



VILNIUS GEDIMINAS TECHNICAL UNIVERSITY FACULTY OF BUSINESS MANAGEMENT



CONTEMPORARY ISSUES IN BUSINESS, MANAGEMENT AND EDUCATION' 2014

November 13-14, 2014
Vilnius

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

Thursday, November 13

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 (713 aud. Central building)

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

16.00–17.30 – Optional – Round Table Discussion of Deans of Technical Universities (618 aud. central building)

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

Friday, November 14

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

12.00–14.00 – Round Table Discussion “University Strategic Partnership for Development” (in Lithuanian)
(Senate Meeting Room/Senato posėdžių salė, 1st building)

14.00–15.30 – Optional – Meetings with representatives of the university
(auditoriums of Central building)

17.00–19.00 – Social Programme - Tour to Old Town of the Vilnius

Thursday, November 13

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

Chairman of the Plenary Meeting – Prof. dr. J. Stankevičienė

- 10⁰⁰ – 10³⁰ **The dean of Faculty of Business Management Prof. dr. Jelena Stankevičienė**
COMPLIMENTARY SPEECH FOR CONFERENCE PARTICIPANTS
- 10³⁰ – 10⁴⁰ **Member of Vilnius City Council dr. Algimantas Šventickas**
COMPLIMENTARY SPEECH FOR CONFERENCE PARTICIPANTS
“UNIVERSITIES AND DEVELOPMENT OF COMMUNITIES”
- 10⁴⁰ – 11⁰⁰ **Adam Zaremba**
QUALITY INVESTING IN CEE EMERGING MARKETS
- 11⁰⁰ – 11²⁰ **Lukasz Nazarko**
FORESIGHT IN THE PUBLIC MANAGEMENT OF INNOVATION SYSTEMS -
COMPARATIVE STUDY OF UK AND POLAND
- 11²⁰ – 11⁴⁰ **Ignas Dzemyda**
EXPORT DEVELOPMENT: STRATEGIC APPROACH
- 11⁴⁰ – 12⁰⁰ **Carita Lilian Snellman**
ETHICS MANAGEMENT: HOW TO ACHIEVE ETHICAL ORGANIZATIONS
AND MANAGEMENT?

13.00–14.30 – Presentations and Discussions

Section - Innovations in the National and International Context (704 aud., Central building)

Prof. habil. dr. B. Melnikas (Chairman)
MSc. T. Mitkus (Secretary)
MSc. E. Girdzijauskaitė (Secretary)

1. *Kęstutis Peleckis*
STRATEGIC MANAGEMENT SCHOOLS AND BUSINESS NEGOTIATION STRATEGY
2. *Kęstutis Peleckis*
THE USE OF GAME THEORY FOR MAKING RACIONAL DECISIONS IN BUSINESS
NEGOTIATIONS
3. *Shalva Khuphenia, Ignas Dzemyda*
SUITABLE POLITICAL SYSTEM FOR STARTING POINT OF EUROPEAN INTEGRATION
AND ITS CONTEMPORARY IMPULSE: HISTORICAL PERSPECTIVE
4. *Giedrė Dzemydaitė, Ignas Dzemyda, Birutė Galinienė*
THE EVALUATION OF REGIONAL INNOVATION SYSTEMS' EFFICIENCY IN NEW
MEMBER STATES OF EU: A NONPARAMETRIC APPROACH
5. *Liudmila Lobanova*
INNOVATIVE TRENDS IN HUMAN RESOURCES MANAGEMENT

6. *Aurelija Burinskiene*
COUNTRIES' OPENNESS TO TRADE
7. *Yana Nikonova, Vladimir Kazakov*
THE STRATEGY FOR INNOVATIVE DEVELOPMENT OF RUSSIA AND THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN ITS FINANCING
8. *Mantas Vilys, Artūras Jakubavičius, Eigirdas Žemaitis*
PUBLIC INNOVATION SUPPORT INDEX FOR IMPACT ASSESSMENT IN EUROPEAN ECONOMIC AREA
9. *Eigirdas Žemaitis, Mantas Vilys, Artūras Jakubavičius*
NETWORKING PHENOMENA OF HIGH TECHNOLOGY SECTOR
10. *Jelena Stankevičienė, Lidija Kraujalienė*
PERFORMANCE MANAGEMENT OF TECHNOLOGY TRANSFER PROCESS: THE CASE OF LITHUANIAN UNIVERSITIES

Section – Financial Risk Management of Business Development

(620 aud., Central building)

Prof. dr. D. Jurevičienė (Chairman)

Dr. R. Martinkutė-Kaulienė (Chairman)

MSc. A. Vaiciukevičiūtė (Secretary)

MSc. I. Račinskaja (Secretary)

1. *Arvydas Kregzde, Gediminas Murauskas*
ANALYSING SOVEREIGN CREDIT DEFAULT SWAPS OF BALTIC COUNTRIES
2. *Alina Kvietkauskienė*
REAL TIME INVESTMENTS WITH ADEQUATE PORTFOLIO THEORY
3. *Viktorija Stasytytė*
CONCEPTUALIZATION OF FINANCIAL SYSTEM SUSTAINABILITY
4. *Raimonda Martinkutė-Kaulienė*
RISK FACTORS IN DERIVATIVES MARKETS
5. *Irena Macerinskiene, Andrius Balciunas*
EXCHANGE RATE FORECASTING WITH INFORMATION FLOW APPROACH

Section - Modern Business Management Problems and Perspectives

(716 aud., Central building)

Dr. R. Korsakienė (Chairman)

MSc. N. Slavinskaitė (Secretary)

1. *Õnnela Paas, Karin Reinhold, Piia Tint, Virve Siirak*
SAFETY AUDIT, COST OF HEALTH MAINTAINING MEASURES AND WORKERS TRAINING AS THE KEY ELEMENTS IN IMPROVEMENT OF OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT
2. *Marcela Korenková*
STATISTICAL EVALUATION OF COMMUNICATION SKILLS OF CUSTOMER CARE EMPLOYEES IN BANKS
3. *Jarmila Šebestová*
THE CONFLICT BETWEEN STRATEGIC METHOD APPLICATION AND THEORETICAL KNOWLEDGE IN SMALL AND MEDIUM SIZED COMPANIES: THE CASE OF THE CZECH REPUBLIC

4. *Agnieszka Bitkowska, Elżbieta Weiss*
PROCESS MATURITY OF COMPANIES. A MULTIDIMENSIONAL PERSPECTIVE
5. *Kęstutis Peleckis, Valentina Peleckienė, Kęstutis Peleckis*
BODY LANGUAGE IN BUSINESS NEGOTIATIONS AND MEETINGS
6. *Mindaugas Strumskis, Vaidas Gaidelys*
ECONOMIC ASPECTS OF INTRODUCTION OF NEW TECHNOLOGIES IN MEDIUM AND LARGE ENTERPRISES

Section - Sustainable Economic Development

(709 aud., Central building)

Dr. I. Skačkauskienė (Chairman)

MSc. V. Podgaiskytė (Secretary)

1. *Olga Rajevska*
SUSTAINABILITY OF PENSION SYSTEMS IN THE BALTIC STATES
2. *Irena Mačerinskienė, Rasa Aleknavičiūtė*
COMPARATIVE EVALUATION OF NATIONAL INTELLECTUAL CAPITAL MEASUREMENT MODELS
3. *Rima Tamošiūnienė, Vladimir Shatrevich, Simona Survilaitė*
INTELLECTUAL CAPITAL APPROACH TO MODERN MANAGEMENT THROUGH COMPANY'S VALUE ADDED PERSPECTIVE
4. *Eva Trinkūnienė, Vaidotas Trinkūnas*
KNOWLEDGE MANAGEMENT IN COMPOSITION OF CONSTRUCTION CONTRACTS
5. *Ingrida Grigonytė*
BAD DEBT INFLUENCE TO THE SUSTAINABILITY OF THE ECONOMICS OF THE COUNTRY
6. *Romualdas Ginevičius, Dainora Gedvilaitė, Šarūnas Bruzgė, Julija Semionova*
ASSESSMENT OF A COUNTRY'S REGIONAL ECONOMIC DEVELOPMENT ON THE BASIS OF ESP METHOD
7. *Ignas Dzemyda, Qristine Kheladze*
FERTILITY RATE AND SOCIAL POLICY: THEORETICAL APPROACH
8. *Indrė Slapikaitė, Rima Tamošiūnienė, Kotryna Mackevičiūtė*
RESEARCH OF INVESTMENT OPPORTUNITIES IN SOCIALLY RESPONSIBLE BUSINESS IN LITHUANIA

15.00–17.30 – Presentations and Discussions

Section - E-business: Challenges, Solutions, Tendencies

Section - Logistics Business Processes

(704 aud., Central building)

Prof. dr. V. Davidavičienė (Chairman)

Dr. J. Merkevičius (Chairman)

MSc. J. Sabaitytė (Secretary)

MSc. R. Labanauskis (Secretary)

1. *Tomi Dahlberg, Tiina Nokkala*
A FRAMEWORK FOR THE CORPORATE GOVERNANCE OF DATA – THEORETICAL BACKGROUND AND EMPIRICAL EVIDENCE
2. *Juozas Merkevičius*
VIRTUAL ORGANIZATION: SPECIFICS OF CREATION OF PERSONNEL MANAGEMENT SYSTEM
3. *Giedrius Čyras, Jolanta Sabaitytė*
THE STRATEGIC APPROACH OF THE INTERACTION ASPECTS OF ELECTRONIC AND MOBILE BUSINESS
4. *Aurelija Burinskienė, Vida Davidavičienė, Jurgita Raudeliūnienė*
SIMULATION IN LOGISTICS STUDIES
5. *Renata Činčikaitė, Darja Kurojedova*
RESEARCH STUDY ON A BRAND ON SOCIAL NETWORKING SITES
6. *Skirmantė Stankevičiūtė, Aidas Vasilis Vasiliauskas, Virgilija Vasilienė-Vasiliauskienė, Rolandas Vitkūnas*
CONCEPTUAL MODEL OF THE FOURTH PARTY LOGISTICS (4PL) SERVICES. CASE OF LITHUANIA

Section – Financial Risk Management of Business Development

(620 aud., Central building)

Prof. dr. D. Jurevičienė (Chairman)

Dr. R. Martinkutė-Kaulienė (Chairman)

MSc. A. Vaiciukevičiūtė (Secretary)

MSc. I. Račinskaja (Secretary)

1. *Nijolė Maknickienė, Jelena Stankevičienė*
COMPARISON OF EXCHANGE MARKET PREDICTIONS USING EXTREMAL DATA
2. *Asta Šalienė, Viktorija Stasytė*
PERSPECTIVES OF GOVERNMENT DEBT MANAGEMENT IN THE BALTIC STATES
3. *Moaz Alsharfawi Aljazaerli, Rasha Sirop, Sulaiman Mouselli*
CORRUPTION AND STOCK MARKET DEVELOPMENT: NEW EVIDENCE FROM GCC COUNTRIES
4. *Aleksandras Vytautas Rutkauskas, Irena Račinskaja*
STOCHASTIC NETWORKS AS ADEQUATE MEANS TO MANAGE THE VALUE CHAIN
5. *Renaldas Vilkanas*
CHARACTERISTICS OF OMEGA-OPTIMIZED PORTFOLIOS AT DIFFERENT LEVELS OF THRESHOLD RETURNS

Section - Modern Business Management Problems and Perspectives

(716 aud., Central building)

Dr. R. Korsakienė (Chairman)

MSc. N. Slavinskaitė (Secretary)

1. *Tariq Mahmoud, Jorge Marx Gómez, Shahira El Alfy*
EXPLORING ENTERPRISE SYSTEM ENGINEERING SKILL GAPS IN THE LABOR MARKETS OF EGYPT AND TUNISIA
2. *Andrius Tamošiūnas*
RESTRUCTURING SMALL AND MIDDLE SIZE ENTERPRISES (SME)

3. *Serene Dalati*
UNIVERSAL LEADERSHIP EFFECTIVENESS: THEORY FORMULATION, DESIGN, MEASUREMENT AND RELIABILITY
4. *Tomasz Kopczyński, Maciej Brzozowski*
SYSTEMS THINKING IN PROJECT MANAGEMENT: THEORETICAL FRAMEWORK AND EMPIRICAL EVIDENCE FROM POLISH COMPANIES
5. *Romualdas Ginevičius, Neringa Slavinskaitė, Dainora Gedvilaitė*
REGIONAL DIFFERENTIATION OF REVENUE, COLLECTED BY LITHUANIA'S LOCAL GOVERNMENT

Section - Contemporary Issues of Economics and Management Studies: Problems and Perspectives

(709 aud., Central building)

Dr. R. Drejeris (Chairman)

MSc. V. Podgaiskytė (Secretary)

1. *Viktorija Skvarciany, Juris Iljins*
THE ROLE OF CHANGE MANAGEMENT IN TRUST FORMATION IN COMMERCIAL BANKS
2. *Iлона Skačkauskienė, Neringa Vilkaitė-Vaitonė*
MODEL OF MEASUREMENT OF CUSTOMER LOYALTY TOWARDS A SERVICE PROVIDER
3. *Linas Stabingis*
PLAGIARISM AVOIDING IN STUDENTS' WRITTEN WORKS IN HIGHER EDUCATION INSTITUTIONS IN LATVIA
4. *Adam Zaremba, Michał Plotnicki*
MERGERS AND ACQUISITIONS: EVIDENCE ON POST-ANNOUNCEMENT PERFORMANCE FROM CEE STOCK MARKETS
5. *Romualdas Ginevičius, Halyna Trishch, Vladislavas Petraškevičius*
QUANTITATIVE ESTIMATION OF QUALITY MANAGERMENTS SYSTEMS PROCESS – EVIDENCE FROM UKRAINIAN ENTERPRISES
6. *Zuzana Dohnalová, Bedřich Zimola*
CONTEMPORARY ADAPTATION RISKS OF YOUNG ADULTS TO THE LABOUR MARKET
7. *Radoslav Bajus, Lenka Hudáková Stašová*
INTRODUCTION OF THE ABC MODEL IN A COMPANY DEALT WITH EXTRACTION OF RAW MATERIALS
8. *Olga Starineca, Inesa Voronchuk*
PECULIARITIES OF YOUNG SPECIALISTS ON LABOUR MARKET: CASE OF LATVIA
9. *Rolandas Drejeris*
NEW APPROACH TO SERVICE IDEAS CONCEPTUALIZATION: PROCESS OF EVALUATION AND SERVICE SYSTEM DESIGN

Section – Future-Oriented Approaches in Management

(624 aud., Central building)

Prof. habil. dr. J. Nazarko (Chairman)

Prof. habil. dr. J. Ejdys (Chairman)

Dr. L. Nazarko (Secretary)

1. *Joanicjusz Nazarko*
PREPARING FOR CHANGE - FORESIGHT OF THE INNOVATION-ORIENTED ENTERPRISE DEVELOPMENT
2. *Anna Sacio-Szymanska, Adam Mazurkiewicz, Beata Poteralska*
CORPORATE FORESIGHT AT THE STRATEGIC RESEARCH INSTITUTES
3. *Katarzyna Halicka*
FORWARD-LOOKING PLANNING OF TECHNOLOGY DEVELOPMENT
4. *Andrzej Magruk*
THE PROCESS OF SELECTION FOR THE MAIN RESEARCH METHODS OF FORESIGHT BY DIFFERENT PERSPECTIVES
5. *Alicja E. Gudanowska*
MAPS OF TECHNOLOGY EXPERTS RELATIONS AND TECHNOLOGY DEVELOPMENT CENTERS RELATIONS AS A PART OF THE TECHNOLOGICAL KNOWLEDGE BASE IN FORESIGHT STUDIES
6. *Danuta Szpilko*
THE USE OF STEEPVL ANALYSIS TO BUILDING THE STRATEGY OF TOURISM DEVELOPMENT IN THE PODLASKIE PROVINCE
7. *Aleksandra Gulc*
ROLE OF SMART SPECIALIZATION IN FINANCING THE DEVELOPMENT OF REGIONS IN THE PERSPECTIVE 2020
8. *Elzbieta Szymanska*
INTERNAL FACTORS AFFECTING THE INNOVATIVENESS OF SERVICE ENTERPRISES

Friday, November 14

10.00–12.00 – Presentations and Discussions

Section – Future-Oriented Approaches in Management

(08 aud., 2nd building)

Prof. habil. dr. J. Nazarko (Chairman)

Prof. habil. dr. J. Ejdys (Chairman)

Dr. L. Nazarko (Secretary)

1. *Joanna Ejdys*
MARKETING ORIENTATION VS. INNOVATIVENESS OF SMES OF PODLASIE VOIVODSHIP
2. *Magdalena Wyrwicka, Beata Mrugalska*
IDENTIFICATION OF PREFERRED SOURCES OF INFORMATION FOR UNDERTAKING STUDIES IN THE FACULTY OF ENGINEERING MANAGEMENT AT POZNAN UNIVERSITY OF TECHNOLOGY
3. *Justyna Kozłowska*
DESIGNING SERVICES - OVERVIEW OF BASIC METHODS
4. *Dorota Leończuk*
APPLICATION OF KANO MODEL TO THE SERVICE QUALITY MEASUREMENT IN ROAD TRANSPORT: A RESEARCH CONCEPT
5. *Krzysztof Stepaniuk*
CONTRIBUTION TO THE MEMBERS OF VIRTUAL COMMUNITIES ENGAGEMENT DEVELOPMENT

12.00–14.00 – Round Table Discussion “University Strategic Partnership for Development” (in Lithuanian)

(Senate Meeting Room/Senato posėdžių salė, 1st building)

Topics:

1. Faculty success: short overview
2. Collaboration in scientific research: good practices
3. New possibilities for future partnership

14.00–15.30 – 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 Finance Engineering

(head of the department doc. dr. R. Martinkutė-Kaulienė, 604 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)

Virtual participation

1. *Vaidotas Kondroška, Vaidas Gaidelys*
FTTO CONCEPT PROCESS AND ECONOMIC ANALYSES IN AIR NAVIGATION SERVICES PROVIDING COMPANIES
2. *Arkadiusz Bernal*
SHIFTING VALUE ADDED TAX ON LABOR – THE CASE OF THE BOOK MARKET IN CENTRAL AND EASTERN EUROPEAN COUNTRIES
3. *Iwona Kubica, Marek Szarucki*
EXPLORING EMPLOYEE MOTIVATION IN POLISH FAMILY FIRMS. CASE OF RETAIL SECTOR
4. *Patrick Fekete, Steve Martin, Katja Kuhn, Nicholas Wright*
THE STATUS OF ENERGY MONITORING IN SCIENCE AND INDUSTRY BY THE EXAMPLE OF MATERIAL HANDLING PROCESSES
5. *Vladimir Shatrevich, Deniss Ščeulovs*
DYNAMIC INTELLECTUAL CAPITAL MODEL IN A COMPANY
6. *Natalia Dneprovskaya, Arcadiy Urintsov, Ekaterina Makarenkova*
THE PERSPECTIVE OF E-BUSINESS IN THE CONTEXT OF SMART SOCIETY DEVELOPMENT
7. *Dik Vladimir Vladimirovich, Lebedev Sergey Arkadievich, Yankovskaya Ekaterina Alekseevna*

- THE SMART LEARNING IN DEVELOPMENT OF EDUCATIONAL INTERNET-SERVICES
8. *Vladimir Dik, Arkadiy Urintsov, Irina Pavlekovskaya*
TRANSFORMATION OF E-PAYMENT TECHNOLOGIES IN THE UPDATED CONCEPT OF THE NATIONAL PAYMENT SYSTEM IN RUSSIA
 9. *Nadezda Koleda, Karine Oganisjana*
CHALLENGES IN LEARNING FOR COMPANY'S FINANCIAL VIABILITY ASSESSMENT AND MANAGEMENT
 10. *Helena Gaspars-Wieloch*
THE USE OF A MODIFICATION OF THE HURWICZ'S DECISION RULE IN MULTICRITERIA DECISION MAKING UNDER COMPLETE UNCERTAINTY
 11. *Anna Remišová, Anna Lašáková, Zuzana Búciová*
ETHICAL-ECONOMIC DILEMMAS IN BUSINESS EDUCATION
 12. *Ingrida Šmaižienė*
CHILDREN-ENGAGING SOCIAL AND ENVIRONMENTAL INITIATIVES AS DETERMINANTS OF CORPORATE REPUTATION
 13. *Katarzyna Anna Kuźmich*
BENCHMARKING IN UNIVERSITY TOOLBOX
 14. *Ewa Chodakowska*
THE FUTURE OF EVALUATION OF LOWER SECONDARY SCHOOLS' MANAGEMENT
 15. *Vaidas Gaidelys, Stasys Dailydka*
DATA TRANSMISSION TECHNOLOGY USAGE IN THE RAILWAY SECTOR ENTERPRISES, ECONOMIC ASSESSMENT
 16. *Marta Jarocka*
TRANSPARENCY OF UNIVERSITY RANKINGS IN THE EFFECTIVE MANAGEMENT OF UNIVERSITY
 17. *Anna Tomaszuk*
THE IMPACT OF NEGATIVE NATIONAL STEREOTYPES ON THE FUTURE OF CROSS-BORDER NETWORKS
 18. *Max Hogeforster*
VALUE AND DEVELOPMENTS OF DUAL VOCATIONAL TRAINING SYSTEMS IN THE BALTIC SEA REGION
 19. *Marianna Siničáková, Michal Šoltés, Ján Buleca*
COMPATIBILITY OF THE SINGLE MONETARY POLICY WITH MACROECONOMIC FUNDAMENTALS OF THE SLOVAK REPUBLIC
 20. *Monika Zatrochová, Martina Kuperová*
DEVELOPMENT AND THE CURRENT SITUATION IN THE FINANCIAL MARKET IN SLOVAKIA
 21. *Maja Sajdak*
THE COMPILATION OF OPERATIONAL AND STRATEGIC AGILITY FOR ENSURING THE HIGHEST EFFICIENCY OF COMPANY OPERATIONS
 22. *Nicholas Tsounis, George Polychronopoulos*
HIGHER EDUCATION INSTITUTIONS AND REGIONAL DEVELOPMENT: THE CASE OF THE REGION OF WESTERN MACEDONIA
 23. *Žaneta Rylková*
MEASUREMENT OF BUSINESS PERFORMANCE IN RELATION TO COMPETITORS
 24. *Katarzyna Szczepańska-Woszczyzna, Zdzisława Dacko-Pikiewicz*
MANAGERIAL COMPETENCIES AND INNOVATIONS IN THE COMPANY - THE CASE OF ENTERPRISES IN POLAND
 25. *Ignas Dzemyda, Manuela Tvaronavičienė, Agnė Šimelytė, Jurgita Raudeliūnienė*
ENERGETICALLY SECURE AND SUSTAINABLE INDUSTRY DEVELOPMENT: CASE OF LITHUANIA
 26. *Ignas Dzemyda, Artūras Jurgelevičius*
THE IMPACT OF NATIONAL INTANGIBLE CAPITAL COMPONENTS ON SOCIO-ECONOMIC FACTORS DURING ECONOMIC RECESSION