



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



CRACOW
UNIVERSITY
OF ECONOMICS



Tomas Bata University in Zlín
Faculty of Management and Economics



Silesian University in Opava
School of Business Administration in Karvina

VILNIUS GEDIMINAS TECHNICAL UNIVERSITY FACULTY OF BUSINESS MANAGEMENT



CONTEMPORARY ISSUES IN BUSINESS, MANAGEMENT AND EDUCATION' 2015

**November 12-13, 2015
Vilnius**

Conference Venue –
VILNIUS GEDIMINAS TECHNICAL UNIVERSITY
Saulėtekio al. 11, Vilnius

Thursday, November 12

09.00–10.00 – Registration of Participants (08 aud., 2nd building)

10.00–12.00 – Plenary Meeting (08 aud., 2nd building)

12.00–13.00 – Lunch at café “Maisto imperija” (1st building)

13.00–14.30 – Presentations and Discussions (auditoriums of Central building)

14.30–15.00 – Coffee break (704 aud. Central building)

15.00–17.30 – Presentations and Discussions (auditoriums of Central building)

19.00 – Gala Dinner at restaurant “Neringa” (Gedimino pr. 23, Vilnius)

Friday, November 13

10.00–12.00 – Presentations and Discussions (auditoriums of Central building)

***12.00–13.00 – Optional – Round Table Discussion “Cooperation of Universities:
New Approaches and Perspectives”*** (618 aud. Central building)

13.00–14.00 – Optional – Meetings with representatives of the university
(auditoriums of Central building)

17.00–18.00 – Social Programme - Palace of the Grand Dukes of Lithuania

Thursday, November 12

10.00–12.00 – Plenary Meeting (08 aud., 2nd building)

Chairman of the Plenary Meeting – Prof. J. Stankevičienė

- 10⁰⁰ – 10¹⁵** **The dean of Faculty of Business Management Prof. Jelena Stankevičienė**
COMPLIMENTARY SPEECH FOR CONFERENCE PARTICIPANTS
- 10¹⁵ – 10³⁵** **Aldona Jočienė from Bank of Lithuania**
FOREIGN BANK PARTICIPATION IN THE BALTICS: DRIVERS AND CONSEQUENCES
- 10³⁵ – 10⁵⁵** **Łukasz Nazarko**
INNOVATIVE APPLICATION OF SWOT ANALYSIS IN SHAPING REGIONAL INNOVATION POLICY
- 10⁵⁵ – 11¹⁵** **Mantas Vilys, Artūras Jakubavičius, Eigirdas Žemaitis**
IMPACT ASSESSMENT OF PUBLIC INNOVATION SUPPORT IN EUROPEAN ECONOMIC AREA

12.00–13.00 – Lunch at café “Maisto imperija” (1st building)

13.00–14.30 – Presentations and Discussions

Section - Internationalization Processes: Contemporary Challenges

(713 aud., Central building)

Prof. B. Melnikas (Chairman)

K. Peleckis (Secretary)

E. Girdzijauskaitė (Secretary)

1. *Magdalena Olczyk*
INTERNATIONAL COMPETITIVENESS: DOES THE THEORY REALLY EXIST? A NEW APPROACH TO REVIEW OF THE EXISTING LITERATURE
2. *Anna Tomová, Lukáš Trgiňa, Alena Novák Sedláčková*
GROUND HANDLING BUSINESS AT NON – EUROPEAN BIGGEST WORLD AIRPORTS AS A PROBLEM OF MARKET STRUCTURES
3. *Kęstutis Peleckis*
ASSESSMENT OF NEGOTIATING POWER IN PREPARATION OF INTERNATIONAL BUSINESS NEGOTIATIONS STRATEGIES: CASE OF WHOLESALE TRADE
4. *Kęstutis Peleckis*
PREPARATION OF INTERNATIONAL BUSINESS NEGOTIATIONS STRATEGIES BASED ON EVALUATION OF NEGOTIATING POWER: CASE OF E-COMMERCE
5. *Eigirdas Žemaitis, Mantas Vilys, Artūras Jakubavičius*
HIGH TECHNOLOGY SECTOR INTERNATIONALISATION: OPEN INNOVATION PERSPECTIVE

Section – Financial Risk Management of Business Development

(620 aud., Central building)

Prof. J. Stankevičienė (Chairman)

Dr R. Martinkutė-Kaulienė (Chairman)

Dr K. Garškaitė-Milvydienė (Chairman)

A. Lukoševičius (Secretary)

L. Kraujalienė (Secretary)

P. Vyšniauskas (Secretary)

1. *Alina Kvietkauskienė, Nijolė Maknickienė*
THE USE OF INVESTMENT PORTFOLIO ORTHOGONALITY TO SECURE INVESTMENT AGAINST BANK INTERVENTIONS
2. *Jelena Titko*
BANK SOUNDNESS IN THE LATVIAN BANKING MARKET
3. *Kamilė Taujanskaitė, Eugenijus Milčius*
CONSUMER BEHAVIOR OF BANK CLIENTS: PATTERNS AND INFLUENCE ON PERFORMANCE OF COMMERCIAL BANKS
4. *Adam Zaremba, Przemysław Konieczka*
DO QUANTITATIVE COUNTRY SELECTION STRATEGIES REALLY WORK?
5. *Aleksandras Vytautas Rutkauskas, Alina Kvietkauskienė, Irena Danilevičienė*
THE MEASUREMENT AND MANAGEMENT OF DEVELOPMENT SUSTAINABILITY
6. *Aleksandras Vytautas Rutkauskas, Boguslavas Gruževskis, Irena Danilevičienė*
THE STRATEGIC ASPECTS OF A COUNTRY'S HUMAN CAPITAL EDUCATION

Section - Modern Business Management Problems and Perspectives

(623 aud., Central building)

Dr A. Šimelytė (Chairman)

N. Slavinskaitė (Secretary)

D. Gedvilaitė (Secretary)

1. *Virginija Januškaitė, Lina Užienė*
BENCHMARKING IN THE NATIONAL INTELLECTUAL CAPITAL MEASUREMENT: IS IT THE BEST AVAILABLE APPROACH?
2. *Iveta Ozolina-Ozola*
AN EXPLORATORY STUDY OF THE ROLE OF HUMAN RESOURCE MANAGEMENT IN MODELS OF EMPLOYEE TURNOVER
3. *Inese Biukšāne*
INDEX OF THE FISHERIES SECTOR CLUSTER COMPETITIVENESS
4. *Ivana Kirschnerová, Alena Novák Sedláčková*
FLEET STRATEGIES IN BUSINESS AVIATION SEGMENT: HOMOGENEITY VERSUS HETEROGENEITY
5. *Leonas Ustinovičius, Tatjana Vilutienė, Arūnas Barvidas, Arūnas Puzinas*
PERCEPTIONS OF CONSTRUCTION INDUSTRY TO MANAGERIAL COMPETENCES IN CONSTRUCTION: LITHUANIAN CASE
6. *Laura Gaižauskienė, Živilė Tunčikienė*
THE CONCEPT AND ROLE OF KNOWLEDGE WORKER AND WORKPLACE FIT IN LEARNING ORGANIZATION
7. *Lilian Snellman*
SOCIAL ENTREPRENEURSHIP: MAKING CHANGE IN THE WORLD
8. *Wiesław Urban*
THE THREE COMPONENTS OF SERVICE QUALITY - THE QUALITATIVE CONFIRMATORY-EXPLORATIVE STUDY
9. *Ömer Turunç*
HOW IS THE ROLE OF LEADER SUPPORT IN THE RELATIONSHIP BETWEEN CULTURE AND INNOVATIVE BEHAVIORS: A RESEARCH IN TOURISM SECTOR

Section - Informational Society: Challenges, Solutions, and Tendencies / Contemporary Issues of Economics and Management Studies: Problems and Perspectives

(709 aud., Central building)

Prof. V. Davidavičienė (Chairman)

J. Sabaitytė (Secretary)

1. *Elīna Gaile-Sarkane, Daiva Jurevičienė, Viktorija Skvarciāny, Juris Iljins*
INTERNET BANKING ADOPTION: THE CASE OF LITHUANIA AND LATVIA
2. *Biruta Sloka, Ināra Kantāne, Renata Walczak*
THE REVIEW OF INTERNET MARKETING USE IN LATVIA'S COMPANIES
3. *Rolandas Drejeris, Jurga Vesterte*
NEW PUBLIC SERVICE DEVELOPMENT: IDENTIFYING ELEMENTS OF PROCESS MODEL
4. *Carita Lilian Snellman*
UNIVERSITY IN KNOWLEDGE SOCIETY: ROLE AND CHALLENGES

14.30–15.00 – Coffee break (704 aud. Central building)

15.00–17.30 – Presentations and Discussions

Section - Internationalization Processes: Contemporary Challenges (713 aud., Central building)

Prof. B. Melnikas (Chairman)

K. Peleckis (Secretary)

E. Girdzijauskaitė (Secretary)

1. *Madara Apsalone, Ērika Šumilo*
SOCIO-CULTURAL FACTORS AND INTERNATIONAL COMPETITIVENESS
2. *Bahman Peyravi*
SOCIAL AND ECONOMIC DEVELOPMENT IN SOUTH –EAST EUROPE: 2012-2015
3. *Sigitas Brazinskas*
FOREIGN MARKET SELECTION METHODS IN A CHANGING INTERNATIONAL TRADE ENVIRONMENT: THE CASE OF LITHUANIAN SME
4. *Bahman Peyravi*
SOCIO-ECONOMIC DEVELOPMENT IN THE SOUTH EAST EUROPEAN COUNTRIES: THE SITUATION EVALUATION 2008-2012
5. *Bahman Peyravi*
INNOVATION ACTIVITIES OF ENTERPRISES IN ECONOMIC SPACE OF THE EUROPEAN UNION

Section - Sustainable Economics Development (620 aud., Central building)

Dr I. Skačkauskienė (Chairman)

V. Podgaiskytė (Secretary)

1. *Albina Dioba, Mariola Zalewska*
DEVELOPING A THEORETICAL FRAMEWORK OF ENERGY-SAVING BEHAVIOR IN THE WORKPLACE THROUGH SYNTHESIS OF THE SUCCESSFUL ORGANIZATIONAL SUSTAINABILITY STRATEGIES
2. *Inara Kantane, Biruta Sloka, Romans Putans, Tatjana Muravska*
THE FACTORS AFFECTING YOUNG PEOPLE'S PARTICIPATION IN PUBLIC ADMINISTRATION: RESULTS OF SURVEY
3. *Romualdas Ginevičius, Andrius Stasiukynas, Dainora Gedvilaitė, Neringa Slavinskaitė*
ISSUES OF QUANTITATIVE ASSESSMENT OF THE INDUSTRY STRUCTURE OF A COUNTRY'S REGION
4. *Danguolė Oželienė, Rolandas Drejeris*
INDICATIONS OF ENVIRONMENTAL COMPONENT OF SUSTAINABLE DEVELOPMENT IN THE ENTERPRISE ACTIVITY

Section – Current Issues in Logistics and Management Engineering

(624 aud., Central building)

Dr K. Kuźmicz (Chairman)

Dr M. Jarocka (Secretary)

1. *Barbara Mazur*
INTERNATIONAL DIFFERENCES IN SUSTAINABLE HRM
2. *Sławomira Hajduk*
THE CONCEPT OF SMART CITY IN THE URBAN SPATIAL MANAGEMENT
3. *Katarzyna Dębkowska*
E-SERVICES IN BUSINESS MODELS OF ENTERPRISES IN THE LOGISTICS SECTOR
4. *Anna Dyhdalewicz, Urszula Widelska*
ACCOUNTING AND MARKETING DIMENSION OF INNOVATION
5. *Anna Olszewska*
ADAPTIVE CONTROL CHART APPLICATIONS IN MANUFACTURING PROCESSES
QUALITY CONTROL
6. *Julia Siderska*
APPLICATION OF ARTIFICIAL INTELLIGENCE TOOLS IN LOGISTICS AND PRODUCTION
ENGINEERING
7. *Ewa Chodakowska, Katarzyna A. Kuźmicz, Joanicjusz Nazarko*
DEA METHOD IN THE ASSESSMENT OF EU COUNTRIES RAILWAY SYSTEMS
TECHNICAL EFFICIENCY
8. *Marta Jarocka*
PRICING STRATEGIES IN THE RAILWAY TRANSPORT
9. *Andrzej Magruk*
ANALYSIS OF SELECTED CLASSES OF UNCERTAINTY IN THE INDUSTRY 4.0
10. *Aleksandra Gulc*
MEASURING THE COURIER SERVICE QUALITY
11. *Mateusz Kikolski*
PLANT SIMULATION AS A NEW SOLUTION IN PRODUCTION MANAGEMENT
12. *Dorota Leończuk*
CATEGORIES OF SUPPLY CHAIN PERFORMANCE INDICATORS: AN OVERVIEW OF
APPROACHES

Friday, November 13

10.00–12.00 – Presentations and Discussions

Section – Future-Oriented Approach in Management

(624 aud., Central building)

Prof. J. Ejdys (Chairman)

Dr Ł. Nazarko (Secretary)

1. *Joanna Ejdys*
CLASSIFICATION OF REGIONAL DEVELOPMENT DRIVERS WITH USE OF STRUCTURAL
ANALYSIS

2. *Katarzyna Halicka*
ENHANCEMENT OF STEEPVL METHOD BY FACTOR ANALYSIS IN IDENTIFICATION OF KEY FACTORS IN FORESIGHT STUDIES
3. *Elżbieta Szymańska*
CONCEPT OF INNOVATION SYSTEM IN MEDICAL THERAPEUTIC TOURISM
4. *Elżbieta Szymańska*
ORGANISATIONAL INNOVATIONS IN THE HEALTH RESORT-BASED TOURISM
5. *Anna Bagieńska*
THE DEMAND FOR PROFESSIONAL KNOWLEDGE AS A KEY FACTOR OF THE DEVELOPMENT OF OUTSOURCING OF FINANCIAL AND ACCOUNTING SERVICES IN POLAND
6. *Alicja Gudanowska*
TECHNOLOGY MAPPING – PROPOSAL OF A METHOD OF TECHNOLOGY ANALYSIS IN FORESIGHT STUDIES
7. *Krzysztof Stepaniuk*
BLOG CONTENT MANAGEMENT IN SHAPING PRO-RECREATION ATTITUDES
8. *Justyna Kozłowska*
THE CONCEPT OF PRODUCTS AND SERVICES INTEGRATION

12.00–13.00 – Optional – Round Table Discussion
“Cooperation of Universities: New Approaches and Perspectives”
(618 aud. Central building)

13.00–14.00 – Optional – Meetings with representatives of the university

Department of Business Technologies

(head of the department prof. dr. V. Davidavičienė, 707 aud., Central building)

Department of Economics and Management of Enterprises

(head of the department prof. habil. dr. R. Ginevičius, 610 aud., Central building)

Department of International Economics and Business Management

(head of the department prof. habil. dr. B. Melnikas, 609 aud., Central building)

Department of Law

(head of the department prof. dr. S. Mitkus, 708 aud., Central building)

Department of Social Economics and Business Management

(head of the department doc. dr. I. Skačkauskienė, 603 aud., Central building)

17.00–18.00 – Social Programme - Palace of the Grand Dukes of Lithuania

Virtual participation

1. *Anna M. FERRAGINA, Fernanda MAZZOTTA*
FIRM EMPLOYMENT RESILIENCE AND FDI: EVIDENCE FROM ITALY
2. *Jurgita Plevokaitė, Raimonda Martinkutė-Kaulienė*
ESTIMATION OF INVESTMENT PERSPECTIVES IN THE BALTIC STOCK MARKET
3. *Helena Gaspars-Wieloch*
ON SECURITIES PORTFOLIO OPTIMIZATION, PREFERENCES, PAYOFF MATRIX
ESTIMATION AND UNCERTAIN MIXED DECISION MAKING
4. *Algirdas Krivka, Eglė Stonkutė*
COMPLEX ANALYSIS OF FINANCIAL STATE AND PERFORMANCE OF CONSTRUCTION
ENTERPRISES
5. *Alina Ianioglo, Tatjana Polajeva, Dmitri Parmacli*
ECONOMIC SECURITY OF ENTERPRISE AND THE SYSTEM OF ITS ENSURING
6. *Miloš Mrva, Peter Marcin*
BUSINESS PLAN - A BUSINESS “MUST HAVE”?
7. *Voulgaris Fotini, Lemonakis Christos, Vassakis Konstantinos*
COMPETITIVENESS, CLUSTERING AND KNOWLEDGE MANAGEMENT OF GREEK
MANUFACTURING INDUSTRY AT POST-CRISIS ERA
8. *Rimvydas LABANAUSKIS, Narimantas Kazimieras PALIULIS*
QUALITY MANAGEMENT SYSTEM LEADING TO SUSTAINABLE DEVELOPMENT OF
HIGHER EDUCATION INSTITUTIONS
9. *Fotini Voulgaris, Christos Lemonakis, Konstantinos Vassakis*
SMES AND IT INVESTMENT: A STRUCTURAL EQUATION MODELING (SEM) APPROACH
10. *Dmitrijs Skoruks, Jekaterina Nazarova, Maija Šenfelde*
MONOPOLISTIC TREND ANALYSIS IN THE CONTEXT OF EFFICIENT ENTREPRENEURIAL
DECISION MAKING
11. *Eubica Lesáková, Andrea Ondrušová*
SMALL AND MEDIUM ENTERPRISES IN THE NEW WORLD OF GLOBALIZATION
12. *Lusine Koshetsyan*
RESEARCH ISSUES OF EXPLORING THE LINK BETWEEN TURNOVER INTENTION AND
TURNOVER BEHAVIOR WITH ORGANIZATION’S MOTIVATION PROFILE
13. *Irena Danilevičienė, Boguslavas Gruževskis*
THEORETICAL ASPECTS OF WAGE AND THE FEATURES OF WAGE STRUCTURE
14. *Rūta Petkutė*
CHANGING RELATIONSHIP BETWEEN THE UNIVERSITY AND THE WORLD OF WORK
AND ITS IMPLICATIONS FOR THE UNIVERSITY CURRICULUM KNOWLEDGE: A
PERSPECTIVE OF SOCIOLOGY OF KNOWLEDGE