



Vilnius Gediminas Technical  
University, Lithuania



Riga Technical  
University,  
Latvia



Tallinn University  
of Technology,  
Estonia



Bialystok University  
of Technology,  
Poland



Cracow University  
of Economics,  
Poland

## THE 9<sup>th</sup> INTERNATIONAL SCIENTIFIC CONFERENCE



# Business and Management 2016

**May 12-13**  
2016 Vilnius,  
Lithuania

## May 12

Registration **9.00-10.00** (SRA-II 08 aud.)

Welcome speech for conference participants **10.00-10.30** (SRA-II 08 aud.)

Plenary Meeting (I part) **10.30-11.30** (SRA-II 08 aud.)

Coffee Break **11.30-12.00** (SRA-II 08 aud.)

Plenary Meeting (II part) **12.00-13.00** (SRA-II 08 aud.)

Lunch at café "MAISTO IMPERIJA" **13.00-14.00** (SRA-I)

Presentations in Sessions **14.00-16.00** (SRK-I aud.)

Coffee Break **16.00-16.30** (SRK-I 704 aud.)

Presentations in Sessions **16.30-17.30** (SRK-I aud.)

Gala dinner at restaurant "Neringa" **19.00** (Gedimino pr. 23, Vilnius)

## May 13

Optional – Tour to Old Town of Vilnius **11.00-13.00**  
(Meeting point – Cathedral Basilica (central entrance),  
Katedros a. 2, Vilnius)

## May 12

### Plenary Meeting

Venue: Saulėtekio al. 11, SRA-II 08 aud.

*Chairman - Prof. Jelena Stankevičienė*

### Welcome speech for conference participants 10.00-10.30

**10.00-10.15 Jelena Stankevičienė, Dean of Faculty of Business  
Management, Vilnius Gediminas Technical University**

**10.15-10.30 Antanas Čenys, Vice-rector for Research,  
Vilnius Gediminas Technical University**

### Plenary Meeting (I part) 10.30-11.30

**10.30-10.50 Giedrė Gečiauskienė, Danske bank Lithuania branch**  
GLOBAL ECONOMIC ENVIRONMENT INFLUENCE ON LOCAL  
BUSINESS DECISIONS

**10.50-11.10 Blazenka Knezevic, University of Zagreb**  
CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER ETHICS  
FROM THE PERSPECTIVE OF YOUNG CONSUMERS IN CROATIA

**11.10-11.30 Manuela Tvaronavičienė, Vilnius Gediminas  
Technical University**

ENERGY SECURITY AND ENERGY EFFICIENCY ISSUES:  
HOUSEHOLD PERSPECTIVE IN EUROPEAN COUNTRIES

### Coffee Break 11.30-12.00

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## **Plenary Meeting (II part) 12.00-13.00**

**12.00-12.20** *Joanicjusz Nazarko, Katarzyna Czerewacz-Filipowicz, Katarzyna Anna Kuźmicz, Białystok University of Technology*

THE NEW SILK ROAD – ANALYSIS OF THE POTENTIAL OF NEW EURASIAN TRANSPORT CORRIDORS

**12.20-12.40** *Valerijs Skribans, Maris Balodis, Rīga Technical University*

DEVELOPMENT OF THE LATVIAN ENERGY SECTOR COMPETITIVENESS SYSTEM DYNAMIC MODEL

**12.40-13.00** *Vida Davidavičienė, Vilnius Gediminas Technical University*

DIGITAL PROFILE OF COUNTRY: LITHUANIA IN WORLD CONTEXT

## **Lunch at café “MAISTO IMPERIJA” 13:00–14:00**

Venue: Saulėtekio al. 11, SRA-I

## **Presentations in Sections (SRK-I) 14.00-17.30**

**Coffee Break (SRK-I 704) 16.00-16.30**

### *Section* – **Enterprise Management**

Venue: Saulėtekio al. 11, SRK-I 620 aud.

**Chairman - Dr Giedrė Lapinskienė**

**Secretaries - Neringa Slavinskaitė, Dainora Gedvilaitė**

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#### **1. Iveta Ludviga**

ORGANISATIONAL CHANGE: GENERATIONAL DIFFERENCES IN REACTION AND COMMITMENT

#### **2. Agnese Vaivade, Edgars Brekis, Erika Sumilo**

INTEGRATING BUSINESS START-UP INDICATORS IN THE FLEXICURITY CONCEPT TO COVER THE ALTERNATIVE FORMS OF EMPLOYMENT

#### **3. Iveta Liniņa, Rosita Zvirgzdiņa**

THE CONSUMER LOYALTY FORMATION PROCESS AND ITS PARTICULARITIES IN THE RETAIL SECTOR

#### **4. Halina Starzyczna, Michal Stoklasa, Pavlina Pellesova**

CRM AND ITS RESULTS IN CZECH SMALL AND MEDIUM COMPANIES

#### **5. Mindaugas Butkus, Riccardo Masullo**

EVALUATION OF BRAND COMPETITIVENESS: REGRESSION ANALYSIS APPROACH

#### **6. Milda Matulaityte-Feldhausen, Romualdas Ginevicius**

STRATEGIES OF NATIONAL LITHUANIAN COMPANIES TO ENTER INTERNATIONAL MARKETS

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**7. Alina Ianioglo, Tatjana Polajeva**

ORIGIN AND DEFINITION OF THE CATEGORY OF ECONOMIC SECURITY OF ENTERPRISE

**8. Małgorzata Okręglicka, Anna Lemańska-Majdzik, Iwona Gorzeń-Mitka**

LEARNING ORGANIZATIONS AND THEIR ADAPTABILITY TO MARKET ENVIRONMENT

**9. Romualdas Ginevičius, Andrius Stasiukynas, Dainora Gedvilaitė**

COMPLEX ASSESSMENT OF THE ECOLOGICAL DEVELOPMENT OF THE COUNTRY'S REGIONS

**10. Neringa Slavinskaitė, Romualdas Ginevičius**

REVENUE AUTONOMY OF LOCAL GOVERNMENT: FISCAL DECENTRALIZATION ASPECT

**11. Renata Krikštulytė, Renata Korsakienė**

THE BARRIERS AND MOTIVES OF SMES INTERNATIONALIZATION: THE INSIGHTS INTO THE THEORY DEVELOPMENT

**12. Izolda Joksiene, Algis Zvirblis**

QUANTITATIVE EVALUATION TECHNIQUE OF SME'S COMPETITIVE ADVANTAGE ON THE BASIS OF SAW METHOD

**13. Galina Shevchenko, Leonas Ustinovichius**

VERBAL ANALYSIS AND ITS APPLICATION FOR THE ASSESSMENT AND MANAGEMENT OF THE INVESTMENT PROJECT RISK IN CONSTRUCTION

**Sections – Finance Engineering/Intelligent Investment Strategy for Universal Sustainability Development**

Venue: Saulėtekio al. 11, SRK-I 713 aud.

**Chairmen - Dr Raimonda Martinkutė-Kaulienė,**

**Dr Kristina Garškaitė-Milvydienė**

**Secretaries - Alfredas Lukaševičius, Povilas Vyšniauskas, Lidija Kraujalienė**

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**1. Mara Petersone, Karlis Ketners**

PERFORMANCE IMPROVEMENTS OF TAX AND CUSTOMS AUTHORITIES. CASE STUDY: LATVIA

**2. Inīta Henilane**

REVIEW OF EXISTING AND NEW LONG-TERM HOUSING FINANCIAL INSTRUMENTS IN LATVIA

**3. Jana Šimáková**

PRODUCT-LEVEL ANALYSIS OF RELATIONSHIP BETWEEN CZECH KORUNA AND CZECH FOREIGN TRADE

**4. Iveta Palečková**

COST EFFICIENCY OF THE CZECH AND SLOVAK BANKING SECTORS: AN APPLICATION OF THE DATA ENVELOPMENT ANALYSIS

**5. Iván Arribas, Jairo González-Bueno, Francisco Guijarro, Javier Oliver**

IMPACT OF FOREIGN EXCHANGE RISK ON INVESTMENT PORTFOLIO PERFORMANCE IN LATIN AMERICAN STOCK INDEXES

**6. Alina Kvietauskienė, Raimonda Martinkutė-Kaulienė**

ANALYSIS OF GLOBAL FINANCIAL MARKETS AND ITS FUTURE PERSPECTIVES

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**7. Nijolė Maknickienė, Algirdas Maknickas**

IMPACT OF TIME ZONES ON FORECASTING OF EXCHANGE MARKET BASED ON DISTRIBUTION OF EXPECTED VALUES

**8. Viktorija Stasytė, Raminta Pilionienė**

RISK MANAGEMENT MODEL FOR TRANSPORTATION COMPANY

**9. Miloslav Novotný, Karel Šuhajda, Radim Kučera, Eva Šuhajdová**

SELECTION OF HEATING SYSTEM BASED ON ACQUISITION AND OPERATING COSTS FOR FAMILY HOUSES

**10. Rima Tamošiūnienė, Anna Kislovska, Eglė Kazlauskienė,  
Tsvetelina Gankova**

ECONOMIC ASPECTS OF INCREASING VALUE AND SCOPE OF SHARED SERVICES CENTRES

**11. Donatello Caruso, Albert-Pol Miró**

RURAL TOURISM AND SUSTAINABLE RURAL DEVELOPMENT OPPORTUNITIES IN APULIA REGION (SOUTHERN ITALY)

**12. Ingrida Grigonyte, Fernando Garcia, Javier Oliver**

INTERNATIONAL TRADE RELATIONSHIPS IN EU COUNTRIES THROUGH MULTIDIMENSIONAL SCALING DURING THE YEARS 1996-2012

**Section – International Economy: Problems of  
Innovation and Marketing Management**

Venue: Saulėtekio al. 11, SRK-I 623 aud.

**Chairman - Prof. Borisas Melnikas**

**Secretaries - Kęstutis Peleckis, Eglė Girdzijauskaitė**

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**1. Laima Gerlitz**

INTEGRATING DESIGN MANAGEMENT CONCEPT IN ENTREPRENEURIAL PRACTICES: EVIDENCE FROM THE CROSS-BORDER PROJECT

**2. Ludmila Mládková**

CHANGE OF MANAGEMENT PARADIGM? – PILOT SURVEY AT THE UNIVERSITY OF ECONOMICS PRAGUE

**3. Irena Szarowská**

IMPACT OF PUBLIC R&D EXPENDITURE ON ECONOMIC GROWTH IN SELECTED EU COUNTRIES

**4. Borisas Melnikas**

INNOVATION MANAGEMENT STUDIES: TECHNOLOGICAL ADVANCE AND CHALLENGES OF GLOBALIZATION

**5. Borisas Melnikas**

NETWORKING SOCIETY AND NETWORKS BASED ECONOMY UNDER CONDITIONS OF GLOBALIZATION

**6. Kęstutis Peleckis**

INTERNATIONAL BUSINESS NEGOTIATION STRATEGIES BASED ON ASSESSMENT OF NEGOTIATING POWERS

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**7. Eliška Reková**

THE “BORN GLOBALS” PHENOMENON IN CZECH REPUBLIC

**8. Bahman Peyravi**

ASSESSMENT OF NATIONAL INNOVATION PERFORMANCE OF THE BALTIC COUNTRIES

**9. Tomas Mitkus**

IDENTIFYING CAUSES OF DISPUTES IN CREATIVE INDUSTRIES:  
LITHUANIAN ARCHITECTURE SEGMENT CASE STUDY

**10. Liudmila Lobanova**

THE RELEVANT CHALLENGES FOR HUMAN RESOURCES MANAGEMENT IN  
PRESENT-DAYS ORGANIZATIONS IN THE EUROPEAN UNION

**11. Julija Bistrova, Natalja Lace**

EFFECT OF INNOVATION ON THE EU MEMBER-COUNTRIES ECONOMIC  
DEVELOPMENT

**12. Eglė Girdzijauskaitė, Asta Radzevičienė, Artūras Jakubavičius**

TRANSITION OF ENTREPRENEURIAL UNIVERSITY: FROM LOCAL TO  
INTERNATIONAL

**Section – Social and Economic Business  
Environment**

Venue: Saulėtekio al. 11, SRK-I 624 aud.

**Chairman - Dr Ilona Skačkauskienė**

**Secretary - Mindaugas Samoška**

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**1. Sarmīte Rozentale, Agita Livina, Sandra Briģsa, Aigars Andersons,  
Ieva Kreituze**

FUTURE LABOUR MARKET DEMAND IN VIDZEME REGION, LATVIA

**2. Askoldas Podvieszko**

ON MULTIPLE DIMENSIONS OF CRITERIA REPRESENTING FINANCIAL  
GLOBALISATION

**3. Rita Remeikiene, Ligita Gaspareniene, Gintare Grigaliune**

THE ANALYSIS OF LITHUANIAN PAYMENT MARKET: ARE WE STUCK  
TO CASH?

**4. Jekaterina Navickė, Romas Lazutka**

FUNCTIONAL AND PERSONAL INCOME DISTRIBUTION IN THE BALTICS:  
COMPARISON OF NATIONAL AND HOUSEHOLDS ACCOUNTS

**5. Rūta Mikštienė, Violeta Keršulienė**

LEGAL DECISION SUPPORT SYSTEM APPLICATION POSSIBILITY IN  
CORPORATE GOVERNANCE

**6. Andrius Tamošiūnas**

MANAGING STAKEHOLDERS IN COMPLEX INVESTMENTS PROJECTS

**7. Irena Danilevičienė, Boguslavas Gruževskis**

THE INTERACTIONS BETWEEN WAGES AND PRODUCTIVITY NURTURING  
THE COUNTRY’S COMPETITIVENESS

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**8. Pavel Adámek**

CORPORATE SOCIAL RESPONSIBILITY: THE IMPORTANCE OF THE  
STAKEHOLDER PERCEPTION

**9. Ligita Gasparyniene, Rita Remeikiene**

SHADOW ECONOMY ESTIMATION METHODS: DIGITAL SHADOW  
ECONOMY ASSESSMENT ASPECT

**Sections – Information and Communication  
Technologies in Business/ Higher Education  
Management/ Logistics and Supply Chain  
Management/ Legal Business Environment**

Venue: Saulėtekio al. 11, SRK-I 709 aud.

**Chairmen - Prof. Vida Davidavičienė, Prof. Sigítas Mitkus, Dr Valentina  
Peleckienė, Dr Alma Mačiulytė-Šniukienė**

**Secretaries - Jolanta Sabaitytė, Lina Račaitė, Andželika Kiselevskaja,  
Rimvydas Labanauskis**

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**1. Kęstutis Peleckis, Valentina Peleckienė, Giedrė Lapinskienė, Gitana  
Dudzevičiūtė**

PRINCIPLES OF EFFECTIVE COMMUNICATION AND PERSUASION IN  
BUSINESS NEGOTIATIONS

**2. Jolanta Skirmantienė, Kristina Vaičiūtė**

COMPETENCE EVALUATION OF TRANSPORT MANAGEMENT SPECIALISTS:  
RESEARCH ON GRADUATES' ATTITUDES REGISTERED AT LABOUR  
EXCHANGE

**3. Sarfaraz Hashemkhani Zolfani, Saeed Seyed Agha Banihashemi,  
Edmundas Kazimieras Zavadskas**

MUSIC, PERFORMER SOCIAL RESPONSIBILITY (PSR) AND DEVELOPING  
SUSTAINABILITY'S CULTURE

**4. Sarfaraz Hashemkhani Zolfani, Reza Maknoon,  
Edmundas Kazimieras Zavadskas**

MADM AND FUTURES STUDIES; A NECESSITY

**5. Vida Davidavičienė, Ingrida Lolat**

MIGRANT ENTREPRENEURSHIP IN EUROPE: CHALLENGES AND  
OPPORTUNITIES

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**6. Aleksandrs Kotlars, Valerijs Skribans**

THIRD PARTY LOGISTICS COMPANIES' ACTIVITIES AND SELECTION METHODS

**7. Ramūnas Palšaitis, Kristina Čižiūnienė, Kristina Vaičiūtė**

SOCIAL COMPETENCIES AND PERSPECTIVES OF HUMAN RESOURCES IN LOGISTICS ORGANIZATION

**8. Sigitas Mitkus**

THE CONCEPT OF PROPER QUALITY OF CONSTRUCTION WORKS IN LITHUANIAN CONSTRUCTION LAW

**9. Renata Cibulskienė, Sigitas Mitkus**

THE CONCEPT OF BUILDER AND ITS LIABILITY FOR THE QUALITY OF THE CONSTRUCTION WORKS IN LITHUANIAN CONSTRUCTION LAW

**Sections – Technology Assessment and Technology Management/ Technological Entrepreneurship**

Venue: Saulėtekio al. 11, SRK-I 716 aud.

**Section – Technology Assessment and Technology Management**

*Chairman – Dr Lukasz Nazarko*

*Secretary – Dr Alicja Gudanowska*

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**1. Joanna Ejdys**

PROSPECTIVE QUALITY ATTRIBUTES OF NURSING HOME CARE SERVICES

**2. Katarzyna Dębkowska**

THE VALUE OF CUSTOMER SERVICE AS A FUNDAMENTAL DIMENSION OF THE BUSINESS MODEL OF COMPANIES IN THE TFL SECTOR, FOCUSED ON SALES REVENUE

**3. Anna Kononiuk, Alicja E. Gudanowska**

ROADMAPPING IN POLISH FORESIGHT INITIATIVES – BEST PRACTICES

**4. Arkadiusz Jurczuk**

TOWARDS PROCESS MATURITY - TRIGGERS OF CHANGE

**5. Lukasz Nazarko**

RESPONSIBLE RESEARCH AND INNOVATION - A NEW PARADIGM OF TECHNOLOGY MANAGEMENT

**6. Krzysztof Stepaniuk**

MEMETIC TRANSFER OF ATTRIBUTES OF THE IMAGE AS AN ELEMENT OF CONTENT MANAGEMENT OF TOURIST SNS



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## **Section – Technological Entrepreneurship**

*Chairman – Dr Wioletta Czemieli-Grzybowska*

*Secretary – Dr Monika Walicka*

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### **1. Wioletta Czemieli-Grzybowska**

PARADIGMS OF READINESS OF NEW VENTURES IN TRANSCENDENCE OF TECHNOLOGICAL PRE-ENTREPRENEURSHIP

### **2. Marta Jarocka, Urszula Ryciuk**

PRICING IN THE RAILWAY TRANSPORT

### **3. Sławomira Hajduk**

SELECTED ASPECTS OF MEASURING PERFORMANCE OF SMART CITIES IN SPATIAL MANAGEMENT

### **4. Elżbieta Szymańska**

THE INTERNAL FACTORS WHICH AFFECT THE INNOVATIVENESS OF TOURIST ENTERPRISES

### **5. Andrzej Daniluk, Anna Tomaszuk**

CONDITIONS FOR DEVELOPMENT OF COMPANIES' COOPERATION AND ENTREPRENEURSHIP

### **6. Anna Wasiluk**

PREREQUISITES FOR UNDERTAKING AND DEVELOPING COOPERATION BY INDUSTRIAL AND CONSTRUCTION COMPANIES

### **7. Monika Walicka**

PATENT PROTECTION OF THE INTELLECTUAL PROPERTY - TECHNOLOGY FIELDS AND INDUSTRY ANALYSIS

## **Gala Dinner at restaurant “Neringa” 19:00**

Venue: Gedimino pr. 23, Vilnius

# May 13

Optional – Tour to Old Town of Vilnius **11.00-13.00**  
(Meeting point –Cathedral Basilica (central entrance),  
Katedros a. 2, Vilnius)

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## Virtual Participation

**1. *Jana Kostalova, Libena Tetrevo***

APPLICATION OF PROJECT MANAGEMENT METHODS AND TOOLS WITH RESPECT TO THE PROJECT LIFE CYCLE AND THE PROJECT TYPE

**2. *Aurelija Ulbinaite, Grazina Zdanovic***

MANAGEMENT AND INTRINSIC HURDLES IN THE DEVELOPMENT PROCESS OF INTEGRATED COMMUNICATION BETWEEN SERVICE PROVIDERS AND CONSUMERS

**3. *Lenka Branska, Zuzana Pecinova, Michal Patak***

MAINTENANCE AS A TOOL FOR INCREASING THE EFFICIENCY OF CHEMICAL-TECHNOLOGICAL PROCESS

**4. *Libena Tetrevo, Jan Svedik***

ASSESSMENT OF FINANCIAL BENEFITS OF SELECTED MEZZANINE FINANCING INSTRUMENTS

**5. *Martina Jelinkova, Hana Lostakova***

THE IMPORTANCE OF BUILDING POSITIVE REPUTATION OF CHEMICAL INDUSTRY COMPANIES FOR DEVELOPMENT OF RELATIONSHIPS WITHIN SUPPLY CHAINS

**6. *Vladimira Vlckova***

ASSESSMENT OF COOPERATION WITHIN CHOSEN SUPPLY SYSTEM IN THE CZECH CHEMICAL INDUSTRY

**7. *Velga Ozoliņa***

VALUE ADDED EXPORTS AND COMPETITIVENESS IN THE BALTIC STATES

**8. *Elzbieta Broniewicz***

ENVIRONMENTAL GOODS AND SERVICES SECTOR

