

# RTU Scientific Conference SCEE'2019 «Scientific Conference on Economics and Entrepreneurship» (SCEE'2019)

October 11 - 12, 2019  
Plenary session and discussion

5 Paula Valdena str., Riga, Latvia, RTU Scientific Library

## «Student Centered Business Education: Global Challenges in the 21-st Century»

Friday,  
October 11

Moderator – Modris Ozoliņš

9:30 – 10:00  ● Registration, morning coffee

10:00  ● **Opening of the Conference:**  
**Elīna Gaile-Sarkane** *Dr. oec., Professor,*  
Dean of the Faculty of Engineering Economics and Management  
**Inga Lapiņa** *Dr. oec., Professor,*  
Vice - Dean for Academic Affairs of the Faculty of Engineering Economics and Management

10:10 – 10:40 ● **Students Centered Education as Service: Experience, Needs and trends**  
**Aija Freimane** *Dr.art., Associated Professor,*  
Leading Researcher, Latvia Academy of Arts, Latvia

10:40 – 11:10 ● **Implementation of Student Centered Education: Rotterdam Experience**  
**Niek Ploegman** *Dr. of Education, EdD, Research Lecturer*  
Rotterdam University of Applied Sciences, the Netherlands

11:10 – 11:30 ● **Risks and Challenges in Execution of Student Centered Education**  
**Agnese Hermane** *Mg. Art, Docent,*  
Latvian Academy of Culture, Latvia

11:30 – 11:50 ● **University – Industry Cooperation: Practices of European Countries**  
**Liene Briede** *MBA, Lead of Entrepreneurship & Innovation support programs,*  
RTU Design Factory, Latvia

11:50 – 12:20  ● **Panel Discussion**  
Aija Freimane, Niek Ploegman, Agnese Hermane, Inga Lapiņa, Liene Briede

13:00 – 13:30  ● **Coffee Break**

13:40 – 17:30  ● **Work in Thematic Sections**

Saturday,  
October 12

10:00 – 12:30  ● **Workshop: «Innovative Approaches in Modern Education» /invited session/**

12:30 – 15:30  ● **Lunch**

15:30 – 16:30  ● **Social program**

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**Friday, October 11, 2019**

*Riga Technical University, Faculty of Engineering Economics and Management*

*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library*

Conference hall (2-nd floor)

**“Scientific Conference on Economics and Entrepreneurship” (SCEE’2019)”**

**Scientific committee:**

E. Gaile-Sarkane	Dr.oec.	Riga Technical University
I. Geipele	Dr.oec.	Riga Technical University
J. Ieviņš	Dr.oec.	Riga Technical University
A.V. Krastiņš	Dr.oec.	Riga Technical University
I. Lapiņa	Dr.oec.	Riga Technical University
N. Lāce	Dr.oec.	Riga Technical University
J. Mazais	Dr.sc.ing.	Riga Technical University
R. Počs	Dr.habil. oec.	Riga Technical University
D. Ščeuļovs	Dr.oec.	Riga Technical University
K. Oganisjana	Dr. paed.	Riga Technical University
V. Skribans	Dr.oec.	Riga Technical University
A. Zeps	Dr.oec.	Riga Technical University

**Organizing committee:**

E.Gaile-Sarkane	Dr. oec.	Riga Technical University
T. Tambovceva	Dr. oec.	Riga Technical University
M. Ozoliņš	Dipl. oec.	Riga Technical University
M. Smirnovs	Bc.oec.	Riga Technical University
I. Kokoreviča	Mg.oec.	Riga Technical University

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**Friday, October 11, 2019**

*Riga Technical University, Faculty of Engineering Economics and Management  
5 Paula Valdena str., Room 4.09., Riga, Latvia, RTU Scientific Library*

**Subsection**

**“Territorial and Regional Development, Construction Management “**

**Section Chair:** asoc.prof. Fedotova Kristīne, Riga Technical University, Latvia

**13:00 – 13:10**

**OPENING**

Fedotova K., Riga Technical University, Latvia

**13:10-16:00**

**METHODOLOGY FOR RESEARCH OF REGIONAL AND LOCAL SOCIO-ECONOMIC INEQUALITIES**

Ivanov I., Strekalovska-Garkova A., Sotirova R., Geranova S. University of Forestry, Bulgaria

**THE INFLUENCE OF THE SOCIOLOGICAL FACTORS ON THE MARKET VALUE OF THE RESIDENTIAL PROPERTIES**

Gheorghe C., Buzescu S.I. Valahia University of Targoviste, Romania. Ovidius University of Constanta, Romania

**URBAN AGRICULTURE – AN INTELLIGENT SOLUTION FOR THE SMART CITY**

Yordanova M., Nikolova T., Petrova V. University of Forestry, Bulgaria

**ENVIRONMENTAL AND AGRO-TECHNOLOGICAL ASPECTS FOR GROWING AGRICULTURAL PRODUCTION IN AN AGGRAVATE URBAN ENVIRONMENT**

Tsvetkova E., Petrova V., Yordanova M., Nikolova T., Tambovceva T. University of Forestry, Bulgaria. Riga Technical University, Latvia

**DIGITAL MODEL FOR ANALYSIS AND MANAGEMENT OF PROCESSES RELATED TO THE ECOSYSTEM SERVICE “WATER”**

Miltchev R., Shuleva N. University of Forestry, Bulgaria

**BEEKEEPING – AN IMPORTANT ELEMENT FOR SUSTAINABLE DEVELOPMENT OF CITIES**

Nikolova T., Yordanova M. University of Forestry, Bulgaria

**URBAN AGGLOMERATIONS IN THE CONTEXT OF SUSTAINABLE SPATIAL DEVELOPMENT**

Kolba A., Tambovceva T., Tereshina M. Kuban State University, Russian Federation. Riga Technical University, Latvia.

**REGIONAL INNOVATIVE SYSTEM DEVELOPMENT: INSTITUTIONAL BARRIERS AND INCENTIVES**

Tereshina M., Tambovceva T. Kuban State University, Russian Federation. Riga Technical University, Latvia.

**IMPACT OF UNIVERSAL BASIC INCOME ON THE ECONOMY OF LATVIA, LITHUANIA AND ESTONIA**

Judrupa I., Romanovs A. Riga Technical University, Latvia

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**PROBLEMS OF HUMAN CAPACITY DEVELOPMENT AND ITS INFLUENCE ON STATE DEVELOPMENT**

Gorbunova K. Riga Technical University, Latvia

**DEVELOPMENT OF TOURISM IN UKRAINE: TRENDS AND FACTORS THAT CREATE THE NEGATIVE IMAGE**

Karabaza I., Kozhukhova T., Ivanova N., Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky, Ukraine

**DEVELOPMENT OF OFFICE ROOM RENTAL MARKET IN RIGA**

Rauza N., Tambovceva T. Riga Technical University, Latvia

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**Subsection 1**  
**“Business Engineering, Economics, Finance and Management”**  
*5 Paula Valdena str., Room 2.12., Riga, Latvia, RTU Scientific Library*

**Subsection Chairs:** assoc.prof. Šceulovs Deniss, Babiča Viktorija, Riga Technical University,  
Latvia

**13:00 – 13:10**

**OPENING**

Šceulovs D., Riga Technical University, Latvia

**13:10-19:00**

**THE RISE OF THE GHENT (BE) INNOVATION DISTRICT: THE CASE OF THE BIOTECHNOLOGY INDUSTRY**

Segers J.P. Université de Liège (HEC-ULg), Belgium

**FORMS OF SCIENCE-INDUSTRY LINKAGES IN POLISH MANUFACTURING SECTOR: DO FIRM CHARACTERISTICS MATTER?**

Wściubiak Ł. Poznań University of Economics and Business, Poland

**INDUSTRY 4.0 AS THE DRIVING FORCE OF SMES INTERNATIONALIZATION: A CASE OF LITHUANIA**

Kovaite K., Šūmakaris P., Stankevičienė J., Korsakienė R. Vilnius Gediminas Technical University, Lithuania

**FRAMEWORK PRESENTING THE IMPACT OF BOARD CAPITAL ON INTERNATIONALIZATION OF SMES: INITIAL THEORETICAL CONSIDERATIONS**

Bužavaitė M., Korsakienė R. Vilnius Gediminas Technical University, Lithuania

**EVALUATION OF GREEN MARKETING PERFORMANCE: A METHODOLOGICAL PERSPECTIVE**

Skackauskiene I., Vilkaite-Vaitone N. Vilnius Gediminas Technical University, Lithuania

**PUBLIC PROCUREMENT OF INNOVATION: SELECTION OF THE SUSTAINABLE ALTERNATIVE**

Babica V., Sceulovs D. Riga Technical University, Latvia

**SECURING REGIONAL DEVELOPMENT**

Cehabeddine M., Tvaronavičienė M. Vilnius Gediminas Technical University, Lithuania

**EXPLORING THE METHODOLOGICAL POTENTIAL FOR DECISION-MAKING IN SERVICE MODULARIZATION PLANNING**

Vesterte J., Skačkauskienė I. Vilnius Gediminas Technical University, Lithuania

**OPTIMIZATION OF DATA MANAGEMENT SYSTEM BETWEEN ORGANIZATIONS**

Zivitere M., Almar N. Ventspils University College, Latvia. Information Systems Management Institute, Latvia

**SUSTAINABLE MANAGEMENT FOR GREEN COMPETITIVENESS: A SCIENTIFIC REVIEW**

Nassar N., Tvaronavičienė M. Vilnius Gediminas Technical University, Lithuania

**DECREASE OF ENVIRONMENTAL POLLUTION FROM THE PRODUCTION WASTE BY IMPLEMENTATION OF CIRCULAR ECONOMY ELEMENTS**

Cudečkis V., Cudečka-Puriņa N. Riga Technical University, Latvia

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**HOW “GREEN” ARE THE LATVIAN MUNICIPALITIES?: GREEN PUBLIC PROCUREMENT IN LATVIA**

Pelša I. University of Latvia, Latvia

**RELATIONSHIP BETWEEN NURSING HOME SAFETY CLIMATE AND CAREGIVERS’ COMPETENCE**

Sepp J., Järvis M. Tallinn Health Care College, Estonia

**TRANSFORMATION OF LOYALTY TO E-LOYALTY**

Radionova-Girsa E., Batraga A. University of Latvia, Latvia

**FORMATION OF EMOTIONAL CLIMATE IN HUMAN RESOURCES MANAGEMENT**

Papsiene P., Vaitkevicius S. Vytautas Magnus University

**BRANDING ONLINE 1999 VS 2019: CASE STUDY ON AMAZON.COM**

Januševska G. Riga Technical University, Latvia

**ELEMENTS INCLUDED IN BRAND POSITIONING**

Strausa E. Riga Technical University, Latvia

**SUCCESSFUL AI PROJECT IMPLEMENTATION**

Meijere S., Tambovceva T. Riga Technical University, Latvia

**IMPACT OF DIGITALIZATION ON CONSUMER LENDING MARKET IN LATVIA**

Verdenhofs A., Tambovceva T. Riga Technical University, Latvia

**Subsection 2**

**“Business Engineering, Economics, Finance and Management”**

*5 Paula Valdena str., Room 303., Riga, Latvia, RTU Scientific Library*

**Subsection Chairs:** assoc.prof. Bistrova Jūlija, Roša Angelina Riga Technical University, Latvia

**13:00 – 13:10**

**OPENING**

Bistrova J., Riga Technical University, Latvia

**INCREASING TRENDS OF TOURIST FLOWS FROM THE EUROPRAN COUNTRIES TO GEORGIA**

Abesadze N., Kinkladze R., Paresashvili N. Tbilisi State University, Georgia

**ACTIVITIES OF RETAIL CHAINS IN THE FRAMEWORK OF COMPETITION POLICY (STUDY CASE: REPUBLIC OF MOLDOVA)**

Caraganciu A. Lucian Blaga University of Sibiu, Romania

**MODERN WAYS OF WORKING: COMPARING RESULTS OF TWO PILOT STUDIES**

Kalve I., Capotescu S. Riga Stradins University, Latvia. GreenForest S.R.L., Romania

**DETERMINING FINANCIAL EFFICIENCY OF HIGHER EDUCATION INSTITUTIONS**

Kuzmina J., Sarnovics A., Natrins A., Ziemle A., Kivrina E. BA School of Business and Finance, Latvia

**RISK ASSESMENT AND QUANTIFICATION IN MANUFACTURING ENTERPRISE**

Godmanis I. RISEBA University of Applied Sciences, Latvia

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**EXCISE DUTY GAP ON ELECTRONIC CIGARETTES**

Jurušs M., Utināne Z. Riga Technical University, Latvia

**DISCOURSE ANALYSIS OF MODERN MASCULINITY IN ADVERTISING**

Kreicbergs T. Riga Technical University, Latvia

**CORPORATE AGILITY: A FASHION TREND OR WAY TO LONGTERM SUCCESS?**

Locovs J. Riga Technical University, Latvia

**EQUITY TYPE CHOICE FOR FINANCING ENTREPRENEURS IN LATVIA**

Matisone A., Lāce N. Riga Technical University, Latvia

**THEORETICAL APPROACH TO RESEARCH TRENDS OF BUSINESS CONTINUITY ASSESSMENT: CONTENT AND BIBLIOMETRIC MAPPING ANALYSIS**

Aleksandrova D., Voronova I. Riga Technical University, Latvia

**THE EFFECT OF PROFESSIONALS-RELATED HUMAN RESOURCES PRACTICES ON EMPLOYEE TURNOVER IN LATVIAN LARGE COMPANIES**

Ozoliņa-Ozola I. Riga Technical University, Latvia

**FORECAST OF LATVIAN AGE STRUCTURE**

Petersons L. Riga Technical University, Latvia

**COACHING SUPPORT AND DEVELOPMENT PROGRAMME: EXPLORING THE IMPACT OF COACHING ON ORGANISATIONAL SUSTAINABILITY**

Rosa A., Lāce N. Riga Technical University, Latvia

**INTERACTION OF VALUES WITH CONSUMER CHOICE FACTORS**

Ence E., Riga Technical University, Latvia

**FACTORS AFFECTING THE POSITIVE FINANCIAL PERFORMANCE (PROFIT) OF ENTREPRENEURS IN DIGITALIZATION**

Kasperoviča L., Lāce N. Riga Technical University, Latvia

**LEGAL TOOLS FOR CORPORATE GOVERNANCE IMPLEMENTATION IN STATE OWNED ENTERPRISES IN LATVIA**

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

**THE INFLUENCE OF THE TRANSFORMATION OF THE CONSUMER DEMOGRAPHIC PROFILE ON NEW PRODUCT DEVELOPMENT**

Jankovska I. Riga Technical University, Latvia

**POWER, INFLUENCE AND CONFLICT RESOLUTION**

Citskovskis U. Riga Technical University, Latvia

**THE REVIVAL OF PROTECTIONISM IN THE MODERN WORLD: CAUSES AND CONSEQUENCES**

Gaynulina R. Riga Technical University, Latvia

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**Subsection**

**“Innovation and Quality Technologies”**

*5 Paula Valdena str., Room 2.07., Riga, Latvia, RTU Scientific Library*

**Subsection Chair:** MBA Ozoliņš Modris, Riga Technical University, Latvia

**13:10 – 13:10**

**OPENING**

Ozoliņš M., Riga Technical University, Latvia

**13:10 – 16:00**

**RELATIONSHIP BETWEEN MANAGERIAL AND ENTREPRENEURIAL COMPETENCES  
IN STARTUPS**

Nikitina T., Lapiņa I., Ozoliņš M. Riga Technical University, Latvia

**ENVIRONMENTAL FACTORS INFLUENCING HEALTHCARE INNOVATIONS: A  
SYSTEMATIC REVIEW OF RECENT RESEARCH**

Rojenko V. Riga Stradins University, Latvia

**UNIVERSITY QUALITY SYSTEM DEVELOPMENT: ALIGNING KEY PERFORMANCE  
INDICATORS**

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

**QUALITY FUNCTION DEPLOYMENT METHODOLOGY FOR STUDY PROGRAM  
IMPROVEMENT: ADVANTAGES AND RISKS**

Degtjarjova I., Lapiņa I. Riga Technical University, Latvia

**QUALITY CULTURE AND QUALITY OF WORK LIFE**

Kairiša I., Ozoliņa-Ozola I., Lapiņa I. Riga Technical University, Latvia

**CERTIFICATION OF PERSONS TOWARDS SUCCESSFUL IMPLEMENTATION OF  
SUSTAINABLE PRACTICES**

Kavosa M., Mjakuškina S., Lapiņa I. Riga Technical University, Latvia

**A STRUCTURED APPROACH FOR THE PROCESS OF STANDARDS DEVELOPMENT**

Pīlēna A., Mežinska I., Lapiņa I. Riga Technical University, Latvia

**WORK STRESS MANAGEMENT TECHNIQUES BASED ON IMPRESS PROJECT STUDY**

Rostoka Z., Mazais J., Lapiņa I. Riga Technical University, Latvia



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**Subsection**

**“Internal Security and Civil Protection”**

*5 Paula Valdena str., Room 2.08., Riga, Latvia, RTU Scientific Library*

**Subsection Chair:** asoc.prof. Urbāne Valentīna, Riga Technical University, Latvia

**13:10 – 13:10**

**OPENING**

Ieviņš J., Riga Technical University, Latvia

**13:10 – 16:00**

**WORKERS SATISFACTION WITH WORKING CONDITIONS IN OPENED-TYPE OFFICES**

Parts V., Tint P. Tallinn University of Technology, Estonia

**CURRENT ISSUES OF LABOR PROTECTION IN NEW FORMS OF EMPLOYMENT IN LATVIA**

Bazone G., Ziemelis M. Riga Technical University, Latvia

**ANALYSIS AND IMPROVEMENT OF FACTORS AFFECTING THE QUALITY OF WORKING ENVIRONMENT**

Smitins M., Ieviņš J., Bartasauskis J. Riga Technical University, Latvia

**STRATEGIC PURCHASING OF HEALTH CARE SERVICES: POSSIBILITIES FOR REFORM IN CASE OF LATVIA**

Pētersone M., Ketners K., Erins I. Riga Technical University, Latvia

**MODERN CUSTOMS IN THE MODERN SOCIETY**

Čevers A. Riga Technical University, Latvia

**DEVELOPMENT OF CUSTOMS FUNCTIONS AND CRIMINAL LAW PROTECTION OF THE VALUES PROVIDED BY CUSTOMS**

Čevers T. Riga Technical University, Latvia

**WORK-RELATED PSYCHOSOCIAL RISK FACTORS AND CARE WORKERS MENTAL HEALTH IN ESTONIA NURSING HOMES**

Urbans M., Malahova J., Jemeljanovs V. Riga Technical University, Latvia

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**Subsection**

**“International Business and Logistics”**

*5 Paula Valdena str., Room 4.02., Riga, Latvia, RTU Scientific Library*

**Subsection Chairs:** asoc. prof. Skribans Valerijs, Riga Technical University, Latvia

**13:10 – 13:10**

**OPENING**

Skribans V., Riga Technical University, Latvia

**13:10 – 16:00**

**INTERNATIONAL TRADE, IMPORT DEPENDENCY, AND RISKS**

Auzina-Emsina A. Riga Technical University, Latvia

**INTERNATIONAL FINANCE TRILEMMA AS A TOOL FOR BALANCED DEVELOPMENT OF AN ECONOMY**

Bogdanova O., Arefjevs I. Riga Technical University, Latvia. BA School of Business and Finance, Latvia

**DEVELOPMENT AND LOCATION OF LOGISTICS CENTERS: A SYSTEMATIC REVIEW OF LITERATURE**

Moroza N., Jurgelane-Kaldava I. Riga Technical University, Latvia

**CONTEMPORARY THIRD PARTY LOGISTICSTICS AND SUPPLY CHAIN: SCIENTIFIC LITERATURE OVERVIEW**

Solovjovs D., Kotlars A. Riga Technical University, Latvia

**THE POSSIBILITIES OF OPTIMISING THE QUANTITY OF RECYCLING SHELF READY PACKAGING IN RETAIL SECTOR**

Strekalovska A., Kovacheva S., Ivanov I. University of Forestry, Bulgaria