

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

The 21st Annual International Scientific Conference, Klaipeda University (Lithuania)

8 May, 2025

09:30 – 10:00

REGISTRATION AND WELCOME COFFEE

*Address: S. Nėries str. 5, Faculty of Social Sciences and Humanities, 2nd floor,
White hall*

10:00 – 10:15

OPENING OF THE CONFERENCE

***Artūras Razbadauskas.** Rector of Klaipeda University, Lithuania*

***Rimantas Balsys.** Dean of the Faculty of Social Sciences and Humanities,
Klaipeda University, Lithuania*

***Ligita Šimanskienė.** Chairperson of Conference Scientific Committee, Klaipeda
University, Lithuania*

KEYNOTE SPEAKERS

10.15 – 12.00

[LINK TO ZOOM](#)

***Session chairperson: Prof. Dr. Ligita Šimanskienė** (Klaipeda University, Lithuania)*

CARLOS LEVENSTEIN

(Honorary Consul of the Republic of Lithuania in Brazil)

NEW TRENDS IN ECONOMICS

Carlos Levenstein is the Vice President of Sales and Marketing at MaQeo Technologies (Sao Paulo, Brazil), where he oversees the company's global sales and marketing strategies. With a rich background in tech sales, Carlos has spent over a decade in the industry, building and leading high-performing sales teams. Before joining MaQeo, Carlos held several senior-level sales and marketing roles at other prominent tech companies. He has a proven track record of driving growth, increasing revenue, and launching successful marketing campaigns. Carlos is known for his innovative sales strategies and his ability to build strong customer relationships. He holds a degree in Business Administration with a focus on marketing. Carlos continues to play an integral role in MaQeo's growth and success.

PROF.DR. LORETA KELPŠAITĖ-RIMKIENĖ

(Marine Research Institute, Klaipeda University, Lithuania)

SANDS OF CHANGE:

RETHINKING THE VALUE OF OUR BEACHES BEFORE THEY WASH AWAY

Loreta Kelpšaitė-Rimkienė is an oceanographer specialising in wave and coastal interaction, coastal systems, and climate change. Her work focuses on the dynamics of shoreline processes, climate resilience, and sustainable coastal development. Combining scientific expertise with practical application, she actively contributes to interdisciplinary initiatives that address environmental challenges through evidence-based decision-making and stakeholder engagement.

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

VIKTORIJA PALDAUSKĖ

("Klaipėda Region" association, Lithuania)

KLAIPĖDA REGION SPECIALISATION STRATEGY: A VISION FOR SUSTAINABLE GROWTH AND INNOVATION

Viktorija Paldauskė, the managing director of the "Klaipėda Region" association, brings extensive experience in regional development and international collaboration. Her leadership aims to drive economic and social growth in the Klaipėda region.

The "Klaipeda Region Specialisation Strategy 2030" aims to unveil a comprehensive long-term plan dedicated to enhancing and transforming the region by collaboratively addressing emerging challenges and optimising available resources. This strategy serves as a vital regional development document, outlining a clear vision for the future, along with strategic directions and implementation methods that have been collectively agreed upon by key stakeholders, including regional municipalities, representatives from the business, science, and education sectors, as well as community members. Together, we seek to bolster the competitiveness of the Klaipeda region, ensuring sustainable growth and innovation for all.

PROF.DR. TINATIN GABRICHIDZE

(New Vision University, Georgia)

UNIVERSITY STUDENT-LED TEACHING FOR SUSTAINABLE DEVELOPMENT: A SOCIAL INNOVATION APPROACH TO CIVIC AND SUSTAINABILITY EDUCATION IN SCHOOLS

Tinatin Gabrichidze is an associate professor at New Vision University. She holds a PhD in Education Sciences. She has vast working experience in administrative positions at universities, as well as in teaching and research in higher education. Tinatin also serves as an executive manager of the Strategic Development and Internationalisation Committee at New Vision University. She has been involved in international projects, was a contributor to the European University Association (EUA) thematic working groups, and a speaker at the European Quality Assurance Forum (EQUAF) and European Teaching and Learning Forum, as well as other international conferences.

She is the author of international publications and a higher education expert at the LEPL - National Centre for Educational Quality Enhancement.

12:00- 13:30 Lunch break



PROGRAMME



POSTERS

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT**12:00- 13:30 Lunch break****IN PERSON SESSIONS****8 May, 2025****NEW TRENDS IN ECONOMICS (1st session)****Address:** *S. Nėries str. 5, Faculty of Social Sciences and Humanities. **WHITE HALL*****Session chairperson:** *Prof. Dr. Daiva Labanauskaitė (Klaipeda University, Lithuania)*

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|---|---|
| 13.30-13.45 | COVID-19 ECONOMIC CRISIS AND FACTORS PROMOTING SMALLER USE OF LIMITED FISCAL RESOURCES Ilmārs RIMŠĒVIČS (<i>University of Latvia, Latvia</i>) |
| 13.45-14.00 | DETERMINANTS OF PURCHASING BEHAVIOR AND TRANSFORMATIONS IN MARKET EQUILIBRIUM Maryna MOROZ (<i>Klaipeda University, Lithuania</i>) |
| 14.00 - 14.15 | TRANSITION TO A GREEN ECONOMY: THE CURRENT STATE OF THE LITHUANIAN LABOR MARKET Agnė ŠNEIDERIENĖ (<i>Klaipeda University, Lithuania</i>) |
| 14.15-14.30 | THE IMPACT OF ECONOMIC GROWTH AND BIOCAPACITY ON ECOLOGICAL FOOTPRINT IN EU COUNTRIES Yusuf MURATOĞLU, Serdar VARLIK , (<i>Hitit University, Turkey</i>) |
| <i>Final remarks and closure of the session</i> | |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

ONLINE PARALLEL SESSIONS

8 May, 2025

CHANGES OF SOCIAL QUALITIES AND SPATIAL INEQUALITIES IN SUSTAINABLE REGIONAL DEVELOPMENT

&

SUSTAINABLE URBAN DEVELOPMENT PROSPECTIVE FOR SMART CITIES

(1st session)

[LINK TO ZOOM](#)

Session chairperson: Doc. Dr. Daiva Verkulevičiūtė-Kriukienė (*Klaipeda University, Lithuania*)

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| 13.30-13.45 | THE ROLE OF PARADIPLOMACY IN REGIONAL DEVELOPMENT, AS EXEMPLIFIED BY POLISH REGIONS Wojciech TOMASZ MODZELEWSKI, Rafał BOGDAN (<i>Institute of Political Science, University of Warmia and Mazury in Olsztyn, Poland</i>) |
| 13.45-14.00 | MODERNIZING SOCIETY THROUGH FOOTBALL'S "SOFT POWER" David KERESLIDZE (<i>New Vision University, Georgia</i>) |
| 14.00-14.15 | YOUTH VOLUNTEERING IN LATVIA AND LITHUANIA: DRIVERS AND OBSTACLES Jurgita PAUŽUOLIENĖ, Ilvija PIKTURNAITĖ, Saidas RAFIJEVAS (<i>Higher Education Institution / Klaipėdos valstybinė kolegija, Lithuania</i>) |
| 14.15-14.30 | THE LAND REGISTRY DECLINED IN AN ENVIRONMENTAL SENSE AND URBAN REGENERATION: TAX LAW PROFILES Salvatore Antonello PARENTE (<i>University of Bari Aldo Moro, Italy</i>) |
| 14.30-14.45 | LEGAL PROTECTION OF CHILDREN IN THE CYBERSPACE Magdalena RZEWUSKA (<i>UWM in Olsztyn, Poland</i>) |
| 14.45-15.00 | CONSUMER BEHAVIOUR AND THE CONCEPT OF SUSTAINABLE CONSUMPTION Inta OZOLA (<i>Ventspils University of Applied Sciences, Latvia</i>) |
| Final remarks and closure of the panel | |

EDUCATION AND CREATION OF INNOVATION IN CHILDHOOD (1st session)

[LINK TO ZOOM](#)

Session chairperson: Assoc. Prof. Dr. Reda Jacynė (*Klaipeda University, Lithuania*)

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|-------------|---|
| 13.30-13.45 | INTEGRATING LIVING LAB PRINCIPLES IN TEACHER TRAINING: THE CASE OF EDUTECH STEAM LAB AT KLAIPEDA UNIVERSITY Julija MELNIKOVA, Gražina ŠMITIENĖ, Aleksandra BATUCHINA, Rasa KULEVIČIENĖ (<i>Klaipeda University, Lithuania</i>) |
| 13.45-14.00 | PRESCHOOL CHILD'S NARRATIVE SKILLS AND UNDERSTANDING OF CONCEPTS - FREEDOM, DREAM, FUTURE, SECURITY AND HOMELAND Agrita TAURINA, Diana IVANOVA, Oksana IVANOVA, Dace MARKUS, Larisa ILINA, Tija ZIRINA (<i>Riga Technical University, Latvia</i>) |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| 14.15-14.30 | AUGMENTED REALITY AS A TOOL FOR IMPROVING READING COMPREHENSION IN CHILDREN WITH ASD Cristina FUENTES SAEZ (<i>Catholic University of Valencia, Spain</i>) |
| 14.30-14.45 | IMPROVING THE COMPETENCES OF PRESCHOOL TEACHERS BY IMPLEMENTING THE STRATEGY OF UNIVERSAL DESIGN FOR EDUCATION: EXPERIENCES OF THE LEADERS Rasa BRASLAUSKIENĖ, Erika DIRMEIKĖ (<i>Klaipeda University, Lithuania</i>) |
| 14.45-15.00 | REMOTE LEARNING EXPERIENCES IN THE CONTEXT OF THE COVID-19 PANDEMIC: FACTORS INFLUENCING TEACHERS' WELL-BEING Ilona KLANIENE, Giedrė STRAKŠIENĖ, Kęstutis MOCKUS (<i>Klaipeda University, Lithuania</i>) |
| <i>Final remarks and closure of the panel</i> | |

PUBLIC HEALTH AND INTERDISCIPLINARY RESEARCH (1st session)

[LINK TO ZOOM](#)

Session chairperson: Prof. Dr. Birutė Strukčinskienė (*Klaipeda University, Lithuania*),
Assoc. Prof. Jonas Jurgaitis (*Klaipeda University, Lithuania*)

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| 13.30-13.45 | HOW TO ENSURE A COLLABORATIVE NETWORK TO TACKLE PUBLIC HEALTH CHALLENGES Anita VILLERUSA, Aija BUKOVA- ŽIDEĻŪNA, Lauma SPRINĢE (<i>Riga Stradiņš University, Institute of Public Health, Latvia</i>) |
| 13.45-14.00 | THE EFFECT OF COVID-19 PANDEMIC ON HEALTHCARE IN EU: A MULTI-LEVEL ANALYSIS Alexandra-Mădălina ȚĂRAN, Marilen-Gabriel PIRTEA Elisa PLOSCARU (<i>West University of Timișoara, Romania</i>) |
| 14.00-14.15 | CHANGES IN ANTIBODY RESPONSES TO A COVID-19 VACCINE IN HEALTHCARE WORKERS Birute STRUKCINSKIENE¹, Zydre VALOTKIENE¹, Jonas JURGAITIS¹, Rasa GRIGOLIENE¹, Zydrene GEDVILE¹, Agnieszka GENOWSKA² (<i>Klaipeda University, Lithuania¹; Medical University of Bialystok, Poland²</i>) |
| 14.15-14.30 | OCCUPATIONAL STRESS AND LONGEVITY: HOW COPING STRATEGIES CAN EXTEND LIFE AND IMPROVE HEALTH Dovilė KAROBYLTĖ (<i>Klaipeda University, Lithuania</i>) |
| 14.30-14.45 | DIGITAL HEALTH TECHNOLOGY IN SPORTS INJURY PREVENTION Richmond Oppong FRIMPONG, Jonas JURGAITIS, Dovilė KAROBYLTĖ, Egidijus SKARBALIUS (<i>Klaipeda University, Lithuania</i>) |
| 14.45-15.00 | MENTAL HEALTH OUTCOMES AFTER THE ROAD TRAFFIC INJURY Maria PAPADAKAKI^{1,2,3}, Birute STRUKCINSKIENE^{2,4}, Tatiana ALVES⁵, Johan LUND⁶ (<i>Hellenic Mediterranean University, Crete, Greece¹; EUPHA²; EuroSafe³; Klaipeda University, Lithuania⁴; National</i> |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| | <i>Institute of Health, Doutor Ricardo Jorge, Portugal⁵; Norwegian Public Health Association, Norway⁶)</i> |
| <i>Final remarks and closure of the panel</i> | |

IN PERSON SESSIONS (PARALLEL SESSIONS)

9 May, 2025

SOCIAL INNOVATIONS IN MANAGEMENT

Address: S. Nėries str. 5, Faculty of Social Sciences and Humanities. **WHITE HALL**
Morning Session chairperson: Prof. Dr. Ligita Šimanskienė (Klaipeda University, Lithuania)
 Prof. Dr. Biruta Sloka (the University of Latvia, Latvia)

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| 10.00- 10.15 | IMPACT OF WIND FARM DEVELOPMENT ON SUSTAINABLE DEVELOPMENT Erika ŽUPERKIENĖ (Klaipeda University, Lithuania) |
| 10.15- 10.30 | LINKS BETWEEN PUBLIC VALUE AND SERVICE CONDITIONS IN TOP CIVIL SERVICE Simona STATNECKYTĖ (Klaipeda University, Vytautas Magnus University, Lithuania) |
| 10.30- 10.45 | EUROPEAN UNIVERSITIES ALLIANCES:THEORETICAL CONSIDERATION OF THEIR ABILITY TO SUSTAIN Edita LENKAUSKAITĖ (Klaipeda University, Lithuania) |
| 10.45- 11.00 | THE INTERACTION BETWEEN CREATIVITY AND RESILIENCE: A BIBLIOMETRIC NETWORK ANALYSIS Birutė PAULIKIENĖ, Julius PAULIKAS (Klaipeda University, Lithuania) |
| | 11.00-11.15 Break |
| 11.15- 11.30 | THE ROLE OF NEUROMARKETING IN EVALUATING THE EFFECTIVENESS OF GREEN ADVERTISING CAMPAIGNS Indrė RAZBADAUSKAITĖ VENSKĖ (Klaipeda University, Lithuania) |
| 11.30- 11.45 | INNOVATIVE LEADERSHIP IN EDUCATIONAL ORGANIZATIONS Aurimas LABANAUSKAS (Klaipeda University, Lithuania) |
| 11.45- 12.00 | THE IMPACT OF DIGITAL TRANSFORMATION ON EMPLOYEE ENGAGEMENT Dovilė ŠVAŽĖ, Rimantas STAŠYS (Klaipeda University, Lithuania) |
| | 12.00-13.30 Lunch break |

Afternoon session, chairperson: prof Dr. Erika Župerkienė (Klaipeda University, Lithuania)

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| 13.30- 13.45 | <p>DIFFERENCES IN OPINIONS ON APPLICATION OF AI IN RESEARCH AND STUDIES BY GENDER AND AGE GROUP IN BUSINESS STUDIES</p> <p>Biruta SLOKA, Aivars SPILBERGS, Ginta TORA, Kristine LIEPINA, Biruta DZERVE, Sandra OZOLINA, Tatjana MAVRENKO, Gunta INNUSE-BREIDAKA, Agnese VINCEVICA, Laima CABLE (<i>Latvijas Universitāte, Latvia</i>)</p> |
| 13.45 – 14.00 | <p>DOES SUSTAINABLE LEADERSHIP STRENGTHEN ORGANIZATIONAL CULTURE IN ORGANIZATION?</p> <p>Ligita ŠIMANSKIENĖ (<i>Klaipeda University, Lithuania</i>)</p> |
| 14.00- 14:15 | <p>FROM PERCEPTION TO PRECISION: SMALL AND MEDIUM-SIZED ENTERPRISES' INSIGHTS INTO CORPORATE SOCIAL RESPONSIBILITY AND MEASUREMENT SCALE VALIDATION</p> <p>Oļegs NIKADIMOVŠ (<i>University of Latvia, Latvia</i>)</p> |
| <i>Final remarks and closure of the panel</i> | |

NEW TRENDS IN ECONOMICS (2nd session)

Address: *S. Nėries str. 5, Faculty of Social Sciences and Humanities. Auditorium: 316D*

Session chairperson: *Prof. Dr. Rasa Žilienė (Klaipeda University, Lithuania)*

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| 10.00- 10.15 | <p>BLUE ECONOMY AS A NEW ECONOMIC PARADIGM: IMPLICATIONS FOR SUSTAINABLE COASTAL DEVELOPMENT</p> <p>Oleksandra OVCHYNNYKOVA¹, Valentinas NAVICKAS² (<i>Klaipeda University¹, Lithuania Business College², Lithuania</i>)</p> |
| 10.15- 10.30 | <p>THE RECYCLING OF TEXTILE WASTE IN LITHUANIA: TRENDS, ISSUES, AND PROSPECTS</p> <p>Oleksandra ROZHENKO (<i>Klaipeda University, Lithuania</i>)</p> |
| 10.30- 10.45 | <p>ECONOMIC INEQUALITY IN A GLOBAL CONTEXT: IMPACTS AND INSIGHTS FROM THE TOURISM SECTOR</p> <p>Rūta LAUČIENĖ, Daiva LABANAUSKAITĖ (<i>Klaipeda University, Lithuania</i>)</p> |
| 10.45- 11.00 | <p>HEALTH ECONOMY TRENDS WORLDWIDE AND IN LITHUANIA: MARKET GROWTH ASSESSMENT AND FORECASTS</p> <p>Lina NOSEVIČ, Daiva LABANAUSKAITĖ (<i>Klaipeda University, Lithuania</i>)</p> |
| 11.00-11.15 Break | |
| 11.15- 11:30 | <p>THE ATTITUDE OF LITHUANIAN WINE CONSUMERS TOWARDS SUSTAINABLY PRODUCED WINE</p> <p>Rasa ŽILIENĖ, Jelena SKARBALĖ (<i>Klaipeda University, Lithuania</i>)</p> |
| 11.30- 11.45 | <p>CHALLENGES AND OPPORTUNITIES FOR BUSINESSES IN STATES WITH VARYING SUSTAINABILITY STANDARDS</p> <p>David SHAKARISHVILI (<i>Klaipeda University, Lithuania</i>)</p> |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| 11.45- 12.00 | <p>THE IMPACT OF INTERNATIONAL TOURISM DEVELOPMENT ON SUSTAINABLE REGIONAL DEVELOPMENT</p> <p>Ayagul RAMAZANOVA, Daiva LABANAUSKAITĖ (<i>K.Zhubanov Aktobe Regional University, Kazakhstan, Klaipeda University, Lithuania</i>)</p> |
| | 12.00-13.30 Lunch break |
| 13.30- 13.45 | <p>SUSTAINABLE FARMING DEVELOPMENT IN UKRAINE AND EUROPEAN FOOD SECURITY POLICY</p> <p>Dmytro SOLOMONKO, Pavlo MUZYKA (<i>Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, Ukraine</i>)</p> |
| 13.45 - 14.00 | <p>THE IMPACT OF YOUTH ENTREPRENEURSHIP ON RURAL SOCIO-ECONOMIC DEVELOPMENT</p> <p>Aigerim BOLYSBAYEVA (<i>K.Zhubanov Aktobe Regional University, Kazakhstan</i>)</p> |
| <i>Final remarks and closure of the panel</i> | |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

ONLINE PARALLEL SESSIONS

9 May, 2025

CHANGES OF SOCIAL QUALITIES AND SPATIAL INEQUALITIES IN SUSTAINABLE REGIONAL DEVELOPMENT

&

SUSTAINABLE URBAN DEVELOPMENT PROSPECTIVE FOR SMART CITIES

(2nd session)

[LINK TO ZOOM](#)

Session chairperson: Doc. Dr. Daiva Verkulevičiūtė-Kriukienė (*Klaipeda University, Lithuania*)
Dr. Konstantinas Lotiuk (*Klaipeda University, Lithuania*)

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| 10.00- 10.15 | SOCIOECONOMIC DETERMINANTS OF RURAL TOURISM'S INFRASTRUCTURE: CASE OF POLAND Sergii IAROMENKO (<i>Odesa National University of Technology, Ukraine; Poznan University of Economics and Business, Poland</i>) |
| 10.15- 10.30 | REGIONAL DEVELOPMENT OF BULGARIA: 5 YEARS LATER Maria KOTSEVA-TIKOVA (<i>Sofia University; Institute of Economic Research at BAS, Bulgaria</i>) |
| 10.30- 10.45 | THE IMPACT OF ECONOMIC GROWTH AND BIOCAPACITY ON ECOLOGICAL FOOTPRINT IN EU COUNTRIES Yusuf MURATOĞLU, Serdar VARLIK (<i>Hitit University, Turkey</i>) |
| 10.45- 11.00 | EXAMINING THE ADAPTIVE REUSE OF INDUSTRIAL HERITAGE. INSIGHTS FROM ROMANIA Amalia NIȚĂ, Ionuț-Adrian DRĂGULEASA (<i>University of Craiova, Geography Department, Romania</i>) |
| | 11.00-11.15 Break |
| 11.15- 11:30 | LABOUR MARKET CHANGES, SOCIAL QUALITY, AND SPATIAL INEQUALITIES IN SUSTAINABLE REGIONAL DEVELOPMENT: THE CASE OF LITHUANIA Laima OKUNEVICIŪTĖ NEVERAUSKIENĖ, Arūnas POCIUS (<i>Lithuanian Centre for Social Sciences, Lithuania</i>) |
| 11.30- 11.45 | ARTS-BASED EDUCATION CONTEXTS AND YOUNG PEOPLE IN LATVIA Tatjana MURAVSKA, Kate JEKABSONE (<i>Riga Stradins University, Latvia</i>) |
| 11.45- 12.00 | BLUE FLAG PROGRAM FOR SUSTAINABLE URBAN DEVELOPMENT IN THE BALTIC SEA REGION |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| | Valentina BURKŠIENĖ, Jaroslav DVORAK (<i>Klaipėda University, Lithuania</i>) |
| | 12.00-13.30 Lunch break |
| 13.30- 13.45 | ECOLOGICAL POLICY OF THE LARGEST CITIES IN POLAND Monika SIDOR (<i>University Maria Curie-Skłodowska in Lublin, Poland</i>) |
| 13.45 - 14.00 | ESG PERFORMANCE IN THE MARITIME SECTOR THROUGH CASE STUDIES OF EUROPEAN PORTS Vadym DERKACH, Jurgita PAUŽUOLIENĖ (<i>Klaipeda University, Lithuania</i>) |
| 14.00- 14:15 | SUSTAINABILITY IN POPULAR CULTURE Anna GARCZEWSKA (<i>Kazimierz Wielki University, Bydgoszcz, Poland</i>) |
| 14.15- 14.30 | ECONOMY AND SUSTAINABLE DEVELOPMENT IN POLAND AND GERMANY - FROM THE POST-WAR PERIOD TO THE PRESENT DAY Krzysztof GARCZEWSKI (<i>Kazimierz Wielki University in Bydgoszcz, Poland</i>) |
| 14.30-14.45 | THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ENSURING SUSTAINABLE BUSINESS DEVELOPMENT: TYPOLOGY AND KEY ASPECTS Iryna FEDOTOVA, Nadiia BOCHAROVA (<i>Kharkiv National Automobile and Highway University, Kharkiv, Ukraine</i>) |
| 14.45 – 15.00 | DETERMINANTS OF TAX REVENUE IN TRANSITION ECONOMIES OF THE EUROPEAN UNION Domas MATUIZA, Alfreda ŠAPKAUSKIENĖ (<i>Vilnius University, Lithuania</i>) |
| 15.00-15.15 | COURT MANAGEMENT IN THE 21ST CENTURY Maciej RZEWUSKI (<i>University of Warmia and Mazury in Olsztyn, Poland</i>) |
| <i>Final remarks and closure of the panel</i> | |

EDUCATION AND CREATION OF INNOVATION IN CHILDHOOD (2nd session)

[LINK TO ZOOM](#)

Session chairperson: Assoc. Prof. Dr. Reda Jacynė (*Klaipeda University, Lithuania*)

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| 14.30-14.45 | NARRATIVE-BASED LEARNING Jevgenija JEROCHINA-LABANAUSKIENE (<i>Lithuania Business College, Lithuania</i>) |
| 14.45-15.00 | AN ANALYSIS OF BEST PRACTICES IN MULTICULTURAL EDUCATION: A COMPARISON BETWEEN LITHUANIAN AND SWEDISH PRE-SCHOOLS |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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| | Aida NORVILIENĖ, Asta DIRGELAITĖ (<i>Klaipeda University, Lithuania</i>) |
| 15.00-15.15 | FOSTERING INNOVATION THROUGH EARLY CHILDHOOD EDUCATION: PATHWAYS AND PRACTICES Rosa INDELLICATO (<i>Mercatorum University, Italy</i>) |
| 15.15-15.30 | PRIMARY SCHOOL TEACHERS' PREPAREDNESS FOR STEAM EDUCATION: PROBLEMATIC ASPECTS Rasa KULEVIČIENĖ, Gražina ŠMITIENĖ, Julija MELNIKOVA, Aleksandra BATUCHINA (<i>Klaipeda University, Lithuania</i>) |
| <i>Final remarks and closure of the panel</i> | |

PUBLIC HEALTH AND INTERDISCIPLINARY RESEARCH (2nd session)

[LINK TO ZOOM](#)

Session chairperson: Prof. Dr. Birutė Strukčinskienė (*Klaipeda University, Lithuania*),
Assoc. Prof. Jonas Jurgaitis (*Klaipeda University, Lithuania*)

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| 10.00-10.15 | UNEXPECTED CHALLENGES OF E-HEALTH AND AI IN THE SCOPE OF DIAGNOSTIC RADIOLOGY SERVICES MANAGEMENT AND WORKFLOW Vytenis PUNYS, Monika ŠIAULYTĖ, Arvydas MARTINKĖNAS, Thomas LEKSCHA¹, Deimantė PETRAUSKAITĖ (<i>Klaipeda University, Lithuania; Jade Hochschule¹, Germany</i>) |
| 10.15-10.30 | MAPPING EU HEALTH FUNDING: A COMPARATIVE NETWORK ANALYSIS ACROSS MULTIANNUL FINANCIAL FRAMEWORKS Diana BALAN, Ana-Cristina NICOLESCU (<i>West University of Timisoara, Romania</i>) |
| 10.30-10.45 | THE IMPACT OF PATIENT ENGAGEMENT ON HEALTHCARE OUTCOMES Samuel Osei ADDO, Rimantas STAŠYS (<i>Klaipeda University, Lithuania</i>) |
| 10.45-11.00 | CORE COMPETENCIES FOR DEVELOPING ADDICTION COUNSELLING SKILLS Kęstutis TRAKŠELYS, Dalia MARTIŠAUSKIENĖ (<i>Klaipeda University, Lithuania</i>) |
| 11.00-11.15 | RARE SPECIAL POWERS (RSP), NON PROFIT ASSOCIATION, AS AN EXAMPLE OF SOCIAL SUSTAINABILITY Eleonora PASSERI, Maria Elena MANFREDINI (<i>Rare Special Powers, Italy</i>) |
| 11.15-11.30 | TIME MANAGEMENT: FROM WELL-BEING THROUGH WORK-LIFE BALANCE TO SENSE OF TIME Andreas AHRENS (<i>Hochschule Wismar, Germany</i>), Jelena ZASCERINSKA, Mihails ZASCERINSKIS, Ludmila ALEKSEJEVA, Olga GUKOVICA (<i>Centre for Education and Innovation Research, Latvia</i>) |
| 11.30-11.45 | UNDERSTANDING WORKPLACE COMMUNICATION MANAGEMENT IN INTERCULTURAL CONDITIONS Andreas AHRENS, Jelena ZASCERINSKA, Anastasija BIKOVA (<i>Hochschule Wismar, Germany</i>) |

SOCIAL INNOVATIONS FOR SUSTAINABLE REGIONAL DEVELOPMENT

Final remarks and closure of the panel

| POSTERS <i>Posters</i> | |
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| Aelita BREDELYTĖ, Kristina LEKUTIENĖ, Vytis RADVILA (<i>Klaipeda University, Lithuania</i>) | VIRTUAL REALITY AS AN INNOVATIVE TOOL FOR ALCOHOL USE PREVENTION AMONG ADOLESCENTS: A PILOT STUDY IN LITHUANIA |
| Algirdas GIEDRAITIS Rima KARSOKIENĖ (<i>Klaipeda University, Lithuania</i>) | MANAGEMENT PRACTICES FOR IMPLEMENTING SUSTAINABLE PROJECTS: CHALLENGES AND OPPORTUNITIES |
| Aurimas ŽUPERKA (<i>Klaipeda University, Lithuania</i>) | INNOVATIVE FINANCING MODELS FOR BUSINESSES |
| Birutė PAULIKIENĖ, Julius PAULIKAS (<i>Klaipeda University, Lithuania</i>) | LINKINK CREATIVITY TO RESILIENCE |
| Daiva VERKULEVIČIŪTĖ-KRIUKIENĖ, Lydia Mafio Serwaah ADDO (<i>Klaipeda University, Lithuania</i>) | ENHANCING HEALTH EMERGENCY MANAGEMENT IN PUBLIC BASIC SCHOOLS OF GHANA |
| Daiva VERKULEVIČIŪTĖ-KRIUKIENĖ, Selenay CIFTCI (<i>Klaipeda University, Lithuania</i>) | THE IMPORTANCE OF CORPORATE MARKETING MANAGEMENT FOR BUYER BEHAVIOR |
| Diana SATKUTĖ (<i>Klaipeda University, Lithuania</i>) | THE ROLE OF THE BUSINESS PROCESS MANAGER IN SUCCESSFUL EMPLOYEE ONBOARDING: A STRUCTURED INTEGRATION MODEL |
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