Science and Technology, Poland; Liepāja University, Latvia

14.00–15.30

EVALUATION OF GENDER EQUALITY IN MANAGERIAL POSITIONS IN SELECTED HIGHER EDUCATION INSTITUTIONS

Veckalne R., Zavhorodnia, V., Shvaher O., Tambovceva T., Teppand T., Riga Technical University, Latvia; Sumy State University, Ukraine; Riga Technical University, Latvia; Estonian University of Life Sciences, Estonia

RESEARCH OF THE INFLUENCE OF THE INTERNATIONALIZATION ON THE SUSTAINABILITY OF THE SELECTED HEIS

Urenje S., Hots N., Barvinska K., Moraczewska A., Uppsala University, Sweden; Lviv Polytechnic National University, Ukraine; Lublin Maria Curie-Sklodowska University, Poland

THE PERCEPTION OF THE SUSTAINABLE DEVELOPMENT GOALS BY THE STUDENTS AS A CHALLENGE FOR SOCIETY TRANSFORMATION

Wozna A., Cherniak L., Rusinska M., Zeltiņa M., Khalaim A., Radomska M., Wrocław University of Science and Technology, Poland; National Aviation University, Ukraine; Wrocław University of Science and Technology, Poland; Liepāja University, Latvia; Uppsala University, Sweden; National Aviation University, Ukraine
