

**BALTIC INTERNATIONAL ACADEMY**

**XIII International Scientific Conference**

**“TIME OF CHALLENGES AND OPPORTUNITIES: CHALLENGES,  
SOLUTIONS, PERSPECTIVES”**

**12-13 May 2023, Riga, Latvia**

**SECTION: ENTREPRENEURSHIP, INNOVATION AND  
MANAGEMENT**

**May 12: 14.00 – 17.00**

**May 13: 10:00 –13:30**

14:00 EEST (UTC+02:00)

<https://videoconf.bsa.edu.lv/b/bsa-ror-kf2-nqu>

Session chairs:

Dr.oec., Assist. Prof. **Boriss Heimanis** (Baltic International Academy),

Dr., Sr.Lecturer **Guru Prabhakar** (UWE-Bristol), Mg.oec., Assist. Prof. **Inese Ratanova** (Baltic International Academy), Mg.Sc.Soc., Lecturer **Ksenija Doronina** (Baltic International Academy)

**Friday, 12 May, 2023**

**Part I 14:00 – 15:30**

**Room 222, LOMONOSOVA STR. 1**

**14:00 – 14:15**

**1. Yan Pan, Guru Prabhakar, Inese Ratanova**

APPROACHES LEADING TO A SUCCESSFUL PROJECT: A SPECIAL REFERENCE TO CONSTRUCTION INDUSTRY IN CHINA

**14:15 – 14:30**

**2. Nadiia Proskurnina, Boris Heimanis**

TRANSFORMATION OF THE TOOLKIT OF MARKETING ACTIVITY OF ENTERPRISES IN CONDITIONS OF DIGITALIZATION

**14:30 – 14:45**

**3. Elina Petrovska, Ilona Terane**

LITERATURE REVIEW ON MANAGEMENT AND INNOVATION DEVELOPMENT (2019-2022)

**14:45 – 15:00**

**4. Ricardo Martín Flores, Inese Ratanova, Madara Apsalone, Ilona Baumane-Vitoliņa, Erika Šumilo**

A DECISION-MAKING APPROACH TO ANALYZE ORGANIZATIONAL INNOVATION THROUGH STRUCTURAL EQUATION MODELLING

**15:00 – 15:15**

**5. Svitlana Sazonova, Olena Gudz, Neonila Nasad**

CONSEQUENCES OF THE IMPACT OF STRATEGIC CHANGES ON THE MANAGEMENT OF TELECOMMUNICATIONS ENTERPRISES IN THE DIGITAL ECONOMY

**15:15 – 15:30**

**6. Sabina Isakova**

CONSUMER BEHAVIOR AND PURCHASE DECISION RELATED TO ONLINE EDUCATIONAL COURSES IN SOCIAL MEDIA

**Break 15:30 -15:45**  
**Part II 15:45 – 17:00**

**15:45 – 16:00**

**7. Viktoriia Kuznetsova**

DEVELOPMENT OF THE CONCEPT OF UX BENCHMARKING AS AN IMPROVEMENT OF THE INTERACTION PROCESS OF THE BEAUTY SALON MANAGEMENT SYSTEM WITH CUSTOMERS

**16:00 – 16:15**

**8. Igors Peskovs**

TIRDZNIECĪBAS UZŅĒMUMA DARBĪBAS PILNVEIDOŠANA, PAMATOJOTIES UZ PĀRDOŠANAS PILTUVES MODEĻA IZVEIDI

**16:15 – 16:30**

**9. Aleksandra Dragunova**

DIGITAL MARKETING STRATEGIES FOR UNIVERSITIES IN LATVIA: NAVIGATING THE ONLINE LANDSCAPE TO ATTRACT AND ENGAGE TARGET AUDIENCE

**16:30 – 16:45**

**10. Maryia Belova**

FORMATION OF AN ENTERPRISE DEVELOPMENT STRATEGY (ON THE EXAMPLE OF IE «AKULICH S.N.»)

**16:45 – 17:00**

**11. Anna Morozova**

PORT DEVELOPMENT TENDENCY IN THE MODERN WORLD

## **SECTION: ENTREPRENEURSHIP, INNOVATION AND MANAGEMENT**

**May 13: 10:00 -13:30**

10:00 EEST (UTC+02:00)

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Dr., Sr.Lecturer **Guru Prabhakar** (UWE-Bristol), Mg.oec., Assist. Prof. **Inese**

**Ratanova** (Baltic International Academy), Mg.Sc.Soc., Lecturer **Ksenija Doropina**

(Baltic International Academy)

**Saturday, 13 May, 2023**

**Part I 10:00 – 11:30**

**Room 222, LOMONOSOVA STR. 1**

**10:00 – 10:10**

**1. Mārīte Ābrama**

DARBINIEKU MOTIVĀCIJA UN MOTIVĀCIJAS SEKMĒŠANAS IESPĒJAS

DIENVIDLATGALES PAŠVALDĪBU INSTITŪCIJĀS

**10:10 – 10:20**

**2. Alina Leliuk**

IMPROVING IN THE ORGANIZATIONAL STRUCTURE OF LOGISTIC COMPANY IN THE

CONDITIONS OF MODERN CRISIS

**10:20 – 10:30**

**3. Manuella Mappedochin**

THE APPLICATION OF CRITERIA FOR THE FINANCIAL EVALUATION OF CREDIT AS

WELL AS THEIR BANK FINANCING

**10:30 – 10:40**

**4. Dmitrijs Cernisevs**

UZŅĒMUMA AS „LATVIJAS VALSTS MEŽI” FINANSIĀLĀS DROŠĪBAS ZONAS NOTEIKŠANA, PAMATOJOTIES UZ “BREAK-EVEN-POINT” MODELI

**10:40 – 10:50**

**5. Eva Zeipe-Mača**

CILVĒKRESURSU VADĪBAS NOVĒRTĒŠANAS AKTUALITĀTE PUBLISKAJĀ SEKTORĀ

**11:00 – 11:10**

**6. Rosy Joelle Nana Ngako**

THE ALTERNATIVE FINANCING AND PROFITABILITY OF CAMEROONIAN SEMS: POULTRY INDUSTRY

**11:10 – 11:20**

**7. Bah Thierno**

STRATEGIC DECISION FOR RESTAURANT ENTERPRISES FINANCIAL SUSTAINABILITY

**11:20 – 11:30**

**8. Jolanta Tolkacova**

UZŅĒMUMĀ SIA “J-BŪVE” FINANSIĀLĀS DARBĪBAS ANALĪZE UN TĀLĀKĀS ATTĪSTĪBAS IESPĒJAS

**Break 11:30 -11:40**

**Saturday, 13 May, 2023**

**Part II 11:40 – 13:30**

**11:40 – 11:50**

**9. Viktorija Sporāne-Hudojana, Marina Sporāne, Natālija Grizāne**

SOCIĀLĀ UZŅĒMĒJDARBĪBA: REĢIONĀLAIS ASPEKTS

**11:50 – 12:00**

**10. Mengnjo Venyena Eric**

STRATEGIC MARKETING PE3 11 PRACTICES THAT KILL YOUR INNOVATION ENGINE

**12:00 – 12:10**

**11. Marcia Cirezi**

THE ROLE OF PERFORMANCE APPRAISAL IN EMPLOYEE MOTIVATION AND PRODUCTIVITY

**12:10 – 12:20**

**12. Kevine Masso Fotsing**

SUSTAINABILITY OF SMES BASED ON TECHNOLOGICAL INNOVATION  
IMPLEMENTATION IN CLEANING ENTERPRISES: A CASE STUDY OF A CLEANING  
CAMPANY IN FRANCE

**12:20 – 12:30**

**13. Valentīns Surovs**

SIA "SPORTA PRIEKŠ" VADĪBAS STILA IZPĒTE, IZMANTOJOT BLEIKA-MOUTONA  
MODEL

**12:30 – 12:40**

**14. Leonīds Vlasovs**

DARBINIEKU PIESAISTES UN ATLASĒS PROCESA PILNVEIDE BŪVNICĪBAS  
UZŅĒMUMĀ

**12:40 – 12:50**

**15. Karina Markova**

DARBA UN DZĪVES LĪDZSVARA KONCEPCIJAS „WORK-LIFE BALANCE” DAŽĀDU  
ASPEKTU RAKSTUROJUMS, PAMATOJOTIES UZ SIA „ABC” DARBINIEKU PĒTĪJUMU

**12:50 – 13:00**

**16. Edgars Kravalis, Rolands Loginovs, Jānis Eglītis**

INTEGRĒTĀS MĀRKETINGA KOMUNIKĀCIJAS UZŅĒMUMA DARBĪBĀ

**13:00 – 13:10**

**17. Oskars Dārziņš, Vita Dārziņa**

VĒRTĪBU SISTĒMAS IZMAIŅU IETEKME UZ PATĒRĒTĀJU UZVEDĪBU

**13:10 – 13:20**

**18. Maksims Belostockis, Marina Lihušina**

INTELEKTA ATTĪSTOŠIE UZDEVUMI LIETIŠĶĀS INFORMĀTIKAS NODARBĪBĀS

**13:20 – 13:30**

**19. Inese Ratanova, Vladimirs Andrejevs**

INNOVATIVE APPROACHES TO SOLVING ENVIRONMENTAL ISSUES IN THE  
CONTEXT OF THE GREEN DEAL

**Listeners:**

**Zora Dzhubalieva** (KazNPU named after Abai, Senior Lecturer)