

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

12:20 – 12:50  ● **Coffee Break**

13:00 – 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**

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

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

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

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

Chehabeddine 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

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

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

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

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

Čevērs A. Riga Technical University, Latvia

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

Čevērs 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

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