

“Management Horizons in Changing Economic Environment: Visions and Challenges”

September 24-26, 2015, Kaunas, Lithuania

Conference program

September 23, Wednesday

17:00 - 19:00 **REGISTRATION** (Hotel Park Inn by Radisson Kaunas)

18:30 **Welcome Dinner** (Hotel Park Inn by Radisson Kaunas)

September 24, Thursday

08:30 – 09:00 **REGISTRATION** (Vytautas Magnus University, Small Hall, Address: S. Daukanto St. 28)

09:00 – 09:30 **OPENING CEREMONY, INAUGURAL ADDRESS** (Vytautas Magnus University, Small Hall, Address: S. Daukanto St. 28)

Rector of Vytautas Magnus University

09:30 – 11:00 **KEYNOTE PRESENTATIONS** (Vytautas Magnus University, Small Hall, Address: S. Daukanto St. 28)

Chairperson: **prof. Pranas Žukauskas**

A. REGO, UNIVERSITY OF AVEIRO (Portugal)
"LEADERS' HUMILITY AND TEAM PERFORMANCE"

G. JUCEVIČIUS, VYTAUTAS MAGNUS UNIVERSITY, (Lithuania)
"COMPLEXITY APPROACH IN MODERN MANAGEMENT: TENSIONS, DILEMMAS, PARADOXES"

SPECIAL SESSION – ROUND TABLE, moderator prof. dr. Giedrius JUCEVIČIUS (Vytautas Magnus university, Small Hall)

"CHALLENGES OF CONTEMPORARY INNOVATIONS: FROM IDEA TO MARKET"

11:00 – 11:30 **Coffee Break** (Vytautas Magnus University, Vero Cafe@VDU)

11:30 – 13:00 **D. MAROM, THE HEBREW UNIVERSITY OF JERUSALEM, (Israel)**
"HISTORY, PRESENCE AND FUTURE OF CROWDFUNDING"

13:00 – 14:30 **Lunch** (Hotel Park Inn by Radisson Kaunas, restaurant “Diverso”)

September 24, Thursday

PARALLEL SESSIONS

SECTION 1: Future Organization: Challenges for Management (Hotel Park Inn by Radisson Kaunas, Hall *Eta*)

14:30 – 16:00

V. KARNUPS (Latvia)
LEADERSHIP AND INNOVATION: NATURE AND TRENDS

D. ERGLE (Latvia)
PERCEIVED FEMININE VS MASCULINE LEADERSHIP QUALITIES IN CORPORATE BOARDROOMS

I. BAKANAUSKIENĖ, R. KATILIENĖ (Lithuania)
A METHODOLOGICAL FRAMEWORK TO STUDY THE EXPRESSION OF A LEADERSHIP STYLE IN ORGANIZATIONAL CULTURE

A. BALČIŪNAITIENĖ, N. PETKEVIČIŪTĖ (Lithuania)
CHARACTERISTICS OF SUSTAINABLE LEADERSHIP IN ORGANIZATIONS

A. KAČE (Latvia)
EFFICIENCY OF VIRTUAL TEAM AND ITS ENHANCEMENT MODEL IN INTERNATIONAL COMMERCIAL BANKS

16:00 – 16:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

16:30 – 18:00

I. BAKANAUSKIENĖ, G. KLIUKEVIČIŪTĖ (Lithuania)
THE STUDY OF BEST EMPLOYER PRACTICE: EXAMPLE OF VODAFONE ITALY

L. PETRAUSKAITĖ, J. VVEINHARDT (Lithuania)
DECISIONS OF NEPOTISM DILEMMA IN FAMILY BUSINESS: THEORETICAL DISCUSSIONS

A. ŠIMKUS, M. MIŽUTAVIČIUS (Lithuania)
AN ASSESSMENT OF VOLUNTEERS JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT FACTORS

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES
(VMU Faculty of Catholic Theology, Address: Gimnazijos St. 7)

September 24, Thursday

PARALLEL SESSIONS

SECTION 2: *Economic Environment for Business Organization* (Hotel Park Inn by Radisson Kaunas, Hall Zeta)

14:30 – 16:00

J. HUDENKO, N. RIBAKOVA (Latvia)

COST THAT IS DIRECTLY INCURRED AS A RESULT OF OPERATING THE TRAIN SERVICE: THE CASE OF 1520MM RAIL

L. MELECE (Latvia)

DEVELOPMENT OF BIOENERGY: STATE AND ISSUES IN LATVIA

E. BENDORAITENĖ, E. SIMKUTĖ (Lithuania)

THE DISCLOSURE OF CSR IN THE LARGEST LITHUANIAN COMPANIES

A. ERGLIS (Latvia)

RETURN ON INVESTMENTS USING STANDARD SOFTWARE INSTEAD OF CUSTOM FOR BUSINESS PROCESS OPTIMIZATION

L. KAVUNENKO, V. ANTONOVA (Ukraine)

RESEARCH POTENTIAL OF UKRAINE IN ECONOMIC DECLINE

16:00 – 16:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

16:30 – 18:00

E. ZELGALVE, I. BERZKALNE (Latvia)

FINANCIAL RATIOS AND REGRESSION RESULTS OF CORPORATE FINANCIAL PERFORMANCE: THE CASE OF BSE

I. KAMARAUSKIENĖ, J. KALANTAITĖ (Lithuania)

LITHUANIAN TAX REFORM IN 2008, THE INFLUENCE OF CORPORATE PERFORMANCE: LESSONS AND PROSPECTS

T. MIURA (Japan)

VEBLEN'S Q AND "CAPITALIZED FREE INCOME": THE THIRD STAGE OF CORPORATION SYSTEM

M. BUTKUS, E. BENDORAITIENĖ (Lithuania)

AN ASSESSMENT OF CSR INFLUENCE ON FINANCIAL RISK WITHIN INDUSTRIES, BASED ON STAKEHOLDER APPROACH

I. BERZKALNE (Latvia)

COMPANY'S CAPITAL STRUCTURE AND VALUE: A PANEL THRESHOLD REGRESSION ANALYSIS

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES

(VMU Faculty of Catholic Theology, Address: Gimnazijos St. 7)

September 24, Thursday

PARALLEL SESSIONS

SECTION 3: Management Development: Challenges and Implications (Hotel Park Inn by Radisson Kaunas, Hall Gamma)

14:30 – 16:00

V. LIESIONIS (Lithuania)

LABOUR MARKET CONDITIONS: JOB ADS ANALYSIS

S. RÁMHÁP, B. FILEP (Hungary)

CHALLENGES IN THE HIGHER EDUCATION - R&D PROJECTS IN COOPERATION WITH INDUSTRIAL ACTORS

A. VOLUNGEVIČIENĖ (Lithuania)

CONSUMER BEHAVIOUR IN HIGHER EDUCATION: FACTORS INFLUENCING SELECTION OF HIGHER EDUCATION INSTITUTION

V. DARŠKUVIENĖ, V. PUKELIENĖ (Lithuania)

DEMAND WITHOUT SUPPLY: INNOVATIONS DISSEMINATION TRACK BY PHD STUDIES

M. ŠONTAITĖ-PETKEVIČIENĖ (Lithuania)

CORPORATE REPUTATION MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS: DISPARITIES OF STAKEHOLDERS' APPROACH

16:00 – 16:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

16:30 – 18:00

V. GRIGALIŪNAITĖ, L. PILELIENĖ (Lithuania)

MODELING OF THE IMPACT OF ADVERTISING SOURCE ON ADVERTISING EFFECTIVENESS: THEORETICAL INSIGHTS

D. JUŠKELYTĖ, L. PILELIENĖ (Lithuania)

INFLUENCE OF FILMS ON COUNTRY'S TOURISTIC IMAGE: THEORETICAL INSIGHTS

A. PAŽĖRAITĖ, R. REPOVIENĖ (Lithuania)

CONTENT MARKETING ELEMENTS INFLUENCE ON SEARCH ADVERTISEMENT EFFECTIVENESS: THEORETICAL BACKGROUND AND PRACTICAL INSIGHTS

E. ABROMAVIČIUS, L. PILELIENĖ (Lithuania)

BRAND PLACEMENT IN SPORT VIDEO GAME: TRENDS AND PERSPECTIVES

V. BIČIŪNAITĖ-SVOBONIENĖ (Lithuania)

CONSUMER-PERCEIVED BRAND VALUE: FINDINGS

19:30

VMU RECTOR'S RECEPTION INCLUDING DINNER AND MUSIC OPUSES

(VMU Faculty of Catholic Theology, Address: Gimnazijos St. 7)

September 25, Friday

PARALLEL SESSIONS

SECTION 1: *Future Organization: Challenges for Management* (Hotel Park Inn by Radisson Kaunas, Hall *Eta*)

9:30 – 11:00

L. WSCIUBIAK (Poland)

INTER-ORGANIZATIONAL COOPERATION AND INNOVATION PERFORMANCE: THE CASE OF HIGH-TECH SMES IN POLAND

A. BURAS, V. NAVICKAS (Lithuania)

MANAGING GLOBAL COMPETITIVENESS: IMPACT OF TALENTS ON INNOVATIONS IN BALTIC STATES

D. STEUDE (Germany)

IMPACT OF INDUSTRIAL DIGITALIZATION ON BUSINESS MANAGEMENT PROCESSES

I. BAKANAUSKIENĖ, S. STANIULIENĖ, V. ŽIRGUTIS (Lithuania)

STRATEGIES OF ENVIRONMENTAL MANAGEMENT IN LITHUANIAN BUSINESS ORGANIZATIONS: IN RESPONSE TO ENVIRONM

A. KYGUOLIENĖ, I. BAKANAUSKIENĖ (Lithuania)

THEORETICAL CONSIDERATIONS ON MANAGERIAL DECISION MAKING

11:00 – 11:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

11:30 – 13:00

M. ŠERPYTIS, J. KISIELIAUSKAS (Lithuania)

ROBOTISATION IMPACT ON LABOUR MARKET

M. DAPKUS (Lithuania)

MACROECONOMIC LYING HYPOTHESIS: DEEPENING OF UNDERSTANDING

M. RAČKAUSKAS (Lithuania)

THEORETICAL ASSUMPTIONS FOR CALCULATING PRODUCTIVITY INDICATOR OF GOVERNMENT SOCIAL EXPENDITURE

R. ČIEGIS, K. ANDRIUŠKEVIČIUS (Lithuania)

OPPORTUNITIES AND CHALLENGES OF VALUE CREATION THROUGH MERGER AND ACQUISITIONS IN CYCLICAL ECONOMIES

V. KARDOKAITĖ-ŠIMANAUSKIENĖ (Lithuania)

MACROECONOMIC FACTORS IMPACT ON RESIDENTIAL REAL ESTATE MARKET IN LITHUANIA

13:00 – 15:00

CLOSING CEREMONY. LUNCH

(Restaurant "Architektai". Address: K. Donelaičio st. 62)

September 25, Friday

PARALLEL SESSIONS

SECTION 2: *Economic Environment for Business Organization* (Hotel Park Inn by Radisson Kaunas, Hall Zeta)

9:30 – 11:00

L. KALININA (Latvia)

EVALUATION OF FAVOURABILITY OF BUSINESS ENVIRONMENT IN UKRAINE, LATVIA AND OTHER EUROPEAN COUNTRIES

A. JOČIENĖ (Lithuania)

BUSINESS MODELS OF SCANDINAVIAN BANK SUBSIDIARIES IN THE BALTICS – ARE THEY SUSTAINABLE?

P. PFLAUMER (Germany)

RISK ANALYSIS IN INVESTMENT APPRAISAL: A SIMPLE ANALYTICAL METHOD

A. PUZULE, E. ZUBULE (Latvia)

PROBLEMS OF FINANCIAL PROVISION AT THE LATVIAN MUNICIPALITIES

H. Þór HILMARSSON (Iceland)

The Collapse of the Icelandic Banking System and the (Dis)honest International Response?

11:00 – 11:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

11:30 – 13:00

A. JAUNZEMS (Latvia)

BICRITERIAL (VALUE ADDED; PROFIT) PARETO FRONTIER OF THE FIRMS OUTPUT SET

A. GALINSKAITĖ, V. STARKAUSKIENĖ (Lithuania)

INCOME AND SUBJECTIVE WELL-BEING THE WORLD OVER: REASSESSING THE EASTERLIN PARADOX

J. KISIELIAUSKAS, J. RUDGALVIS (Lithuania)

FUNCTIONAL GOVERNMENT EXPENDITURE INFLUENCE ON SUBJECTIVE WELLBEING

E. SAMYS (Lithuania)

IRRATIONAL INVESTORS BEHAVIOR IN LITHUANIA MARKET

13:00 – 15:00

CLOSING CEREMONY. LUNCH

(Restaurant "Architektai". Address: K. Donelaičio st. 62)

September 25, Friday

PARALLEL SESSIONS

SECTION 3: *Management Development: Challenges and Implications* (Hotel Park Inn by Radisson Kaunas, Hall Gamma)

9:30 – 11:00

D. SUARSANA (Germany)

EMPLOYEE SHARE-OWNERSHIP AND CORPORATE GOVERNANCE: CREATING ENGAGING LONG-TERM ORIENTED SHAREHOLDERS

V. BURKŠIENĖ (Lithuania)

UNLEARNING AND FORGETTING FOR SUSTAINABLE DEVELOPMENT OF CONTEMPORARY ORGANIZATIONS: INDIVIDUAL LEVEL

A. GAILE (Latvia)

CONTEMPORARY EMPLOYMENT DEAL - EXPECTED VALUE FOR ORGANIZATION AND INDIVIDUAL

E. STONKUTĖ (Lithuania)

AN EMPIRICAL STUDY OF SUPPLY CHAIN CHALLENGES FOR LITHUANIA'S SMALL AND MEDIUM SIZE ENTERPRISES

11:00 – 11:30

Coffee Break (Hotel Park Inn by Radisson Kaunas, Lobby)

11:30 – 13:00

M. K. SZOMBATHELYI (Hungary)

MANAGING CROSS-BORDER INTERN CORPORATE COMMUNICATION OF INTERNATIONAL COMPANIES

M. SUELDO (Lithuania)

STRATEGIC INTEGRATION OF (ORGANIZATIONAL) COMMUNICATION FOR ORGANIZATIONAL SUSTAINABILITY

H. WESTERHOLM, P. TAKANEN-KÖRPERICH (Finland)

BETTER INTERCULTURAL COMMUNICATION IN METACOGNITIVE AWARENESS: AN EXPLORATIVE STUDY

S. STANIULIENĖ (Lithuania)

DEVELOPING TRUST IN BUSINESS NETWORK RELATIONSHIPS: THE CASE OF TRAVEL SECTOR

13:00 – 15:00

CLOSING CEREMONY. LUNCH

(Restaurant "Architektai". Address: K. Donelaičio st. 62)