

AI AND DIGITAL TRANSFORMATION: INNOVATIONS OPPORTUNITIES, AND ETHICAL CHALLENGES



Programme

Conference organizers:

Turiba University, Faculty of Information technologies in cooperation with
Vice Rector for Science and Academic Affairs, Project department and department of Development.



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

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

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

C313	SESSION: Tourism and hospitality Chairs: Maija ROŽĪTE, Dr.geogr., Professor and Agita DONIŅA, Ph.D. Associate Professor
C319	SESSION: Law and security 1 Chairs: Ingrīda VEIKŠA, Dr.iur., Professor and Ivita KĪSNICA, MPA, lecturer
On-line	SESSION: Law and security 2 Chairs: Dace ŠULMANE, Dr.iur., Assistant Professor and Nikolajs OZOLIŅŠ, Mg.iur., lecturer
C323	SESSION: Business and Human capital 1 Chair: Rosita ZVIRGZDIŅA, Dr.oec., Professor
On-line	SESSION: Business and Human capital 2 Chair: Evija KLĀVE, Dr.sc.soc., Associate Professor
C321	SESSION: Business and Human capital 3 Chair: Velga VĒVERE, Dr.phil., Professor
C214	SESSION: Information Technology Solutions Chairs: Jānis PEKŠA, Ph.D, Associate Professor
C210	SESSION: Communication vectors Chair: Renāte CĀNE, Dr.sc.soc., Associate Professor
A207	SESSION: Education and Languages 1 Chairs: Ineta LŪKA, Dr.paed., Professor and Karīna SPRIDZĀNE, Mg.sc.admin., Lecturer
A304	SESSION: Education and Languages 2 Chairs: Valērija DROZDOVA, Ph.D., Associate Professor and Mudassir ARAFAT, MBA, Lecturer
C322	SESSION: Health and Wellbeing 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 *Ms Teams* platform.

Time is shown in Latvian time GMT+2.

Tourism and hospitality

Wednesday, March 18, 2026

13:00

LOCATION: C313



Join via MS Teams: [LINK](#)

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

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

No.	Time	Authors	Report title
1.	13:00 – 13:15	Ieva Brence	MI inovācijas tūrisma nozarē: No personalizēta servisa līdz drošiem darījumiem (on-site)
2.	13:15 – 13:30	Oļegs Nikadimovs	Corporate Social Responsibility Practices and Perceived Value in Tourism and Hospitality SMEs: Evidence from a Sector-Specific Analysis (on-site)
3.	13:30 – 13:45	Mantas Dilys	The interplay between user-generated content, content marketing, and artificial intelligence: a conceptual approach to the formation of commercial offers in the tourism sector (on-line)
4.	13:45 – 14:00	Mohammad Shahparan	Education for Tourism and Hospitality: Threats, Trends and Opportunities (on-line)
5.	14:00 – 14:15	Luka Sharvashidze	Revision of Michael Porter's theory of competitive forces in tourism and hospitality industry (on-site)
6.	14:15 – 14:30	Ujjwal Kumar, Oskars Onzevs	Dependence the used hospitality industry models of India from cultural and regional factors (on-site)
7.	14:30 – 14:45	Oskars Onzevs, Mustafa Safarov	Azerbaijan hotel industry forecasting model based on GDP and oil sector development trends (on-site)
8.	14:45 – 15:00	Vaibhav Mehta	Digital word-of-mouth and its influence on tourism demand in India (on-line)
			DISCUSSIONS AND CONCLUSIONS

Law and Security 1
Wednesday, March 18, 2026
13:00
LOCATION: C319



Join via MS Teams: [LINK](#)

(average time of presentation 12 minutes and 3 minutes for discussion)
Chairs: Ingrīda VEIKŠA, Dr.iur., Professor and Ivita KĪSNICA, MPA, lecturer

All participants are participating on-site

No.	Time	Authors	Report title
1.	13:00 – 13:15	Aldona Kipāne	Mākslīgais intelekts noziedzības preventīvē: kriminoloģiskais ietvars
2.	13:15 – 13:30	Juris Radzevičs	Pašvaldību tiesiskais regulējums valsts drošības kontekstā
3.	13:30 – 13:45	Ģirts Zalāns, Karīna Mūrniece	Mākslīgā intelekta integrācija noziegumu atklāšanā un izmeklēšanā
4.	13:45 – 14:00	Linda Kelle	Korporatīvā plīvura pacelšana kā juridiskās personas autonomijas ierobežojums
5.	14:00 – 14:15	Maruta Lāce-Stalidzāne	Izklaides trokšņa ietekme uz dzīvniekiem un cilvēktiesību aizskārums
6.	14:15 – 14:30	Jaroslavs Streļčenoks	Mākslīgā intelekta izmantošanas tiesiskās problēmas publiskajā sektorā
7.	14:30 – 14:45	Oskars Galanders	Copyleft as a Legal Strategy for Faster and Safer AI Innovation
8.	14:45 – 15:00	Ingrīda Veikša	Mākslīgā intelekta apmācīšanā izmantotie autordarbi
9.	15:00 – 15:15	Aivars Mednis	Aktualitātes Latvijas ugunsdrošības, ugunsdzēsības un glābšanas darbu likumdošanas jomā
10.	15:15 – 15:30	Edvīns Evarts, Rīta Lūriņa	Publiskā runa Latvijā: personības, fakti, konteksts-projekta pieteikums
11.	15:30 – 15:45	Sigita Šimbelytė	The domestic violence in Lithuanian criminal law: the challenges of defining the limits of this negative phenomenon
12.	15:45 – 16:00	Giedrius Nemeikšis	Exploitation for forced labour: qualification issues in Lithuanian criminal law
13.	16:00 – 16:15	Valdis Blūzma	Starptautiskās tiesas kā starptautisko tiesību judicializācijas instruments: starptautisko tiesu vēsture un mūsdienu aktuālās problēmas
		DISCUSSIONS AND CONCLUSIONS	

Law and Security 2
Wednesday, March 18, 2025
13:00
LOCATION: On-line



Join via MS Teams: [LINK](#)

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

Chairs: Dace ŠULMANE, Dr.iur., Assistant Professor and Nikolajs OZOLIŅŠ, Mg.iur., lecturer

All participants are participating on-line

No.	Time	Authors	Report title
1.	13:00 – 13:15	Dace Šulmane, Daiga Sprōģe	Trapped by Code: Assessing the Profiling Paradox as a Threat to Fundamental Rights in the Age of AI
2.	13:15 – 13:30	Nikolajs Ozoliņš	AI Tools for contract formation
3.	13:30 – 13:45	Eranda Sumudu Bandare Kandegama Wasala Mudiyanselage	Legal Education Transformation Model (LETM): A Cyclical Framework for Ethical Professional Development
4.	13:45 – 14:00	Taleh Abbasli	Deepfake Technologies as a Social Threat: Legal Challenges and Regulatory Responses
5.	14:00 – 14:15	Elmiras Azimovas	Blurring the Lines Between Gaming and Gambling: Legal Challenges for EU Consumer Protection in the Age of AI
6.	14:15 – 14:30	Rashid Zeynalli	AI-Powered AML Compliance: Balancing Regulatory Laws with Privacy-Preserving Technologies
7.	14:30 – 14:45	Raimundas Kalesnykas	Algorithmic Public Administration and the Rule of Law in Central Asia: Can AI Reduce Corruption in Hybrid Legal Systems?
8.	14:45 – 15:00	Jaroslav Pavlovski	The Role of Collective Redress Mechanisms in AI-Driven European Union Markets
9.	15:00 – 15:15	Sahibzada Yasir Jamal	Navigating jurisdictional challenges: AI as a tool for child protection and ethical education in diverse legal systems
10.	15:15 – 15:30	Ramūnas Jucevičius	Algorithmic Decision-Making and Consumer Rights: Ethical and Legal Challenges
		DISCUSSIONS AND CONCLUSIONS	

Business and Human Capital 1

Wednesday, March 18, 2026

13:00

LOCATION: C323



Join via MS Teams: [LINK](#)

(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	Juris Uzulāns	Mākslīgā riska modeļu pielietošana risku vadīšanā (on-site)
2.	13:15 – 13:30	Kristīne Blumfelde-Rutka	Defining Sustainable Educational Services: Insights from European Higher Education Institutions (on-site)
3.	13:30 – 13:45	Dace Bole	Kā veidot ilgtspējīgas attiecības ar Digitālo transformāciju (on-site)
4.	13:45 – 14:00	Evija Mirķe	Kas ietekmē mūsu gatavību lietot mākslīgā intelekta programmas? Latvijas pedagogu gadījums (on-site)
5.	14:00 – 14:15	Imants Krēziņš	From a functional leader to a CEO: Learnings from the Baltic States (on-line)
6.	14:15 – 14:30	Ineta Krankale	Vardarbība darba vietā Latvijā: teorētiskais ietvars, esošā situācija un izaicinājumi (on-site)
7.	14:30 – 14:45	Anna Medne	Darba samaksa un ar to saistītie nodokļi (on-site)
8.	14:45 – 15:00	Aldis Bulis, Bogdan Golovash, Liubov Zgalat-Lozynska, Oskars Onzevs	Comparative analysis of the innovation potential of Latvia and Ukraine (on-site)
9.	15:00 – 15:15	Natālija Mihailova	Līderības aspekti ilgtspējīgas un iekļaujošas sabiedrības pārvaldē: sistēmiska analīze globālo izaicinājumu kontekstā. (on-line)
10.	15:15 – 15:30	Ieva Brence, Aswin Joseph	Digitālās desmitgades 2030 mērķi: MI inovācijas un kibernetikas izaicinājumi (on-site)
11.	15:30 – 15:45	Iveta Elksne	Iekšējā komunikācija kā organizatoriskās noturības faktors. Ukrainas mediju pieredze kara apstākļos (on-site)
		DISCUSSIONS AND CONCLUSIONS	

Business and Human Capital 2

Wednesday, March 18, 2026

13:00

LOCATION: On-line



Join via MS Teams: [LINK](#)

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

Chairs: Evija KLAVE, Dr.sc.soc., Associate Professor

All participants are participating on-line

No.	Time	Authors	Report title
1.	13:00 – 13:15	Amarjeet Kumar	Consumer's Behavior impact on conventional media landscape in India
2.	13:15 – 13:30	Lakshya Patwa	From Traditional CRM to AI-Driven CRM: A Conceptual Framework for Indian Banking
3.	13:30 – 13:45	Susiri Prasadh Dias	Exploring The Drivers of Customer Lifetime Value in Banking Sector, Sri Lanka - Evidence from a Pilot Study
4.	13:45 – 14:00	Neethu Raju	Leadership in the Age of AI: Insights from Kerala IT Companies
5.	14:00 – 14:15	Meenu Devi	A strategic HRM framework for enhancing employees' mental and financial well-being in it companies of Delhi NCR, India
6.	14:15 – 14:30	Rahulnath Thevar Kariyattil	Exploring circular economy potential in Latvia's construction sector: data analysis on CDW management and implications for Riga
7.	14:30 – 14:45	Xianghua Zeng	Research on Financial Support for the High-Quality Development of China's Sports Event Industry
8.	14:45 – 15:00	Wei Su	From Tools to Boundary Conditions: AI Maturity as an Accelerator of Digital-Nomad-Oriented Management Practices
9.	15:00 – 15:15	Farid Babayev	Assessing Insurance Market Stress under Climate Risk: Evidence from the United States
10.	15:15 – 15:30	Kamal Hasanov	Labour migration as a human resource management strategy for addressing skill shortages: evidence from Lithuania
11.	15:30 – 15:45	Anandhu Vijayakumar	Behavioural insights as drivers of operational excellence in entrepreneurial innovation ecosystems
		DISCUSSIONS AND CONCLUSIONS	

Business and Human Capital 3

Wednesday, March 18, 2026

13:00

LOCATION: C321



Join via MS Teams: [LINK](#)

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

Chairs: Velga VĒVERE, Dr.phil., Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Lukas Giriunas	Evaluation of AI tools possibilities in accounting: case study of companies providing accounting services in Lithuania (on-site)
2.	13:15 – 13:30	Sanel Jakupović, Mirjana Milovanović, Kristina Romanić, Novaković Vesna	Trade in the era of digitalization and marketing: e-commerce as a challenge to the traditional retail model (on-site)
3.	13:30 – 13:45	Sonika Vazrala	Integrated Approach to Workplace Counselling in The Manufacturing Industry (on-site)
4.	13:45 – 14:00	Usman Bashir	Digital Transformation in Payments and AI Analytics: ML-Based Monitoring of Latvia's Weekly Transaction Dynamics (on-line)
5.	14:00 – 14:15	Pallage Tharindu Shyamal Perera Jayathilaka, Ivars Linde	Public Perception of Green Energy Transportation in Colombo, Sri Lanka (on-line)
6.	14:15 – 14:30	Azizbek Saidov	Risks of artificial intelligence in modern auditing (on-site)
7.	14:30 – 14:45	Daviti Alimbarashvili, Velga Vēvere	AI and Decision Power: The Limits of Job Interviews (on-site)
8.	14:45 – 15:00	Nancy	Humanizing HRM: a cross-cultural qualitative study of emotional intelligence and mattering practices in Latvia and India (on-site)
9.	15:00 – 15:15	Harpreet Kaur	Factors influencing Consumer Decision to Make a Purchase Online (on-site)
10.	15:15 – 15:30	Myroslava Zinchenko, Oleksii Mostovenko, Liliia Holovash	Directions of Investment and Innovative Development of the Construction Sector in the Process of Rebuilding Ukraine (on-line)
11.	15:30 – 15:45	Volodymyr Lych	Priority areas for developing the economy intellectual and innovative capital in Ukraine (on-line)
		DISCUSSIONS AND CONCLUSIONS	

Information Technology Solutions

Wednesday, March 18, 2026

13:00

LOCATION: C214



Join via MStTeams: [LINK](#)

Meeting ID: 335 102 541 591 79

Passcode: Yx9Ww7NW

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

Chair: Jānis PEKŠA, Ph.D, Assoc. Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Lelde Paegle	Beyond compliance: assessing the EU AI act through the lens of human-centric design (on-site)
2.	13:15 – 13:30	Aman Razzak	Hybrid Human–AI Intelligence in Digital Marketing Content Creation: Why Human Curation Beats Automation (on-line)
3.	13:30 – 13:45	Jamil Hasanov	The Role of Artificial Intelligence in Reshaping Last-Mile Delivery: Digital Transformation Challenges and Opportunities in European E-commerce Logistics (on-line)
4.	13:45 – 14:00	Saranya Sahadevan	AI Driven performance metrics using Generative AI Analytics (on-line)
5.	14:00 – 14:15	Alwin Estareja	When Fear of Missing Out (FOMO) Meets Technology Adoption (on-line)
6.	14:15 – 14:30	Alexey Leontyev	Hybrid Quantum-Classical Architecture for Reliability-Constrained Stochastic Economic Policy Modeling (on-line)
7.	14:30 – 14:45	Qingwen Gao	Application of Information Technology in Examinations in Higher Education (on-line)
		DISCUSSIONS AND CONCLUSIONS	

Communication vectors

Wednesday, March 18, 2026

13:00

LOCATION: C210



Join via MSTeams: [LINK](#)

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

Chairs: Renāte CĀNE, Dr.sc.soc., Associate Professor

No.	Time	Authors	Report title
1.	13:00 – 13:15	Renāte Cāne, Jana Bunkus	Digitālā pārvaldība un sabiedrības līdzdalība: pašvaldību mājaslapu komunikācijas kvalitāte kā demokrātiskās iesaistes priekšnoteikums (on-site)
2.	13:15 – 13:30	Liene Vindele, Renāte Cāne	Intelektuālā īpašuma tiesību aizsardzības problemātika mākslīgā intelekta laikmetā (on-line)
3.	13:30 – 13:45	Renāte Cāne, Jana Bunkus	Līdzdalības budžets kā sabiedrības iesaistes mehānisms pašvaldībās Latvijā (on-site)
4.	13:45 – 14:00	Johnny Ralston Soundararaj Washington, Amarjeet Kumar	Autonomous Marketing & Media Activities by Firms with AI Influence (on-line)
5.	14:00 – 14:15	Ivars Bērziņš	No instrumenta līdz autoram: mūzikas industrijas jaunā filozofija un tehnoloģiskā transformācija (on-line)
6.	14:15 – 14:30	Susiri Prasadh Lakkhana Dias	A case study on customer service communication and its impact on customer lifetime value in telecommunication industry, Colombo district, Sri Lanka (on-line)
7.	14:30 – 14:45	Jūlija Prata	Exploring the Impact of Sustainability Narratives on Social Media: A Quantitative Content Analysis of Latvian Creative Industries' Facebook Pages (on-site)
8.	14:45 – 15:00	Kamaldeep Singh	Communication with players and services quality effect job performance point of view as dealer (on-line)
9.	15:00 – 15:15	Stephanie Pendrys	Perspectives on the Role of Artificial Intelligence in Sports Journalism: A Perfect Duo or Double-Edged Sword? (on-site)
10.	15:15 – 15:30	Farzeena Feroz, Aleksandrs Popovs	Harnessing artificial intelligence for ethical digital marketing transformation in higher education (on-line)
11.	15:30 – 15:45	Līga Mirlina	Zinātnes komunikācija kā sociālais kapitāls: jauniešu līdzdalība un zinātniskās identitātes veidošanās digitālajā vidē (on-line)
		DISCUSSIONS AND CONCLUSIONS	

Education and Languages 1

Wednesday, March 18, 2026

13:00

LOCATION: A207



Join via MS Teams: [LINK](#)

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

Chairs: Ineta LŪKA, Dr.paed., Professor and Karīna SPRIDZĀNE, Mg.sc.admin., Lecturer

No.	Time	Authors	Report title
1.	13:00 – 13:15	Karīna Spridzāne	Civic Engagement in Higher Education: Faculty Self-Evaluation of Competence in Fostering Students' Civic Engagement (on-site)
2.	13:15 – 13:30	Gatis Šeršņevs	MI izmantošanas 3 līmeņi izglītībā (on-line)
3.	13:30 – 13:45	Anda Komarovska, Kristīne Liepiņa	Teaching Latvian as a Foreign Language to Foreign University Students: Challenges, Strategies, and Student Perspectives (on-site)
4.	13:45 – 14:00	Leyla Hasanzade	Modern Korean prose and its representation in the Azerbaijani Literary context (on-site)
5.	14:00 – 14:15	Maaruf Ali	Artificial Intelligence in English for Specific Purposes Education (on-site)
6.	14:15 – 14:30	Liujie Zhang	Artificial Intelligence for Curriculum Development in Higher Education: A Systematic Review of Models, Implementation Pathways and Societal Risks (on-line)
7.	14:30 – 14:45	Qiuyu Huang	Research on the Application of Enhancing Swimming Interest in Primary Breaststroke Teaching (on-line)
8.	14:45 – 15:00	Ineta Lūka	Enhancing Students' Intercultural Communicative Competence in Higher Education Setting across Five European Countries (on-site)
		DISCUSSIONS AND CONCLUSIONS	

Education and Languages 2

Wednesday, March 18, 2026

13:00

LOCATION: A304

Join via MS Teams: [LINK](#)



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

Chairs: Valērija DROZDOVA, Ph.D., Associate Professor and Mudassir ARAFAT, MBA, Lecturer

No.	Time	Authors	Report title
1.	13:00 – 13:15	Ieva Sproģe	Mākslīgais intelekts vācu valodas apgūvē un tulkošanas studijās: studentu lietošanas prakse un izaicinājumi (Biznesa augstskola Turība un Ventpils Augstskolas pieredze) (on-site)
2.	13:15 – 13:30	Amr Mohamed Lotfy Eltalhawy Eladl	Artificial Intelligence in TEFL: Transformative Potential, Ethical Challenges, and Strategic Integration (on-line)
3.	13:30 – 13:45	Jevgenija Selivanova	Linguistic Guidelines for English Specialised Lexis Acquisition in Distance Studies at Tertiary Level (on-site)
4.	13:45 – 14:00	Mudassir Arafat	Bridging the Gap: A KAT-Soft Framework Approach to Improving Teacher and Student Experiences with LMS (on-site)
5.	14:00 – 14:15	Ritika Shekhar	Higher Education and Humboldt's Philosophies (on-site)
6.	14:15 – 14:30	Oxana Stanțieru, Elena Varzari	AI Buzzwords and the Illusion of Progress in Contemporary Political Discourse (on-line)
7.	14:30 – 14:45	Yulan Xing	A Study on the Logical Flaws and Ethical Risks of AI-Powered Middle School English Essay Grading: A Qualitative Analysis Based on 60 Essay Samples and Interviews with 5 Teachers
8.	14:45 – 15:00	Valerija Drozdova, Micaela Taulean	Digital Transformation of University Language Teaching: A Comparative Case Study (on-site)
		DISCUSSIONS AND CONCLUSIONS	

Health and Wellbeing

Wednesday, March 18, 2026

13:00

LOCATION: C322

All participants are participating on-site



Join via MS Teams: [LINK](#)

(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 – 13:20	Rūta Žagare	Psihosomatika no veselības aprūpes aspekta
2.	13:20 - 13:40	Guna Bīlande	Dzīves kvalitātes un veselības rādītāji sešus mēnešus pēc bariatriskās ķirurģijas: prospektīvs kohortas pētījums Latvijā
3.	13:40 – 14:00	Krista Aiga Bucika	Mākslīgā intelekta izmantošana veselības aprūpes studijās - ieguvumi un trūkumi
4.	14:00 – 14:20	Uldis Bērziņš	Izņēmuma jauniešu terapijas zāļu tirgus gatavības pētījuma plāns Latvijā: principi un metodoloģija
5.	14:20 – 14:40	Baiba Grīnberga	Dzelzs deficīts jauniešu populācijā - biežākie iemesli, riski, risinājumi
6.	14:40 - 15:00	Anete Zīlīte	Sarkano staru termogrāfija sportā un veselībā
7.	15:00 – 15:15	Birute Mockeviciene	How Regional Context Shapes the Implementation of Patient-Centered Healthcare: Case of Lithuania
		DISCUSSIONS AND CONCLUSIONS	