



"SCIENTIFIC CONFERENCE ON ECONOMICS AND ENTREPRENEURSHIP"

# SCEE`2023

OCTOBER 12

**FACULTY OF ENGINEERING ECONOMICS AND MANAGEMENT  
RIGA TECHNICAL UNIVERSITY**

**Scientific committee:**

A. Auziņš	Dr. oec.	Riga Technical University
E. Gaile-Sarkane	Dr. oec.	Riga Technical University
I. Geipele	Dr. oec.	Riga Technical University
T. Tambovceva	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
K. Oganisjana	Dr. paed.	Riga Technical University
R. Počs	Dr. habil. oec.	Riga Technical University
D. Ščeuļovs	Dr. oec.	Riga Technical University
M. Jurušs	Dr. oec.	Riga Technical University
A. Zeps	Dr. oec.	Riga Technical University

**Organizing committee:**

Assist.Prof. A. Čevers	PhD	Riga Technical University
Prof. T. Tambovceva	Dr. oec.	Riga Technical University
Prof. A. Auziņš	Dr. oec.	Riga Technical University
M. Ozoliņš	MBA	Riga Technical University
M. Smirnovs		Riga Technical University
A. Zeila	Mg. oec.	Riga Technical University
E. Ludāne		Riga Technical University
K. N. Rasa		Riga Technical University
L. Adijāne		Riga Technical University
D. Janīte		Riga Technical University

**Thursday, October 12, 2023**  
**Institutional Capacities and Values: Promoting Research for  
Development**

**Plenary session**

*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform*

<https://rtucloudl.zoom.us/j/98873533558>

Meeting ID: 988 7353 3558

**Moderator:** Modris Ozoliņš, Riga Technical University, Latvia

**9:30 – 10:00**

**REGISTRATION, MORNING COFFEE**

**10:00**

**OPENING OF THE CONFERENCE**

Aldis Čevērs, PhD, Dean of the Faculty of Engineering Economics and Management

**10:05-10:30**

**DISCOVERY, INCUBATION AND ACCELERATION - INNOVATION EXCELLENCE FOR  
BUILDING A SUSTAINABLE ORGANIZATION**

Juris Binde, Dr.oec., Prof., President, Chairman of the Management Board of Latvijas Mobilais  
Telefons

**10:30-10:55**

**CIRCULAR ECONOMY ON THE ROAD TO SUSTAINABILITY. NO NEED TO SIGNAL A  
TURN ON ENTRY**

Visvaldas Varžinskas, Dr., Assoc. Prof., National Centre Director of the Baltic University Programme,  
Kaunas University of Technology

**10:55-11:20**

**GAMIFICATION OF VALUES: ENGAGING EMPLOYEES IN A DIGITAL WORLD**

Artūrs Bernovskis, PhD student at RTU, the founder of efectio.com

**11:20-11:45**

**VALUES-BASED RESEARCH, INNOVATION AND DEVELOPMENT: EXPERIENCE FROM  
THE MOOW FOR COLLABORATIVE DIGITAL EDUCATION PROJECT**

Adrian Solomon, PhD, EIT Manufacturing Manager for Serbia and Director of Helixconnect Europe

**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

**Thursday, October 12, 2023**

**Subsection**

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

**5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform**

**<https://rtucloudl.zoom.us/j/99392766766>**

Meeting ID 993 9276 6766

**Subsection Chairs:** Prof. Natalja Lāce, Prof. Karine Oganisjana, Prof. Deniss Ščeuļovs, Riga Technical University, Latvia

**13:45 – 14:00**

**OPENING**

Lāce N. Riga Technical University, Latvia

**14:00-18:00**

**CONTEMPORARY STATISTICAL TRENDS OF EXPORTS FROM GEORGIA TO LATVIA**

Abesadze Nino, Gelashvili Simon, Abesadze Otar. Tbilisi State University, Georgia

**PUBLIC PRIVATE PARTNERSHIP**

Āboliņš Pēteris, Jankova Līga. Riga Technical University, Latvia

**STRESS AS A METHOD OF INCREASING PERFORMANCE AND STIMULATING INNOVATION**

Avsajanishvili Eka, Paresashvili Nino. Tbilisi State University, Georgia

**TRANSFORMING THE MANAGEMENT OF THE STUDY PROCESS WITH THE EMBEDDING OF ARTS-BASED AND EMBODIED LEARNING METHODS TO ENHANCE DEMOCRACY-AS-BECOMING AND SUSTAINABILITY MINDSET**

Oganisjana Karine, Ozols Rolands, Lāce Natalja. Riga Technical University, Latvia

**IDENTIFYING AND ASSESSING DIGITIZATION RISKS AND THEIR IMPACT ON THE COMPANY'S VIABILITY**

Bahmanova Aļona, Lāce Natalja. Riga Technical University, Latvia

**EVALUATION OF CONSUMER BEHAVIOUR OF MILLENNIAL & GEN Z GENERATIONS IN RETAIL INDUSTRY – A STUDY IN LATVIA**

Bandara Wadana Thuwaku Mudiyansele Hasindu Sandaruwan, Liyanage Arawwawala Dona Uvini Vidurangi. Riga Technical University, Latvia

**ADAPTIVE HYBRID MODELS OF ECOSYSTEM FOR IMPROVEMENT OF ACCELERATION OF INNOVATION**

Banga Kristaps. Accenture, Latvia

**A NEW ASSESSMENT METHOD FOR CRISIS ANALYSIS IN SME'S**

Buhazza Bayan, Mohammad Ammal Wali, Afridi Zahra, Mahmud Maqsood. University of Bahrain, Kingdom of Bahrain

**THE IMPACT OF THE CHANGE IN THE REFINANCING RATE ON THE BANK CREDIT INTEREST RATE**

Demetrashvili Lasha, Khidirbegishvili Nino. Georgian Technical University, Georgia

**QUALIFICATION OF THE MANAGER IN THE MANAGEMENT OF A RESIDENTIAL HOUSE IN THE CONTEXT OF SUSTAINABLE CONSERVATION**

Gončarovs Mihails. Riga Technical University, Latvia

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**EFFECTIVENESS OF USING PRODUCT MARKETING IN COMPANIES**

Gulisashvili Nana, Kinkladze Rusudan. Georgian Technical University, Georgia

**FACTORS AFFECTING THE POSITIVE FINANCIAL PERFORMANCE OF COMPANIES IN THE DIGITAL AGE**

Kasperoviča Ludmila, Ciemleja Guna. Riga Technical University, Latvia

**THE IMPLEMENTATION OF ADAPTIVE PROJECT MANAGEMENT APPROACH IN THE PUBLIC ADMINISTRATION**

Lapinska Agrita, Greitane Rita. Riga Technical University, Latvia

**NON-TRADITIONAL METHODS FOR ASSESSING THE FINANCIAL SITUATION OF A FARM**

Mazancová Katerina. University of South Bohemia, Czechia

**ISLAMIC VS. CONVENTIONAL BANKING COMPARATIVE ANALYSIS: OPERATIONAL PRINCIPLES AND PRODUCTS**

Mehmood Khalid, Lāce Natalja, Oganisjana Karine. Riga Technical University, Latvia

**TRANSFORMING THE MANAGEMENT OF THE STUDY PROCESS WITH THE EMBEDMENT OF ARTS-BASED AND EMBODIED LEARNING METHODS TO ENHANCE DEMOCRACY-AS-BECOMING AND SUSTAINABILITY MINDSET**

Oganisjana Karine, Ozols Rolands, Lāce Natalja. Riga Technical University, Latvia

**THE IMPORTANCE OF ORGANIZATIONAL CULTURE IN PROBLEM SOLVING**

Ozoliņa Jana, Gaile-Sarkane Elīna. Riga Technical University, Latvia

**FACTORS AFFECTING THE RESILIENCE OF COMPANIES IN CRISIS SITUATIONS IN LATVIA**

Pokromoviča Iveta, Lāce Natalja, Oganisjana Karine. Riga Technical University, Latvia

**DIVERSITY MANAGEMENT THROUGH THE LENCE OF THE UPPER ECHALONS THEORY**

Pīpiķe Rasma, Gaile-Sarkane Elīna. Riga Technical University, Latvia

**ENHANCING PATIENT SAFETY THROUGH LEADERSHIP: THE VITAL ROLE OF HEAD NURSES IN HOSPITAL SETTINGS**

Sepp Jaana, Linnik Ljudmila. Tallinn Health Care College, Estonia

**EMBEDDING FINTECH-SPECIFIC CONTENT IN HIGHER EDUCATION**

Siddiqui Zakia, Rivera Claudio. Riga Technical University, Latvia

**SUSTAINABLE BUSINESS MANAGEMENT TRANSFORMATION THROUGH SYSTEMS BASED APPROACH ACROSS LARGE CORPORATIONS**

Šmite Diāna, Ščeuļovs Deniss. Riga Technical University, Latvia

**A MANAGEMENT FRAMEWORK FOR THE SELECTION OF AN ECO-INNOVATION STRATEGY IN THE DEVELOPMENT OF THE FIRM'S INTERNATIONALIZATION**

Šumakaris Paulius, Korsakienė Renata. Vilnius Gediminas Technical University, Lithuania

**ECONOMIC EMPOWERMENT**

Symon Patrick. Mlare Foundation Malawi, Malawi

**CORPORATE VENTURE CAPITAL: CASE OF LATVIA**

Titova Anita, Lāce Natalja. Riga Technical University, Latvia

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**DETERMINATION OF FACTORS INFLUENCING CLOTHING PURCHASE  
INTENSIFICATION - IN CASE OF LATVIA**

Yusubov Rafael, Andersone Ieva. Datwyler IT Services, Riga Technical University, Latvia

**SECTOR-SPECIFIC ESG IMPLEMENTATION: A STUDY ON BALTIC ENERGY  
COMPANIES**

Zumente Ilze, Lāce Natalja. Riga Technical University, Latvia

**EMBEDDING FINTECH-SPECIFIC CONTENT IN HIGHER EDUCATION**

Siddiqui Zakia, Rivera Claudio Andres. Riga Business School, Latvia

**Thursday, October 12, 2023**

**Subsection**

**“Innovation and Quality Technologies”**

*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform*

<https://rtucloud1.zoom.us/j/96815520030?pwd=OWtRUFFadEovZGFUcWxTakVXZGtvQT09>

Meeting ID: 968 1552 0030

**Subsection Chair:** Assist. Prof. Modris Ozoliņš, Prof. Jānis Mazais, Riga Technical University

**13:45 – 14:00**

**OPENING**

Ozoliņš M. and Mazais J. Riga Technical University, Latvia

**14:00-18:00**

**QUALITY IMPROVEMENT SOLUTIONS FOR MARKETING PROJECTS**

Arnicane Dace, Greitane Rita. Riga Technical University, Latvia

**CHALLENGES OF INTRODUCING A NEW SERVICE**

Litte Keitija, Jakubāne Judīte, Eriņa Inga. Riga Technical University, Latvia

**AGILE TOOLS FOR KNOWLEDGE MANAGEMENT AND SYSTEMIC STAKEHOLDERS ANALYSIS IN HIGHER EDUCATION INSTITUTIONS**

Nikitina Tatjana, Lapiņa Inga, Ozoliņa-Ozola Iveta. Riga Technical University, Latvia

**USING OF THE DRY METHANE REFORMING PROCESS FOR TRANSFORMATION OF CARBON DIOXIDE AND METHANE INTO SYNGAS AND NANOSTRUCTURED CARBON DEPOSITS**

Cherniak Larysa, Shestopal Anastasiia, Kaporov Artem, Maniecki Tomasz. National Aviation University, Ukraine

**MEASURING EXCELLENCE: DOES INSTITUTIONAL RANKINGS TIE UP WITH RESEARCH BASED UNIVERSITY STRATEGIES**

Medne Aija, Lapiņa Inga, Zeps Artūrs. Riga Technical University, Latvia

**UNIVERSITY DECISION-MAKING PROCESSES ON INNOVATION IN STUDY PROCESS**

Opmāne Krista, Zeps Artūrs, Lapiņa Inga. Riga Technical University, Latvia

**EFFECTIVE BUSINESS IN THE DIGITAL ART: BUSINESS MODEL, PLAN, AND STRATEGY**

Ozoliņa-Ugore Simona, Straujuma Anita. Riga Technical University, Latvia

**STANDARDS-BASED MANAGEMENT SYSTEMS AND TECHNOLOGIES IMPLEMENTATION IN MANUFACTURING COMPANIES**

Robertsons Gaļina, Lapiņš Eduards, Heilala Janne. Riga Technical University, Latvia

**INDICATORS FOR ASSESSING PROCESS QUALITY IN THE PHARMACEUTICAL MANUFACTURING**

Zelča Erika, Robertsons Gaļina. Riga Technical University, Latvia

**IMPROVEMENT OF NATIONAL STANDARDS DEVELOPMENT AND DISSEMINATION PROCESSES THROUGH STAKEHOLDER INVOLVEMENT**

Pīlēna-Dālberga Arta, Lapiņa Inga. Riga Technical University, Latvia

**CUSTOMER JOURNEYS: AN INNOVATION ECOSYSTEM APPROACH**

Kokins Gundars, Straujuma Anita. Riga Technical University, Latvia

**Thursday, October 12, 2023**

**Subsection**

**“Internal Security and Civil Protection”**

*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform*

<https://rtucloud1.zoom.us/j/96048730949>

Meeting ID: 960 4873 0949

**Subsection Chair:** Assoc. Prof. Valentīna Urbāne, Assoc. Prof. Māris Jurušs, Riga Technical University, Latvia

**13:45 – 14:00**

**OPENING**

Urbāne V. and Jurušs M. Riga Technical University, Latvia

**14:00-18:00**

**CHALLENGES OF THE SELF-DECLARATION SYSTEM OF THE UNIFIED FIRE SAFETY AND CIVIL PROTECTION PLATFORM**

Āzens Rūdolfš, Baltmanis Martiņš, Ziemelis Māris. Riga Technical University, Latvia

**WHAT IS THE NEW NORMAL IN THE SOCIETAL SECURITY**

Bazone Guna. Riga Technical University, Latvia

**DEVELOPMENT OF A NEW METHODOLOGY FOR COMPLYING WITH LABOR PROTECTION REQUIREMENTS BY TAKING MEASURES IN CASE OF LEAKAGE OF DANGEROUS CHEMICAL SUBSTANCES**

Latņikovs Sergejs, Pundure Jeļena. Riga Technical University, Latvia

**ANALYSIS OF THE RISKS OF THE WORKING ENVIRONMENT AND MITIGATION POSSIBILITIES FOR THE TRACKSIDE FITTER OF THE SSC “LATVIJAS DZELZCEĻŠ”**

Juhno Juliāna, Pundure Jeļena, Mende Alise. Riga Technical University, Latvia

**OPPORTUNITIES FOR ENHANCING LATVIA'S CIVIL-MILITARY COOPERATION SYSTEM**

Hudenko Justina, Kukjans Igors. Riga Technical University, Latvia

**THE ROLE OF RISK MANAGEMENT IN THE IMPLEMENTATION OF TASKS SET FOR CUSTOMS**

Kārklīna-Ādmine Sandra. Riga Technical University, Latvia

**MANAGEMENT OF STATE FIRE AND RESCUE SERVICE TECHNICAL RESOURCES: DIRECTION TOWARDS EFFICIENCY**

Politika Viktorija, Baltmanis Mārtiņš, Pundure Jeļena. Riga Technical University, Latvia

**SYSTEMIC ANALYSIS APPROACH TO THE TAX POLICY TRANSFORMATION**

Šmite-Roķe Baiba, Jurušs Māris. Riga Technical University, Latvia

**NEW TRENDS IN GARMENT INDUSTRY IN ESTONIA AND LATVIA**

Urbane Valentina, Traumann Ada, Ieviņš Jānis, Tint Piia, Pundure Jeļena. Riga Technical University, Latvia, Tallinn University of Technology, Estonia

**USE OF THE PATHFINDER SIMULATION PROGRAMME FOR TRAINING FIRE SAFETY SPECIALISTS**

Urbans Mihails, Šķēle Sigita, Jemeljanovs Vladimirs. Riga Technical University, Latvia

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**TRADE FACILITATION: IMPROVING THE OPERATION OF THE AEO MODEL**  
Rudzītis Normunds, Čevers Aldis, Zaharova Ieva. Riga Technical University, Latvia

**DEFINITION OF ARTIFICIAL INTELLIGENCE (AI) AND ITS RELEVANCE TO  
WORKPLACE SAFETY TRAINING**  
Bartusauskis Janis, Ievins Janis, Plotka Kaspars. Riga Technical University, Latvia



**Thursday, October 12, 2023**

**Subsection**

**“International business and logistics”**

*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform*

<https://rtucloud1.zoom.us/j/96899527342?pwd=NVZTYTByOURlanN1NmxYeG55V0JZdz09>

Meeting ID 968 9952 7342

**Subsection Chairs:** Assist. Prof. Astra Auziņa-Emsiņa, Assoc. Prof. Inguna Jurgelāne-Kaldava,  
Riga Technical University, Latvia

**13:45 – 14:00**

**OPENING**

Auziņa-Emsiņa A. and Jurgelāne-Kaldava I. Riga Technical University, Latvia

**14:00-18:00**

**GRAIN EXPORTS, MARITIME TRANSPORT AND EXTERNAL SHOCKS: THE CASE OF LATVIA**

Auziņa-Emsiņa Astra. Riga Technical University, Latvia

**DATA SECURITY TRENDS ANALYSIS IN THE SUPPLY CHAIN**

Jurgelane-Kaldava Inguna, Batenko Agnese. Riga Technical University, Latvia

**MILITARY LOGISTICS - FUTURE CHALLENGES**

Jurgelāne-Kaldava Inguna, Kelle Linda. Riga Technical University, Latvia

**TOPICALITIES AND ENVIRONMENTAL ISSUES IN FIRST AND LAST MILE LOGISTICS**

Kotlars Aleksandrs. Riga Technical University, Latvia

**CHANGES AND DEVELOPMENT OF LOGISTICS PROCESSES DUE TO VARIOUS FACTORS**

Moroza Nadina, Jurgelane-Kaldava Inguna. Riga Technical University, Latvia

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

Starchenko Alla. Riga Technical University, Latvia

**IMPACT OF SEA CONTAINER WEIGHT ON THE CARRIAGE OF GOODS**

Jurgelane-Kaldava Inguna, Millere-Krūma Līga. Riga Technical University, Latvia

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**Thursday, October 12, 2023**

**Subsection**

**“Territorial and Regional Development, Construction Management“**  
*5 Paula Valdena str., Riga, Latvia, RTU Scientific Library / Online – Zoom platform*  
<https://rtucloud1.zoom.us/j/99473938989>

Meeting ID 994 7393 8989

**Section Chair:** Assist. Prof. Kristīne Fedotova, Riga Technical University, Latvia

**13:45 – 14:00**

**OPENING**

Fedotova K. Riga Technical University, Latvia

**14:00-15:30**

**SHADES OF EMPIRE: EVIDENCE FROM THE SWEDISH & POLISH PARTITIONS IN THE BALTICS**

Theocharis N. Grigoriadis, Vitola Alise. Riga Technical University, Latvia

**COMPETITIVENESS OF THE FOREST SECTOR IN THE EU COUNTRIES: A COMPARATIVE ANALYSIS APPROACH**

Ivanov Ivaylo, WEIß Gerhard. University of Forestry, Bulgaria

**CHARACTERISTICS OF SUSTAINABLE INFRASTRUCTURE FOR FUTURE-PROOF URBAN PLANNING**

Hudenko Justīna, Kustova Ieva. Riga Technical University, Latvia

**DIFFERENCES BETWEEN LATVIA AND SWEDEN IN MASS EVALUATION METHODS**

Muskate Renate, Tambovceva Tatjana. Riga Technical University, Latvia

**THE RESPONSIBILITY OF FOREST MANAGEMENT: A SURVEY APPROACH OF FOREST LAND OWNERS AND MANAGERS**

Paligorov Ivan, Ivanov Ivaylo, Kovacheva Stanislava, Dragozova Elena, Sotirov Metodi, Panayotov Momchil , University of Forestry, Bulgaria; University of Freiburg, Germany

**REGIONAL DIVISION OF COASTAL AREAS FOR THE ASSESSMENT OF THEIR ECONOMIC GROWTH**

Sīmane Inguna, Judrupa Ilze. Riga Technical University, Latvia