



VILNIUS GEDIMINAS TECHNICAL UNIVERSITY



CONTEMPORARY ISSUES IN BUSINESS, MANAGEMENT AND EDUCATION' 2012

**November 15, 2012
Vilnius**

Conference Venue - BEST WESTERN Hotel
Conference Hall Granitas
Konstitucijos ave. 14, Vilnius

12.30-13.00 – Registration of Participants

13.00 - Plenary Meeting

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

Secretary of the Plenary Meeting – Assoc. Prof. I. Meidutė

- 13⁰⁰ – 13¹⁵ **The dean of Faculty of Business Management**
Assoc. Prof. J. Stankevičienė
COMPLIMENTARY SPEECH FOR CONFERENCE PARTICIPANTS
- 13¹⁵ – 13³⁰ **Thomas Wallner**
THE FUTURE OF MANAGEMENT EDUCATION
- 13³⁰ – 13⁴⁵ **Aleksandras Vytautas Rutkauskas**
SUSTAINABILITY AS VALID COMPOSITION OF EFFICIENCY
AND RELIABILITY
- 13⁴⁵ – 14⁰⁰ **COFFEE BREAKE**

14.00 -15.45 – Presentations and Discussions

- 15⁴⁵ – 16⁰⁰ **COFFEE BREAKE**

16.00 -18.00 – Presentations and Discussions

18.00 – Gala Dinner

14.00 -15.45

Section - Innovations in the national and international context

Section - Financial risks management of business development

1. *Borissas Melnikas*
REGIONAL ECONOMIES IN CENTRAL AND EASTERN EUROPE UNDER THE CONDITIONS OF EU ENLARGEMENT: TRANSFORMATIONS, SPECIALIZATION, INNOVATIONS AND IDEA OF HYPER-CLUSTERS
2. *Antonio Mihi-Ramírez, Vilmante Kumpikaite, Victor V. Fernández-Bendito*
CONNECTION BETWEEN KNOWLEDGE MANAGEMENT, BUSINESS INNOVATION AND ORGANIZATIONAL PERFORMANCE
3. *Olita Janberga*
AUDIT AUTHORITY AS A MAIN ELEMENT OF THE EUROPEAN UNION FUNDS PROJECTS CONTROL SYSTEM
4. *Arkadiusz Bernal*
THE INCIDENCE OF VALUE ADDED TAX IN THE BOOK MARKET IN CENTRAL AND EASTERN EUROPEAN COUNTRIES
5. *Józef Rudnicki*
STOCK SPLITS AND LIQUIDITY FOR TWO MAJOR CAPITAL MARKETS FROM CENTRAL–EASTERN EUROPE
6. *Aleksandras Vytautas Rutkauskas, Alina Kvietkauskienė*
SUCCESSFUL INVESTMENT – MARKET BEHAVIOR AND INVESTING INTELLIGENCE COMPATIBILITY REZULT
7. *Viktor Šoltés*
TESTING THE IMPACT OF QUARTERLY RESULTS AND ANALYSTS EXPECTATIONS ON PRICES OF SELECTED EQUITIES
8. *Nijole Maknickiene*
EVALUATION OF THE PORTFOLIO PERFORMANCE INDICATORS, USING EVOLINO RNN TRADING MODEL
9. *Ingrida Grigonytė*
EVALUATION OF PAYMENT RISK IN THE MARKETS OF BALTIC STATES DURING ECONOMIC CRISIS
10. *Viktorija Stasytytė*
RISK MANAGEMENT INTELLIGENCE

11. *Daiva Jurevičienė, Olga Ivanova*

BEHAVIORAL FINANCES OF FINANCIALLY SAVVY HOUSEHOLDS: THE TYPES OF INVESTORS

12. *Jelena Stankevičienė, Julija Čepulytė*

VALUE CREATION UNDER INTELLECTUAL ENTREPRENEURSHIP

16.00 -18.00

Section - Modern business management problems and perspectives

Section - Sustainable economic development

Section - E-business: challenges, solutions, tendencies

Section - Contemporary issues of economics and management studies: problems and perspectives

1. *Aleksis Orlovs*

RISE AND FALL OF SME CLUSTERS IN LATVIA

2. *Toma Lankauskienė, Manuela Tvaronavičienė*

PRODUCTION FACTORS AND STRUCTURAL CHANGES IN ECONOMY SECTORS: GENESIS OF THEORETICAL APPROACHES

3. *Agnieszka Bitkowska*

BUSINESS PROCESS MANAGEMENT IN ENTERPRISES IN POLAND

4. *Sigitas Brazinskas, Dmitrij Slepniov*

THE ROLE OF COMMUNICATION IMPORTANCE IN BUSINESS INTERNATIONALIZATION: SMEs PERSPECTIVE

5. *Zuzana Dvorakova*

COLLECTIVE LABOR RELATIONS IN CZECH PUBLIC ADMINISTRATION IN AN ERA OF AUSTERITY

6. *Monika Kuzminskaite, Beata Chatkevic, Eugenijus Chlivickas*

IMPROVEMENT OF INTERNATIONAL MARKETING STRATEGY IN THE GLOBAL MARKET

7. *Borisas Seminogovas*

CORRUPTION AND FRAUD IN PRIVATE SECTOR

8. *Iveta Ludviga, Diāna Ozoliņa, Ludmila Afoņina*

CONSUMER BEHAVIOR AND VALUES DRIVING ORGANIC FOOD CHOICE IN LATVIA: A MEANS-END CHAIN APPROACH

9. *Liudmila Lobanova*

HOLISTIC MODEL OF SUSTAINABLE DEVELOPMENT: INNOVATIVE TRENDS IN HUMAN RESOURCE MANAGEMENT

10. *Sabine Wagenhals, Katja Kuhn*

EFFECTIVENESS OF SUSTAINABILITY INDICATORS

11. *Maria Kola-Bezka*

DIFFERENTIATION IN ECONOMIC DEVELOPMENT OF CENTRAL AND EASTERN EUROPEAN COUNTRIES AND REGIONS

12. *Fernando A. F. Ferreira, Carla S. E. Marques, Melanie M. Reis, Neuza C. F. Ferreira, Amali Çipi*

EVOLUTIONARY PATTERNS AND DEVELOPMENT PROSPECTS FOR E-GOVERNMENT: A DELPHI-BASED APPROACH TO PERCEPTIONS OF THE ADMINISTRATIVE AGENT

13. *Viktorija Bobinaite, Aldona Juozapaviciene, Inga Konstantinaviciute*

CAUSALITY RELATIONSHIPS BETWEEN LITHUANIAN DAY-AHEAD ELECTRICITY PRICE AND ITS FACTORS

14. *Andrejs Čirjevskis, Alija Šaripova-Litkina*

DISCOURSE ON DYNAMIC CAPABILITIES OF PRIVATELY RUN HIGHER EDUCATION INSTITUTIONS IN LATVIA

15. *Victor V. Fernández-Bendito, Antonio Mihi-Ramírez, Vilmante Kumpikaite*

SPECIALIZATION VERSUS GENERALIZATION OF TOURIST PROMOTION IN EUROPE

16. *Michal Tvrdon*

MACROECONOMIC COMPARISON OF THE CZECH NUTS 3 REGIONS

Virtual participation

1. *Marzena Grzesiak, Max Hogeforster, Magdalena Olczyk, Marzena Starnawska*
SUPPORT OF SME'S IN THE BALTIC SEA REGION THROUGH CENTERS OF EXCELLENCE
2. *Milena Kirova, Igor Sheludko, Preslava Velikova*
RANKING OF RISKS IN THE OPERATION OF SMALL ENERGY PLANTS
3. *Nikolaj Ambrusevič*
ASSESSMENT OF IMPORTANCE OF ACADEMIC SOCIETY DEVELOPING SECTOR OF HIGH TECHNOLOGY
4. *Jurgita Raudeliūnienė, Mindaugas Neimontas*
EMPLOYEE COMPETENCY INTEGRATED ASSESSMENT: THE EXAMPLE OF THE PUBLIC RELATIONS SPECIALISTS OF THE LITHUANIAN ARMED FORCES
5. *Julija Bistrova, Natalja Lace*
DIVIDEND POLICY DETERMINANTS IN CEE COUNTRIES
6. *Filip Ježek*
THE CONVERGENCE PROCESS IN EU COUNTRIES IN 2001-2010
7. *Inga Jansone, Irina Voronova*
RISKS ASSESSMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES: THE CASE OF LATVIA
8. *Joanna Wyrobek, Zbigniew Stańczyk*
GLOBAL FINANCIAL CRISIS AND DECOUPLING HYPOTHESIS
9. *Jeanette Thomsen, Elin Sundgaard, Lehte Alver, Jaan Alver*
FROM A GLOBAL INTEGRATION PERSPECTIVE: ACCOUNTING PROCEDURES IN DANISH-OWNED ESTONIAN SUBSIDIARIES
10. *Vaidas Gaidelys, Stasys Dailyka*
THE POTENTIALS OF USE OF COMPETITIVE INTELLIGENCE IN STRATEGIC PLACES
11. *Edward Molendowski*
MAJOR CHANGES IN THE FOREIGN TRADE OF POLAND RESULTING FROM ITS ACCESSION TO THE EU
12. *Irena Daukševičiūtė Rolandas Drejeris*
MEASURING MARKETING EFFICIENCY AND OPTIMISING MARKETING PROGRAMMES
13. *Maciej Brzozowski*
DESIGN MANAGER'S ROLES IN CORPORATE DESIGN MANAGEMENT
14. *Aušra Liučvaitienė, Kęstutis Peleckis*
DEVELOPMENT OF COMPETITIVENESS ADVANTAGE IN GLOBAL MARKET: THEORETICAL ASSUMPTIONS AND ASSESSMENT OPTIONS
15. *Tomasz Kopczyński*
SYSTEM THINKING IN PROJECT MANAGEMENT
16. *Aurelija Burinskiene, Vida Pipiriene*
B2B BEHAVIOUR EFFICIENCY

17. *Kęstutis Peleckis, Valentina Peleckienė, Kęstutis Peleckis*
NEGOTIATOR'S POSITIONS SUBSTANTIATION METHODS IN BUSINESS
NEGOTIATIONS AND BUSINESS MEETINGS
18. *Gregory Olevsky, Margarita Dunska*
KNOWLEDGE - THE INTELLECTUAL CAPITAL - ENTERPRISE ACTIVITY:
INTERRELATION AND INTERCONDITIONALY
19. *Linda Kelle*
THE ROLE OF THE FINANCIAL MANAGEMENT IN BUSINESS DEVELOPMENT IN
LATVIA
20. *Aušra Liučvaitienė, Kęstutis Peleckis*
MANAGING BUSINESS COMPETITIVENESS IN THE CONDITIONS OF
ECONOMICAL SUSTAINABILITY
21. *Helena Gaspars-Wieloch*
TIME-COST PROJECT MANAGEMENT WITH SOLVER
22. *Dragisa Stanujkic, Nedeljko Magdalinovic*
A MODEL FOR EVALUATION E-COMMERCE WEB SITES BASED ON FUZZY
COMPROMISE PROGRAMMING
23. *Dragisa Stanujkic, Rodoljub Jovanovic*
MEASURING A QUALITY OF FACULTY WEBSITE USING ARAS METHOD
24. *Rasma Janeliūnienė, Vida Davidavičienė*
INFORMATION TECHNOLOGY RISKS IDENTIFICATION: PECULIARITIES OF
SMALL AND MEDIUM SIZED ENTERPRISES
25. *Jan Nevima*
CONTEMPORARY PROBLEMS IN E-LEARNING APPLICATION IN EDUCATIONAL
PROCESS – CASUAL STUDY OF BUSINESS ACADEMY
26. *Max Hogeforster*
INCREASING INNOVATION BY DUAL STUDY COURSES IN BUSINESS
MANAGEMENT
27. *Asta Radzevičienė, Eglė Girdzijauskaitė*
MULTILATERAL PARTNERSHIP MANAGEMENT IN HIGHER EDUCATION: THE
NETWORK APPROACH
28. *Anda Ziemele, Inese Mavlutova*
POSSIBILITIES OF FINANCIAL MANAGEMENT DEVELOPMENT AT HIGHER
EDUCATION INSTITUTIONS
29. *S. Dailydka, S. Naimovičius, V. Lingaitis*
MODELLING OF SELECTION OF PASSENGER TRAINS ON A ROUTE
30. *Ieva Meidutė, Michail Litvinenko, Algis Budzejko*
VIRTUAL SUPPLY CHAINS AND THEIR APPLICATION IN BUSINESS: EXAMPLE
OF POLAND
31. *Vida Davidavičienė, Ieva Meidutė*
SUPPLY CHAIN MODELS IN THE LITHUANIAN E-COMMERCE