

BUSINESS DEVELOPMENT RADAR 2025



Programme

Conference organizers:

Turība University, Faculty of Business Administration in cooperation with
Vice Rector for Science and Academic Affairs, Project department and department of Development.



LOCATION: Turība University, 68 Graudu Street, Riga, LV-1058, Latvia

PLENARY SESSION: Main building, Conference Hall, 3rd floor

AFTERNOON SESSIONS (from 13:00 - 15:45):

C302	SESSION: Tourism and hospitality Chairs: Maija ROŽĪTE, Dr.geogr., Professor and Agita DONIŅA, Ph.D. Associate Professor
C220	SESSION: Law and security 1 Chairs: Ingrida VEIKŠA, Dr.iur., Professor and Dana RONE, Dr.iur., Associate Professor
C319	SESSION: Law and security 2 Chairs: Nikolajs OZOLIŅŠ, Mg.iur., Lecturer, Vilnis VEINBERGS, Ph.D, Assistant Professor
Klusā lasītava	SESSION: Business and Human capital 1 Chairs: Rosita ZVIRGZDIŅA, Dr.oec., Professor
C321	SESSION: Business and Human capital 2 Chairs: Evija KĻAVE, Dr.sc.soc., Associate Professor
C205	SESSION: Information Technology Solutions and Communication vectors Chairs: Jānis PEKŠA, Ph.D, Associate Professor and Jana BUNKUS, Mg.sc.comm.
A207	SESSION: Education and Languages Chairs: Ineta LŪKA, Dr.paed., Professor and Valērija DROZDOVA, Ph.D., Assistant Professor
C322	SESSION: Health Care Chair: Uldis BĒRZIŅŠ, Ph.D. biol., and Ilze BLŪMA, MBA

Thematic sessions will be organized with on-site and on-line participation. Online participation will be provided in *Cisco Webex* platform.

Time is shown in Latvian time GMT+2.

Tourism and hospitality

Wednesday, March 19, 2025

13:00 – 15:00

LOCATION: C302

Join via Webex: <https://turibalv.webex.com/turibalv/j.php?MTID=mb49b2b383b0a0a5bdb5b87110eae4db1>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Maija ROŽĪTE, Dr.geogr., Professor and Agita DONIŅA, DONIŅA, Ph.D. Assoc.Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Agita Doniņa, Maija Rozīte	Pierīgas tūrisma potenciāls ārvalstu jauniešu skatījumā (klātienē)
2.	13:15 – 13:30	Ieva Brence, Agita Doniņa	Social Media-Driven Sustainability Approaches in Tourism and Hospitality (klātienē)
3.	13:30 – 13:45	Laura Pole, Una Turka	Darbinieku motivācija darbam ēdināšanas uzņēmumos Latvijā (klātienē)
4.	13:45 – 14:00	Jānis Jenzis	Ēdināšanas pakalpojumu nozares darba tirgus - izaicinājumi un risinājumi (klātienē)
5.	14:00 – 14:15	Daina Vinklere, Beāte Matisone	Studiju virziena “Viesnīcu un restorānu serviss, tūrisma un atpūtas organizācija” aktualitāte Z paaudzes skatījumā (klātienē)
6.	14:15 – 14:30	Margarita Platace	Naktsmītņu attieksmes par sertifikācijas nozīmīgumu izvērtējums (klātienē)
7.	14:30 – 14:45	Akbar Huseynov	Development of management in the hotel business in Azerbaijan (on-site)
	14:45 – 15:00	DISCUSSIONS AND CONCLUSIONS	

Justice and Security 1
Wednesday, March 19, 2025
13:00 – 15:30
LOCATION: C220

Join via Webex: <https://turibalv.webex.com/turibalv/j.php?MTID=m8b8a953c4ca94813be8a0e909a09876c>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Ingrida VEIKŠA, Dr.iur., Professor and Dana RONE, Dr.iur., Assoc.Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Ingrida Veikša	Mākslīgā intelekta izmantošana studiju procesā (klātienē)
2.	13:15 – 13:30	Dana Rone	Saskarsmes tiesību modeļu daudzējādība Latvijas tiesu praksē (klātienē)
3.	13:30 – 13:45	Renārs Pugacis	Datu aizsardzības speciālistam izvirzāmās profesionālās kvalifikācijas prasības (klātienē)
4.	13:45 – 14:00	Ivars Kronis	Brīdināšanas loma dzīvojamo telpu īres tiesiskajās attiecībās (klātienē)
5.	14:00 – 14:15	Dace Šulmane	Latvia implementing EU Policy Objective 4: A More Social Europe. More Social Latvia in Practice: How? (klātienē)
6.	14:15 – 14:30	Sigita Simbelyte	The challenges in application of criminal liability for the spread of hate speech (on-site)
7.	14:30 – 14:45	Giedrius Nemeiksis	Challenges and perspectives of strengthening the procedural role of the pretrial investigation officer (on-site)
8.	14:45 - 15:00	Elmiras Azimovas	Trends in the legal regulation of virtual gambling in the European Union (on-line)
9.	15:00 - 15:15	Marius Kailius	The harmonization of international law and national law systems in ensuring a high-level protection of human rights (on-line)
	15:15 - 15:30	DISCUSSIONS AND CONCLUSIONS	

Justice and Security 2
Wednesday, March 19, 2025
13:00 – 15:30
LOCATION: C319

Join via Webex: <https://turibalv.webex.com/meet/nikolajs.ozolins>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Nikolajs OZOLIŅŠ, Mg.iur., Lecturer, Vilnis VEINBERGS, Ph.D, Assistant professor

Chairs:

No.	Time	Authors	Report title
1.	13:00 – 13:15	Raimundas Kalesnykas	TRUST in Security: Ensuring the Protection of Human Rights in the Digital World (on-line)
2.	13:15 – 13:30	Sahibzada Yasir Jamal	A comparative analysis of women's rights in international law and Islamic jurisprudence: convergences, divergences and pathway for harmonization (on-line)
3.	13:30 – 13:45	Guntis Zemītis	Vēstures interpretācija kā Krievijas imperiālistisko ambīciju pamatojums (klātienē)
4.	13:45 – 14:00	Mareks Runts	Deterrence through resistance (klātienē)
5.	14:00 – 14:15	Nikolajs Ozoliņš	Normatīvā līguma mācība un digitalizācija (klātienē)
6.	14:15 – 14:30	Santa Dunaiska	NATO un “Sievietes, miers un drošība” komunikācija NATO oficiālajā mājaslapā par formas tērpos dienējošo sieviešu reproduktīvo veselību (klātienē)
7.	14:30 – 14:45	Uģis Začs, Ivita Kīsnica, Vilnis Veinbergs	Mākslīga intelekta pielietošana vadot krīzi uzņēmumā (klātienē)
8.	14:45 – 15:00	Ivita Kīsnica, Uģis Začs, Vilnis Veinbergs	Drošības speciālista profils mainīgajos ģeopolitiskajos apstākļos: vakar, šodien, rīt (klātienē)
9.	15:00 – 15:15	Vilnis Veinbergs, Uģis Začs, Ivita Kīsnica	Drošības un apsardzes nozares noturīgas un ilgtspējīgas konkurētspējas/eksportspējas meklējumi: cilvēkkapitāls (klātienē)
	15:15 – 15:30	DISCUSSIONS AND CONCLUSIONS	

Business and Human Capital 1

Wednesday, March 19, 2025

13:00 – 15:30

LOCATION: Klusā Lasītava

Join via Webex: <https://turibalv.webex.com/meet/rosita>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Rosita ZVIRGZDIŅA, Dr.oec., Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Diana Krasnova	Geographical Influences on FDI Attraction and Retention (on-line)
2.	13:15 – 13:30	Aļona Kokina	A systematic review of Driver Shortages in Transportation Sector (klātienē)
3.	13:30 – 13:45	Iveta Elksne, Evija Kļave	Mediju un ziņu žurnālistikas loma un darbības izaicinājumi konvencionāla kara apstākļos (klātienē)
4.	13:45 – 14:00	Eugene Eteris	New facets in national political economy governance and business management (on-site)
5.	14:00 – 14:15	Ieva Bruksle, Evija Kļave	Ilgtspējīgas uzņēmējdarbības sociālās dimensijas izpratne un prakse Latvijā (klātienē)
6.	14:15 – 14:30	Aldis Bulis, Bohdan Holovash	Trends in development of SMEs in Ukraine and Latvia (klātienē)
7.	14:30 – 14:45	Akbar Huseynov, Mustafa Safarov, Oskars Onževs	Azerbaijan's economic development trends: GDP and oil sector aspects (klātienē)
8.	14:45 - 15:00	Ieva Brence	Enhancing Business Education for Sustainability: The Role of the EU Green Deal (klātienē)
9.	15:00 - 15:15	Imants Krēziņš	Augstskolu biznesa inkubatoru izaicinājumi dalībnieku atlasē (on-line)
	15:15 - 15:30	DISCUSSIONS AND CONCLUSIONS	

Business and Human Capital 2

Wednesday, March 19, 2025

13:00 – 15:15

LOCATION: C321

Join via Webex: <https://turibalv.webex.com/meet/evija.klave>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Evija KĻAVE, Dr.sc.soc., Assoc. Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Neethu Raju	The impact of leadership on human resources in it companies in Kerala, India (on-site)
2.	13:15 – 13:30	Pallage Tharindu Shayamal Perera Jayathilaka	Management Strategies to Improve Green Transportation Performance in Colombo: Strategic, Quality, and Risk Review (on-site)
3.	13:30 – 13:45	Rafael Yusubov	Key Managerial Dilemmas During Digital Transformation of Organizations: Systematic Literature Review (on-site)
4.	13:45 – 14:00	Daviti Alimbarashvili	The new Era of HR processes: How technology is redefining the Talent Management (on-site)
5.	14:00 – 14:15	Saranya Sahadevan	AI and Real time performance monitoring in HRM using Data Science: Opportunities and Challenges (on-line)
6.	14:15 – 14:30	Usman Bashir	Impact of Oil Price Volatility and Renewable Energy Adoption on Pakistan's Economic Growth (on-line)
7.	14:30 – 14:45	Amarjeet Kumar	Revolutionizing the Indian Market with the rise of Digital Media over Conventional Media (on-line)
8.	14:45 - 15:00	Mario Neel Kamal Sarihaddu	Evaluation of the performance of the HR management in banking sector (on-line)
	15:00 – 15:15	DISCUSSIONS AND CONCLUSIONS	

Information Technology Solutions and Communication vectors

Wednesday, March 19, 2025

13:00 – 16:00

LOCATION: C205

Join via Webex: <https://turibalv.webex.com/turibalv/j.php?MTID=m1a7f8ac71c21e451ba3402e2446162f7>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Jānis PEKŠA, Ph.D, Assoc. Professor and Jana BUNKUS, Mg.sc.comm.

No.	Time	Authors	Report title
1.	13:00 – 13:15	Renāte Cāne, Jana Bunkus	Sabiedrības iesaiste pašvaldības darbā – modeļi un to problemātika jaunā Pašvaldību likuma kontekstā (klātienē)
2.	13:15 – 13:30	Renāte Cāne, Liene Vindele	Issue and challenges of geographical indication protection for craft and industrial products (klātienē)
3.	13:30 – 13:45	Jūlija Surikova	The Role of Digital Communication for the Development of Placemaking (klātienē)
4.	13:45 – 14:00	Rita Lūriņa, Jana Bunkus	Komunikatīvi artistiskie aspekti publiskajā runā: inteliģentais radošums (klātienē)
5.	14:00 – 14:15	Edvīns Evarts	Komunikācija par holokausta vēstures problemātiku – vai pietiekoša? (klātienē)
6.	14:15 – 14:30	Inta Ozola	Jauniešu uzvedība un pirkšanas lēmumu paradumi digitālajā vidē (on-line)
7.	14:30 – 14:45	Sagar Bhushan Gawde	Leveraging YouTube influencers for effective digital marketing: a strategy for small businesses (on-line)
8.	14:45 – 15:00	Zane Šime	Entrepreneurial Development Through Science and Technology Diplomacy Lens (on-line)
9.	15:00 – 15:15	Harpreet Kaur	Role of Artificial Intelligence in Shaping Consumer Demand in E-commerce (on-site)
10.	15:15 – 15:30	Raju Makwana	The role of blockchain in innovation management: building trust and transparency in collaborative ecosystems (on-line)
11.	15:30 – 15:45	Saranya Kanna Baskar	The impact of artificial intelligence in Baltic States on personalized learning in higher education: opportunities and challenges (on-line)
12.	15:45 – 16:00	Dmytro Mamchur	Quadcopter prototyping for teaching university students (on-line)
DISCUSSIONS AND CONCLUSIONS			

Education and Languages

Wednesday, March 19, 2025

13:00 – 15:30

LOCATION: A207

Join via Webex: <https://turibalv.webex.com/turibalv/j.php?MTID=m7755cf0687da11611d378ec9b2896963>

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Ineta LŪKA, Dr.paed., Professor and Valērija DROZDOVA, Ph.D., Assistant Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Ineta Lūka	Impact of Learners' Learning Styles on Course Design and Implementation for Adult Learners (on-site)
2.	13:15 – 13:30	Valērija Drozdova	Cross-Cultural Examination of Hybrid Learning Approach in Higher Education (on-site)
3.	13:30 – 13:45	Anda Komarovska	New Challenges in Tertiary Education in Post Pandemic Time (on-site)
4.	13:45 – 14:00	Anna Stavicka	Exploring Transformations in Latvia's Modern Linguistic Landscape: A Path to Strengthening National Identity (on-site)
5.	14:00 – 14:15	Amr Mohamed Lotfy Eltalhawy Eladl	AI in TEFL: Revolutionising Language Education - Bridging Innovation and Pedagogy (on-site)
6.	14:15 – 14:30	Karīna Spridzāne	Students' Perspectives on Multiculturalism and Democratic Higher Education (on-line)
7.	14:30 – 14:45	Yulan Xing	The Role of Parental Involvement in the Management of Middle School Students' Autonomous English Learning (on-line)
8.	14:45 - 15:00	Mudassir Arafat	Enhancing Learning Management System (on-site)
9.	15:00 – 15:15	Halyna Kryshstal	Innovative IT solutions as a driver of intellectual development of society (on-line)
	15:15 – 15:30	DISCUSSIONS AND CONCLUSIONS	

Health Care
Wednesday, March 19, 2025
13:00 – 15:30
LOCATION: C322

Join via Webex: <https://turibalv.webex.com/turibalv/j.php?MTID=mdb3b539c168a29405060deae4ee1acb0>

Meeting number: 2785 467 7246

Meeting password: 1903

(average time of presentation 12 minutes and 3 minutes for discussion)

Chairs: Uldis BĒRZIŅŠ, Ph.D. biol., and Ilze BLŪMA, MBA

No.	Time	Authors	Report title
1.	13:00 – 13:15	Jesús Manuel Barragán Ferrer and Diana Barragán Ferrer, Kauno kolegija Higher Education Institution, (Presenter: Jesús Manuel Barragán Ferrer)	3D-Printed Food: Unlocking Personalized Nutrition Opportunities (on-line)
2.	13:15 - 13:30	Anna Medne, Biznesa augstskolas Turība lektore	Skaistumkopšanas jomas komercdarbības aplikšana ar nodokļiem (klātienē)
3.	13:30 – 13:45	Kristīne Pētersone, Biznesa augstskolas Turība lektore	Ķermeņa resursu atjaunošanās apvienojot aukstuma, gaismas, skābekļa un magnētisko viļņu iedarbību (klātienē)
4.	13:45 – 14:00	Ieva Cīrule, Biznesa augstskolas Turība studente	Klasiskās muguras masāžas iedarbība uz pacientiem ar paaugstinātu zema blīvuma lipoproteīnu holesterīna līmeni asinīs (klātienē)
5.	14:00 – 14:15	Rūta Žagare, Biznesa augstskolas Turība lektore, sertificēta masiere un fizioterapeite, kosmētiķe	Masiera kompetences redzes veselības profilaksē (klātienē)
6.	14:15 – 14:30	Šarlote Hāznere, Veselības inspekcija, programmas “Estētiskā kosmetoloģija” absolvente	Ekspluatācijas sistēma elektroierīcēm un medicīniskajām ierīcēm skaistumkopšanā (klātienē)
7.	14:30 – 14:45	Silvia Tsanova-Savova, Slaveyka Paneva-Dimitrova, Liyana Simeonova, Ivelina Lulcheva, Petya Koleva Medical University - Sofia, Medical College Yordanka Filaretova (Presenter: Silvia Tsanova-Savova)	PolyPhenol profile of Flowers, fruits and food supplements of Sambucus Nigra (on-line)
8.	14:45 - 15:00	Guna Bilande, Turība University, Director of the study program "Nutrition"	The role of a dietitian in weight loss after bariatric surgery (klātienē)
9.	15:00 - 15:15	Uldis Bērziņš, Biznesa augstskolas Turība docētājs	Vērtības balstīta uzņēmējdarbības stratēģija veselības aprūpē: Inovatīvas ārstēšanas pieejas psoriāzes kontekstā, (klātienē)
	15:15 - 15:30	DISCUSSIONS AND CONCLUSIONS	