

LITHUANIA BUSINESS COLLEGE
XXIth METHODOICAL INTERNATIONAL STUDENTS' SYMPOSIUM
ACADEMIC ASPIRATIONS OF YOUTH: INSIGHTS IN ECONOMY,
MANAGEMENT, LAW AND TECHNOLOGIES
2024

PROGRAM

26th of April, 2024, LBC, Klaipėda

Time
GMT (+3)

PLENARY SESSION 502a.

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

Moderator: Karina Mozgliakovaitė. *Lithuania Business College.*

Opening speech:

- 11:00** Assoc. prof. dr. **Jurgita Martinkienė.** *Director of Lithuania Business College.*
Ona Labžentytė. *Vicepresident of the Students' Representation of Lithuania Business College.*
- 11:10** **Lina Gelažnikienė.** It is not Only AI - the Most Important Highlights in Sales, Marketing and Communication in 2024 from a Practical Perspective. *Pardavimų akademija, CEO director.*
- 11:30** **Dr. Öğr. Üyesi, asst. prof. Ata Kahveci.** Digitalization and International Trade. *Tarsus Üniversitesi Takbaş Mahallesi Kartaltepe.*
- 11:50** **Aistė Valiūtė.** Begin With Trust. The First Step to Becoming a Genuinely Empowering Leader. *Talesta, CEO director.*
- 12:10** COFFEE BREAK

I

STUDENTS SESSION

(502 auditorium)

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Commision: Assoc. prof. dr. Simona Grigaliūnienė, assoc. prof. dr. Jelena Dementjeva.

- 12:30** **Alimu Aziguli, Arshad Mahamoodally, Jankeeram Logesh Kumar.** Social Media Impact on Consumer Behavior. *Lithuania Business College. Supervisor assoc. prof. dr. Jelena Dementjeva.*
- 12:45** **Mannhas Kamble.** The Influence of Political Campaign Donations on Corporate Management and Financial Outcomes. *Vilnius Business College. Supervisor dr. Mehmet Recai Uygur.*
- 13:00** **Austėja Gakšytė.** The Impact of Different Physiotherapy Program Applications on the Hand Function and Quality of Life of Patients With Rheumatoid Arthritis. *Šiauliai State College. Supervisor Indrė Skirmantaitė.*
- 13:15** **Kastus Orlenkovičius.** Legal Aspects of European Asylum, Borders, and Immigration Control in the Lithuania Context 2020-2023. *Lithuania Business College. Supervisor assoc. prof. Renata Šliažienė.*
- 13:30** **Estelle Victorine, Alpana Krishnam.** Development and Engaging the Sustainability Goals: the Case Study of Sustainlife Website. *Lithuania Business College, Mauritius University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*
- 14:45** **Benas Kuprys.** Impact of Political Fake News on Brand Trust and Credibility in Lithuania. *Vilnius Business College. Supervisor dr. Mehmet Recai Uygur.*
- 14:00** **Triya Sookorry, Fatma Yavuz.** Farm 2 Fork. *Mauritius University, Adana Alparslan Türkeş University of Science and Technology. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*



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- 14:15 Jankeeram Logesh Kumar, Sajad Majad.** Medical Application to Help Parents Monitor Children Well Being When Away. *Mauritius University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*
- 14:30 Timofei Kuznetsov.** A Study on How Countries Utilize Marketing Principles to Enhance their Global Image, Attract Foreign Investments, and Influence International Politics. *Vilnius Business College. Supervisor dr. Mehmet Recai Uygur.*
- 14:45 Emilija Ančiukaitienė, Justas Juknius, Edvinas Griguola.** Assessment of Profitability in Lithuania Dairy Processing Sector Companies. *Lithuania Business College. Supervisor assoc. prof. dr. Kristina Puleikienė.*
- 15:00 Anna Sobchenko, Daryna Mamokina, Yelyzaveta-Ilona Gumnytska.** Impact of Artificial Intellingence on IT Project Management. *Ivan Franko National University of Lviv, IT STEP University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*
- 15:15 Kirill Perevezencev.** Consumer Perceptions of Politically - Active Brands in Western World. *Vilnius Business College. Supervisor dr. Mehmet Recai Uygur.*
- 15:30 Luchoo Muhammad Anas Ridwaan, Mohung Muhammad Salman, Ilkhomjon Ibodov.** Prevention of Food Wastage – Food Recycling. *Mauritius University. Supervisor assoc. prof. dr. Simona Grigaliūnienė.*
- 16:15** CLOSING CEREMONY 502 a.
- 16:30** PHOTO / DISCUSSION / COFFEE 303 a.



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II

STUDENTS SESSION (online)

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

Moderator: Ūla Jakutytė. *Lithuania Business College.*

Commision: Assoc. prof. dr. Šarūnas Banevičius, assoc. prof. Renata Šliažienė.

- 12:30** **Aidas Grabauskas.** The Impact of Digital Workplaces on Employee Productivity. *Kaunas College. Supervisor lect. Jūratė Dabravalskytė-Radzevičė.*
- 12:45** **Linas Aninkevičius.** Social Media Management Improving in the Business Organization. *Lithuania Business College. Supervisor assoc. prof. dr. Jelena Dementjeva.*
- 13:00** **Edita Grigužauskienė.** Klaipėda City Image Management in the Digital Space. *Lithuania Business College. Supervisor assoc. prof. dr. Jelena Dementjeva.*
- 13:15** **Ernestas Kleinas.** Models of Educational Institutions Regarding the Integration of High School Graduates into the Job Market. *Lithuania Business College. Supervisor prof. dr. Angelė Lileikienė.*
- 13:30** **Julija Želvytė.** Research on Goods Transportation at UAB "Kamida". *Lithuania Business College. Supervisor assoc. prof. Regina Narkienė.*
- 13:45** **Džiugas Jokubonis.** Application of Innovations in Personnel Management. *Lithuania Business College. Supervisor assoc. prof. Rasa Romerytė – Šereikienė.*
- 14:00** **Edvin Kaupas.** The Legal Issues of Punishment Individualism. *Lithuania Business College. Supervisor assoc. prof. dr. Egidijus Nedzinskas.*
- 14:15** **Rugilė Mikelionienė.** Leasing and Its Portfolio Dynamics in Lithuanian Leasing Companies. *Lithuania Business College. Supervisor assoc. prof. dr. Kristina Puleikienė.*
- 14:30** **Andrius Korobčanu.** Legal Regulation of Benefits. Disputes Regarding Benefit Allocation. *Lithuania Business College. Supervisor lect. Vilija Šlajienė.*
- 14:45** **Ieva Nemirska.** Attraction of Business Travelers to the Riverside Hotel in Latvia. *Lithuania Business College. Supervisor assoc. prof. dr. Kristina Puleikienė.*
- 15:00** **Roberts Jaškulis.** Analysis of Logistics Risks in the Company SIA "Vimmo". *Lithuania Business College. Supervisor assoc. prof. dr. Kristina Puleikienė.*
- 15:15** **Egidijus Bepirštis.** Transportation of Goods and Factors Influencing Them. *Lithuania Business College. Supervisor assoc. prof. Regina Narkienė.*
- 15:30** **Kornelija Kančauskienė.** Employee Adaptation UAB "Jonavos autobusai". *Lithuania Business College. Supervisor assoc. prof. Rasa Šereikienė.*
- 15:40** **Olha Zadolynna.** Modern Approaches for Training Machine Learning Models in Conditions of Limited Training Data. *IT STEP University, Lviv, Ukraine Supervisor assoc. prof. Anastasiia Deineko.*
- 16:00** **Lidiia Pasternak.** Analysis of Existing Systems for 3D Reconstruction. *IT Step University, Lviv, Ukraine. Supervisor Oleksii Shashko.*
- 16:15** CLOSING CEREMONY 502 a.
- 16:30** PHOTO / DISCUSSION / COFFEE 303 a.



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