

## **1. What does a Specialist Need in a Changing Business Environment?/ Ko reikia specialistui kintančioje verslo aplinkoje?**

*Gintas Umbrasas, Lithuanian Employers' Confederation, vice president, Lithuania*

The presentation will look at what specialist need in today's labour market.

## **2. Feedback as a Factor of Study Quality - Actualities and Surprises during the COVID-19 Situation**

**Grižtamasis ryšys, kaip studijų kokybės veiksnys – aktualijos ir netikėtumai COVID-19 situacijoje**

*Dr. Gintautė Žibėnienė, Mykolas Romeris University, Lithuania*

The report reveals why Feedback is a factor of study quality. Therefore, attention is paid to the following aspects: Feedback is an important component of the formative assessment process; Student as an important member in study quality assurance. Based on the students' opinion, what is relevant for organizing effective feedback during the COVID19 situation (form of feedback; empathic listening, tone of voice, etc.).

## **3.CrowdLearning – a Response to the Needs of the Modern Labour Market**

**CrowdLearning mokymas – atsakas į šiuolaikinės darbo rinkos poreikius**

*Prof. Adam Baszyński, Adam Mickiewicz University in Poznań, Poland*

One use of the wisdom of the crowd is crowdlearning (or crowdsourced learning). Learning from the crowd is an educational situation in which at least two people learn something or understand a specific issue better by solving the problem in cooperation. Crowdlearning is based on the assumption that education is two-way in nature and that the parties of the process can change places. Crowdlearning includes certain characteristics of collective intelligence such as working together, sharing goals, decision making, problem solving, and mutual support. Crowdlearning, thanks to the descolarization of the education process, meets the needs of the modern labour market.

## **4.The Role of Strategic Stakeholder Partnerships on Corporate Social Responsibility Projects Succes/ Suinteresuotųjų šalių strateginės partnerystės vaidmuo su pasisekimu įgyvendintuose socialinės atsakomybės projektuose**

*Dr. Inna Khovrak, Kremenchuk Mykhailo Ostrohradskyi National University, Ukraine*

The article clearly describes the role of strategic stakeholder partnerships on corporate social responsibility projects success and ways for increasing interest in the implementation of socially responsible projects. The author conceptualizes and empirically investigates the potential of IT companies in the field of corporate social responsibility. Moreover, the further step is to analyze factors which motivate companies to integrate corporate social responsibility into business strategies and barriers which restrict companies in the process of implementing socially responsible projects. The author offers tools for continuous improvement of the process of training specialists for the IT sector on the basis of harmonization of the interests of employers and higher education institutions.

## **5.(Un)Employment Situation in Lithuania: Comparison of Two Recessions/ Nedarbo ir užimtumo situacija Lietuvoje: dviejų nuosmukių palyginimas**

*Dr. Viktor Kozlovskij, Vilniaus kolegija / University of Applied Sciences, Lithuania*

The aim of this presentation is to review the work done by foreign and Lithuanian researchers, related to changes in the labour market due to the COVID-19 pandemic, and to analyze the (un)employment situation in Lithuania by comparing it with changes during the Great Recession. The situation in Lithuania is different from other countries. Lithuania is one of the countries least economically affected by the COVID-19 crisis. The comparison with the effects of the Great Recession proves it.

## **6.Economic Espionage and Business Intelligence/ Ekonominis šnipinėjimas ir verslo žvalgyba**

*David Shakarishvili, International Representative in EU countries (TJRC)*

*Global Ambassador (Young Entrepreneur Forum)*

*Researcher in Residence (Organization for Security and Cooperation in Europe), Sakartvel*

The presentation will cover the new challenge which is familiar to the economic security of Post-soviet countries - Economic Espionage. The whole private sector is potential victim of economic and industrial espionage. Nowadays there is hard to find research towards to the economic espionage. The author offers the following topics in his presentation:

The importance of research by the field of Economic Espionage;

The idea of creating independent act;

Creating the academic platforms in higher institutions to recognise economic espionage as an independent discipline.

## **7.The Influence of the Economic Indicators on the Human Development in the European Union Countries/ Ekonominio ir socialinio vystymosi rodiklių vertinimas darnumo aspektu Europos Sąjungos šalyse**

*Aldona Migala-Warchol, Rzeszow University of Technology, Poland*

*Olga Buckiūnienė, dr. Artūras Vitas, Vilniaus kolegija / University of Applied Sciences, Lithuania*

The aim of the research is the analysis of influence of the economic indicators on the socio-economic development of EU countries. The synthetic measure of socio-economic development will be calculated through the use of the following determinants: 'Economy and Finance', 'Science and Technology', 'Health', 'Education' and 'Living Condition'. This index of the socio-economic development of residents of the European Union countries will be created as an arithmetic mean of indicators counted for particular determinants. The models will be created for the synthetic measure of socio-economic development in terms of particular economic indicator used in the analysis, as well as the analysis of the relationship between the synthetic measure of socio-economic development in EU countries and the selected economic measures: unemployment rate, GDP per capita, indicator of real expenditures per capita, percentage of people at risk of poverty.

## **8.The Connection of Health Conditions with the Behaviour of Capital Markets – theory and Practice/ Sveikatos sąlygų sąsaja su elgesiu kapitalo rinkose – teorija ir praktika**

*Dr. Marcin Flotyński, Adam Mickiewicz University in Poznań, Poland*

In order to prevent spreading the pandemic of the COVID-19 disease caused by the SARS-CoV-2 coronavirus, states around the world imposed restrictions on economic activity (the so-called

'lockdown') which caused turbulence on the financial markets. The purpose of the paper is to explore the impact of COVID-19 on investors' sentiment towards banks listed on the New York Stock Exchange and NASDAQ. It analyzes the data of 57 banks included in the Dow Jones Banks Index. The research embraces stock quotations of banks as well as the impact of the pandemic in the United States (measured by the number of confirmed cases, deaths caused by COVID-19 and tests performed) on rates of return of banks' stocks. Additionally, banks were divided into groups in terms of the value of Return on Equity (ROE) and market capitalization

### **9. Attractiveness of the Eastern Aukštaitija Region for Local Tourism under COVID-19 Conditions/ Rytų Aukštaitijos regiono patrauklumas vietinio turizmo vystymui COVID-19 sąlygomis**

*Ramutė Narkūnienė, Utena University of Applied Sciences, Mykolas Romeris University, Lithuania*

The report discusses the attractiveness factors of the Eastern Aukštaitija region for local tourism under COVID - 19 conditions and presents the results of the research (analysis of scientific literature, questionnaire surveys and analysis of strategic documents). The aim of the research is to perform an analysis of the attractiveness of the Eastern Aukštaitija region for local tourism under COVID-19 conditions. Objectives of the research: to describe the factors of tourism region's attractiveness for local tourism; to perform an analysis of the attractiveness of the Eastern Aukštaitija region for local tourism under COVID-19 conditions. According to the results of the research, the choice of travels in the Eastern Aukštaitija region is mostly influenced by such factors of attractiveness of the region as natural resources, cultural resources and interesting places of interest, as well as attractiveness of the tourism destination/ region.

### **10. Development of English Teachers Self-educational Competence during Their Training in Higher Education Institutions of Great Britain Anglų kalbos dėstytojų saviugdos kompetencijos plėtra jų rengimo metu Didžiosios Britanijos aukštojo mokslo institucijose**

*Dr. Viktorija Perevozniuk, prof. Denys Zagirniak, Kremenchuk Mykhailo Ostrohradsky National University, Ukraine*

The article has revealed the essence of teacher's self-educational competence, its place in the system of English teachers' basic training in Great Britain and the conditions of formation of it in higher educational institutions. Teacher's self-educational competence is his ability to learn throughout life, to carry out self-educational activity, which means the need for self-development, readiness to meet cognitive needs by mastering knowledge, skills and value system, the ability to organize self-education, control and correct the process of own development according to the needs and tasks, that were put forward, in order to solve the problems of professional activity effectively and to achieve the high level of skills and personal development. The formation of self-educational competence in the system of English teacher's basic training means the development of person's ability to learn throughout life, and it is considered to be a part of teacher's general competence and vital skill.

### **11. Building Trust in Business Based on Blockchain Verslo pasitikėjimo stiprinimas, naudojant decentralizuotą viešą transakcijų saugojimo sistemą**

*Dr. Alicja Mikołajewicz-Woźniak, Adam Mickiewicz University in Poznań, Poland*

Solutions built on the blockchain concept seems to be the answer to the challenges arising from the globalization and digitalization of economy. They may provide alternative to current legal, organizational and technological infrastructures designed for various businesses, solving some of the most pressing problems. As the technology is rapidly evolving and maturing it may deliver new

ways for establishing contractual relations and enforcing the rights of the parties involved. Consequently, trust, earlier provided by intermediaries or central authorities governing particular systems, can be replaced by a set of cryptographic tools and usage of indestructible ledger shared by transaction participants.

## **12. Cross-sectoral Cooperation as a Source of Innovation in the Agri-food Sector on the Example of the “Ancient Grain” and “Gardena”, “Nova Grass” Projects** **Tarpsektorinis bendradarbiavimas kaip naujovių šaltinis žemės ūkio ir maisto sektoriuje projektų „Ancient Grain“, „Gardena“ ir „Nova Grass“ pavyzdžiu**

*Dr. Piotr Prus, UTP University of Science and Technology in Bydgoszcz, Poland*

Rural areas are place of living for a large part of society, and agriculture as well as the entire agri-food sector are an important sector of the national economy in many countries. A big problem of many entities from the agri-food industry is their low competitiveness on the international market. The answer to these challenges may be integration (horizontal and vertical) and stimulation of innovation processes throughout the agribusiness sector. The presentation will focus on three case studies as good examples of integration activities aimed at stimulating innovation through the cooperation of scientists, advisory institutions, entrepreneurs and farmers.

## **13. Buying Methods and Analysis in e-com Business**

### **Pirkimo metodai ir analizė e-com versle**

*Agnė Pargaliauskaitė, Sweden Boozt Fashion AB, Sweden*

The presentation will be concentrated on buying methods and analysis used in buying and merchandising department at Boozt.com, one of the leading e-comm companies within Nordic region. The presentation will briefly cover main tools and analysis that are used when purchasing stock and forecasting optimal stock levels for online retail store.

## **14. Teaching International Economics in the New Reality**

### **Tarptautinės ekonomikos dėstymas naujojoje realybėje**

*Prof. Dr. Elena Efimova, Saint Petersburg University, Russia*

During a pandemic, the methodological tools for teaching International Economics change. The lecturer has to take into account the features of distance education. In addition, the gap between theory and practice may appear to be increasing. Business practices cannot always be described. However, most of the processes taking place in the world and national economy find their logical explanation. The purpose of the presentation is to show how to explain to students, both in theory and practice, the peculiarities of the functioning world economy and organizing international business in a pandemic.

## **15. Knowledge Capital as a Prerequisite of Sustainability/ Žinių kapitalas kaip būtina tvarumo sąlyga**

*Dr. Ewa Wojcik, University of Economics in Katowice, Poland*

The knowledge-based society and globalisation are seen as main features of the economic paradigm of the 21st century. Innovation, high-tech sectors as well as services play an increasingly important role in economic growth and the structure of employment. Knowledge, as the only resource which can accrue in the process of gaining experience and the resource which is possessed and controlled by individuals, should be addressed when specifying main areas of focus on the way towards building sustainable societies. In order to respond to the exponential pace of changes, in particular affecting technology, individuals constantly need to develop new skills not only to adjust to labour market demands, but also increasingly to meet everyday life challenges to ensure autonomy, efficiency and inclusion.

## **16. The Importance of Learning Analytics for Analysis of Student's Activity during the Study Process/ Mokymosi analitikos svarba studentų aktyvumui studijų procese tirti**

*Dr. Inga Žilinskienė, Mykolas Romeris University, Lithuania*

An analysis of the literature shows that the number of studies related to the application of analytics in higher education institutions increases. In cooperation with business, higher education institutions improve learning courses, adapt them to the requirements, and seek students' active involvement. Student motivation, involvement, and timely assistance can often ensure student effectiveness during studies. One of the most effective solutions offered by modern technologies is the application of learning analytics. The article analyses the theoretical aspects of learning analytics, provides examples of the application of learning analytics, and the justification of the need to institutionalize the incorporation of interactive business tools into higher education institutions' activities.

## **17. Factors Affecting Students' Entrepreneurship Education in Engineering Studies. Comparative Analysis/ Studentų verslumo ugdymo veiksniai inžinerinėse studijose. Palyginamoji analizė**

*Kristina Burneikienė, Regina Motienė, Kaunas University of Applied Engineering Sciences, Lithuania*

European youth pact that was adopted paying attention to the ageing of European society and the provision of Lisbon strategy to develop competitive economics, European employment strategy and Social involvement strategy, maintains student enterprise as the main factor of employment, integration and social progress, and it should be promoted. Factors with the greatest influence on students' entrepreneurship education are analyzed and a comparative analysis for 2016 and 2020 years research was performed. The research and comparative analysis results of student entrepreneurship training possibilities in non-university studies are presented.

## **18. The Role of the Accountant in Creating a Knowledge-Based Organizational Culture/ Buhalterio vaidmuo kuriant žiniomis pagrįstą organizacijos kultūrą**

*Liucija Budrienė, Judita Jonuševičienė, dr. Agnė Šneiderienė, Klaipėda State University of Applied Sciences, Lithuania*

A rise in business competition makes organizations increasingly focus on creating a knowledge friendly environment in their business strategies. The report analyzes the possibilities of leadership expression in the position of accountant and presents the results of the research on leadership expression in the position of accountant. An accountant constantly upgrading his qualifications and involved in management decisions faces very complex situations that require more than just professional competencies. The need for leadership of the employee in this position in creating a learning organization becomes apparent.

## **19. The Assessment of Disclosure of Environmental Information in Financial Statement / Aplinkosaugos informacijos atskleidimo finansinėse ataskaitose vertinimas**

*Dr. Rita Bužinskienė, Šiauliai State College, Lithuania*

The article analysis the attitude of Lithuanian companies to social responsibility from an environmental point of view. The essence of this study is to reveal the extent to which the company itself contributes to the promotion of a sustainable environment. Achieving environmental goals is highly dependent on the benevolent involvement of business leaders and employees in conserving and conserving limited natural resources. The results of the study show that Lithuanian companies mainly seek to disclose information on the implementation of the necessary measures that help increase environmental efficiency. The results of the research show that Lithuanian companies

mainly seek to disclose information on the implementation of the necessary measures that help to increase environmental efficiency through the use of green energy. Environmental benefits for Lithuanian companies are important and significant as well, especially for CO<sub>2</sub> pollution, reduction of electricity consumption, wastewater treatment, and maintenance.

## **20. Labor Market, Specifics and Qualification of Freight Transport Drivers/ Krovinių transporto vairuotojų darbo rinka, specifika ir kvalifikacija**

*Dr. Kristina Čižiūnienė, Evelina Krauklytė, Vilnius Gediminas Technical University (VILNIUS TECH), Lithuania*

Road transport is one of the leading modes of transport. Heavy road transport drivers are an integral part of it, which is the main intermediary between the sender and the recipient. The profession of drivers does not seem important, but these vehicle operators must: prepare the vehicle for the transport of the goods, provide the necessary documentation to accompany the goods throughout the transport, ensure the safety of the goods during transport and proper unloading, and hand over the documents to the consignee. High qualification requirements are set for this profession. There is a decrease in the supply of workers in this profession, due to certain factors influencing health and other factors. This article will examine the labor market, specificities and qualifications of heavy road vehicle drivers and assess the good practices in Sweden and Finland.

## **21. Brand Awareness Assessment of the Limited Liability Company “Teida“ Uždarosios akcinės bendrovės „Teida“ prekės ženklų žinomumo vertinimas**

*Jolanta Kreišmonienė, Jūratė Leonavičienė, Klaipėda State University of Applied Sciences, Lithuania*

The report presents the assessment of the Limited Liability Company “Teida“ brand awareness. Brand awareness can be termed as an indicator of how well the target audiences know the brand of a particular company, that is, it shows brand recognition and consumer loyalty to it. Brand awareness and success depend on many factors, such as constant work with the quality of the product or service, recognition in the market, purposeful image management, exclusivity. The summarized results of the survey showed that the brand "Teida" is named as one of the best known among the companies in this specialization. The main factors of the purchase decision that are influenced by the “Teida“ brand are: product quality, access to professional advice, benefits of specific product features, convenience and availability to purchase products, recommendations from friends, acquaintances, product price, brand reputation.

## **22. The Assessment of European Transport Platforms Europos transporto platformų vertinimas**

*Dr. Kristina Čižiūnienė, Marija Kolosova, Vilnius Gediminas Technical University (VILNIUS TECH), Jūratė Liebuviene, Klaipėda State University of Applied Science, Lithuania*

Over the years, the proliferation of transport platforms has had a positive impact on the development of the European transport, logistics and freight forwarding sector. Today, transport and freight exchanges are multifunctional platforms that increase the efficiency of the entire transport, logistics and forwarding sector. As a result, platforms currently perform many functions for users, making it easier for them to search a huge database. In the initial phase of operation, exchanges were not at all similar to today's multifunctional platforms. And today, transport platforms are helping to reduce environmental pollution. Digital transport platforms are one of the most effective means of avoiding idling and reducing CO<sub>2</sub> emissions. The benefits of achieving a common CO<sub>2</sub> reduction target through digital transport platforms can be felt by all – shippers, transport companies and even the environment. This article will analyze and evaluate the most popular transport platforms in use in Europe.

### **23. Assortment of diagnostic tests for diagnosing infectious diseases in Lithuanian pharmacies/ Diagnostinių testų, skirtų infekcinėms ligoms diagnozuoti, asortimentas Lietuvos vaistinėse**

**Dr. Edita Kizevičius, West Hartford, USA**

Recently, there has been an increasing focus on opportunities to perform early diagnosis for infectious diseases in emergency units, community pharmacies, at home. Performing rapid diagnostic testing for common infectious diseases, such as influenza, group A streptococcal pharyngitis, human immunodeficiency virus, and hepatitis C virus, etc., could produce an impact reducing inappropriate antimicrobial use, reducing transmission of these pathogens in the community, and could be an extraordinary opportunity for pharmacists to expand services in community pharmacies [1]. The study aimed to reveal the supply of rapid diagnostic tests for diagnosing infectious diseases in Lithuania's registered online pharmacies. The study involved network pharmacies with the largest market share. The results showed that online pharmacies supply over 29 rapid diagnostic tests and 9 of them were for diagnostic tests for infectious diseases like influenza, group A streptococcal pharyngitis, human immunodeficiency virus, and hepatitis C virus, urinary tract infections, syphilis, trichomoniasis, vaginal candidiasis, helicobacter Pylori, Lyme disease, etc. The required specimen for those tests is tears, throat swab, whole blood, urine, or nasal swab. Rapid tests have the potential to elevate the management of infectious diseases, especially in developing countries where health care infrastructure is weak, and access to quality and timely medical care is a challenge [2],[3]. These tests offer rapid results, allowing for timely initiation of suitable therapy, and/or facilitation of linkages to care and referral. Most importantly, diagnostic tests can be simple enough to be used at the primary care level and in remote settings with no laboratory infrastructure. Rapid tests can potentially allow patients to self-test in the privacy of their homes, especially for stigmatized diseases such as HIV [4]. In fact, home-based, over-the-counter HIV testing was approved in July 2012 by the Food and Drug Administration in the United States [5]. For a test to be considered CLIA-waived, it must employ sufficiently simple and accurate methodologies so there is no significant risk of harm to the patient if the test is performed incorrectly. There are more than 120 waived tests and these are the types of tests making their way into pharmacy practice because of their minimal regulatory oversight. [6] There are 38 tests specifically for infectious diseases.

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[2] Yager P, Domingo GJ, Gerdes J (2008) Point-of-care diagnostics for global health. *Annu Rev Biomed Eng* 10: 107–144.

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[5] US Food and Drug Administration (2012) FDA approves first over-the-counter home-use rapid HIV test. FDA news release, 3 July 2012. Available:

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