



LITHUANIA BUSINESS COLLEGE
XXth METHODICAL INTERNATIONAL STUDENTS' SYMPOSIUM
ACADEMIC ASPIRATIONS OF YOUTH: INSIGHTS IN ECONOMY,
MANAGEMENT, LAW AND TECHNOLOGIES

2023

PROGRAM

5th of May, 2023, LBC, Klaipėda

PLENARY SESSION 502a.

<https://meet.google.com/bsw-reva-ced>

Time
GMT (+3)

Moderator: *Mantas Šeirys. Lithuania Business College.*

Opening speech:

- 11:00** **Assoc. prof. dr. Jurgita Martinkienė,** *Director of Lithuania Business College.*
Silvija Aleksandravičiūtė. *President of the Student's Representation of Lithuania Business College.*
- 11:10** **Esra Kaygısız.** *Cyberbullying. Giresun University.*
- 11:30** **Aušra Pacevičiūtė.** *Relationship Marketing Strategies. Founder of "10 Tiltų".*
- 11:50** **Filip Borcov.** *Learn, Work & Travel. B1lt, CEO director.*

12:10 COFFEE BREAK

I
STUDENTS SESSION
(502 auditorium)

<https://meet.google.com/bsw-reva-ced>

Commision: *assoc. prof. dr. Šarūnas Banevičius, assoc. prof. Regina Narkienė.*

- 12:40** **Ugnius Gedžius, Mantas Šalkauskas.** *Understanding Employee Motivation: An Analysis of Motivational Factors and Their Impact on Generational Differences in Work Motivation. Vilnius Business College. Supervisor Aušra Gaivenienė.*
- 12:55** **Kastus Orlenkovič.** *Refugee Status in Lithuania and Contemporay Issues. Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*
- 13:10** **Antra Grīnberga.** *Employee Motivation: the Significause of Intangible Motivation in the Municipality of Kuldiga District Municipality. Liepaja University. Supervisor Mg.sc.educ. Džeina Kleina.*
- 13:25** **Linda Veisberga.** *Creating Employer Branding: the Case Study of Hospitality Company. Liepaja University. Supervisor Mg. oec. Kaspars Vārpiņš; Mg.sc.educ. Džeina Kleina.*

13:40 Samiye Handan Cigir, Alexandrina Buza, Alexandru Tudose. Five Dimensions of Smart Cities. *Selcuk University, University of Iasi, Bucharast University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*

13:55 Mehmethan Doru, Samet Semiz, İlyas Efe Sarısüleyman. Cybersecurity Attack and Defense Strategies. *Karabuk University, Ordu University, Lithuania Business College. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*

14:10 Deimantė Gubinienė. Analysis of Small and Medium Business Activities Under the Conditions of the COVID-19 Pandemic. *Lithuania Business College. Supervisor prof. dr. Angelė Lileikienė.*

14:25 Vanesa Pirina. The Impact of Four Working Days on Work-Life Balance. *Liepaja University. Supervisor Mg. sc. educ. Džeina Kleina.*

14:40 Tomas Kajėnas, Nikita Frolov. Harnessing the Power of Social Media for Business Growth: Strategies, Best Practices and Empirical Evidence. *Vilnius Business College. Supervisor Aušra Gaivenienė.*

14:50 Iona Minevičiūtė. Employee's Abuse of Rights in Labor Relations. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*

15:00 Jonas Budrys. Features of the Legal Services Market for Lawyers. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*

15:10 Silvija Aleksandravičiūtė. Ofshore Wind Power Legal Options and Practical Aspects. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*

15:20 Asta Petronė. Adaptation of Human Resources in Molėtai District Municipality. *Lithuania Business College. Supervisor assoc. prof. dr. Jurgita Martinkienė.*

15:30 Andrius Ališauskas. Problems of Public Service Provision in Lithuania. *Lithuania Business College. Supervisor lect. Vilija Šlajienė.*

15:40 CLOSING OF THE SYMPOSIUM <https://meet.google.com/cjz-fitf-zfx>

LTVK



II

STUDENTS SESSION (online)

Time
GMT (+3)

<https://meet.google.com/cjz-fitf-zfx>

Moderator: *Vilius Bočkus. Lithuania Business College.*

Commision: *assoc. prof. dr. Simona Grigaliūnienė, assoc. prof. Renata Šliažienė.*

12:40 Nora Kelpšaitė. The Importance of Visual Identity on the Company's Brand and its Identity. *Lithuania Business College. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*

12:55 Lėja Kisiolevaitė. Law Enforcement Institutions and Human Rights Protection. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*

13:10 Greta Stonė. Lobbying Activities, it's Conditions and Aspects in Lithuania. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*

13:25 Žaneta Jakubauskaitė, Urtė Montvilaitė, Vaida Razmienė, Darija Trifonova. Principles of Managers' Participation in the Management work team. *Lithuania Business College. Supervisor assoc. prof. dr. Jurgita Martinkienė.*

13:40 Žaneta Kirdeikienė, Vilma Bulaukaitė, Mantas Petravičius. Contemporary Leadership Styles in the Changing "ABP FOOD GROUP". *Lithuania Business College. Supervisor assoc. prof. dr. Jurgita Martinkienė.*

13:55 Ahmet Bedir, Sefa Dogan, Darshan Kumar Prajapati. Slow Cities and Sustainable Cities. *Ondokuz Mayıs University, Ordu University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*

14:10 Eglė Šimanskaitė. Analysis of the Influence Operational Efficiency of Industrial Company UAB „Bauwerk Group Lietuva“. *Lithuania Business College. Supervisor prof. dr. Angelė Lileikienė.*

14:25 Ramūnas Grabys. Importance of Assessment of the Influence of Seasonality on the Activities of Trading Companies. *Lithuania Business College. Supervisor assoc. prof. Kristina Puleikienė.*

14:40 Tadas Lukauskas. Possibilities of Attracting Financing Sources to start-up Companies. *Lithuania Business College. Supervisor assoc. prof. Kristina Puleikienė.*

14:55 Viktorija Ramanauskaitė. Analysis of Solvency Ratios. *Lithuania Business College. Supervisor prof. dr. Angelė Lileikienė.*

15:10 Simona Karečkaitė. Improvement of the Public Service Provision System in the City of Klaipėda. *Lithuania Business College. Supervisor lect. Vilija Šlajienė.*

15:25 Ernestas Kleinas, Egidijus Bepirštis. The Inflation Trends in the European Union During COVID-19 and Russia's Invasion of Ukraine. *Lithuania Business College. Supervisor assoc. prof. dr. Izolda Skruibytė.*

15:40 CLOSING OF THE SYMPOSIUM