

*Baltic International Academy, Latvia  
 College of Accountancy and Finance, Latvia  
 Daugavpils University, Latvia  
 V.N. Karazin Kharkiv National University, Ukraine  
 Kyiv Agrarian University of the National Academy of  
 Agrarian Sciences of Ukraine, Ukraine  
 University of Siedlce, Poland  
 Šiauliai State College, Lithuania  
 Portalegre Polytechnic University, Portugal*



Uniwersytet  
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ŠIAULIŲ  
VALSTYBINĖ  
KOLEGIJA



POLITÉCNICO  
DE PORTALEGRE

**16-17 May 2025, Riga, Latvia**

**BALTIC INTERNATIONAL ACADEMY**

**XV International Scientific Conference**

**“Time of Challenges and Opportunities: Challenges, Solutions, Perspectives”**

#### **CONFERENCE SCIENTIFIC COMMITTEE:**

- Dr.oec., Assoc. Professor **S. Buka** (Baltic International Academy, Latvia)
- Dr.psych., Professor **I. Kokina** (Daugavpils University, Latvia)
- Dr.sc.soc., Professor **V. Bakirov** (V. N. Karazin Kharkiv National University; National Academy of Sciences of Ukraine, Ukraine)
- Dr.oec., Professor **I. Novykhova** (Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine)
- Dr.habil.sc.pol., Professor **J. Zielinsky** (University of Siedlce, Poland)
- Dr.habil., Professor **S. Topolewski** (University of Siedlce, Poland)
- Dr.habil., Professor **M. Kubiak** (University of Siedlce, Poland)
- Dr.psych., Professor **I. Plotka** (Baltic International Academy)
- Dr.sc.soc., Assoc. Professor **V. Volkov** (Baltic International Academy)
- Dr.iur., Assoc. Professor **T. Yurkevich** (Baltic International Academy)
- Dr.sc.ing., Professor **Zh. Tsaurkubule** (Baltic International Academy)
- Adjunct Professor **M. I. Borges** (Polytechnic University of Portalegre, Portugal)
- Adjunct Professor **C.P. da Silva Dias** (Polytechnic University of Portalegre, Portugal)

## BALTIC INTERNATIONAL ACADEMY

### XV International Scientific Conference

#### “Time of Challenges and Opportunities: Challenges, Solutions, Perspectives”

#### Programme

May 16, 2025	11:00 – 13:00	<b>Plenary session</b> Moderator: <i>Dr.sc.soc., Associate Professor Vladislav Volkov</i>  Valerijas Seiles Str. 1/4 – 207 <a href="https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join">https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join</a>
May 16, 2025	14:00 – 17:00	<b>Section Modern Social Psychology: Theory and Practice</b> Moderator: <i>Dr.psych., Professor Irina Plotka</i>  Valerijas Seiles Str. 4 – 320 <a href="https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join">https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join</a>
May 16, 2025	14:00 – 17:00	<b>Sections Contemporary Entrepreneurship, Management and Innovation; Economics, Finance and Accounting</b> Moderators: <i>Mg.oec., Assistant Professor Inese Ratanova, Mg.hrm., Lecturer Ksenia Doronina</i>  Valerijas Seiles Str. 1/4 – 222 <a href="https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join">https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join</a>
May 16, 2025	14:00 – 16:00	<b>Section Tourism and Recreation Organisation</b> Moderator: <i>Dr.sc.ing., Professor Zhanna Tsaurkubule</i>  Valerijas Seiles Str. 1/4 – 207 <a href="https://videoconf.bsa.edu.lv/rooms/z3j-1lf-fge-cv9/join">https://videoconf.bsa.edu.lv/rooms/z3j-1lf-fge-cv9/join</a>
May 16, 2025	14:00 – 16:00	<b>Section The European Union and European Values</b> Moderator: <i>Dr.sc.soc., Associate Professor Vladislav Volkov</i>  Valerijas Seiles Str. 4 – 318 <a href="https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/join">https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/join</a>

<p><b>May 16, 2025</b></p>	<p><b>14:00 – 16:00</b></p>	<p><i>Section</i> <b>Topical Problems of Legal Science</b>  Moderator: <i>Mg.iur., Assistant Professor Irina Gafta</i></p> <p>Valerijas Seiles Str. 1/4 – 309  <a href="https://videoconf.bsa.edu.lv/rooms/zd0-a10-ptaktc/join">https://videoconf.bsa.edu.lv/rooms/zd0-a10-ptaktc/join</a></p>
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## Plenary session

16.05.2025 11:00 – 13:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

<https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join>

### OPENING OF THE CONFERENCE

Dr.sc.soc., Associate Professor **Vladislav Volkov**, Rector of the Baltic International Academy, Riga, Latvia

### REPORTS

**Irina Kuzmina-Merlino,**

*Dr.oec., Professor,*

*Faculty of Transport and Management*

*at the Transport and Telecommunication Institute,*

*Riga, Latvia*

The integration of Sustainable Development Goals (SDGs) into corporate reporting as an essential component of contemporary business practice

**Inga Ryumkina,**

*Doctor of economical sciences, Professor,*

*Esil University, Astana, Kazakhstan*

Comparative Analysis of Sovereign Wealth Fund Management Models: Experiences of Norway, the UAE and Kazakhstan

**José Luis Delgado Guitart,**

*Master of Arts, Creativity and Conceptual Design Professor,*

*Parsons School of Design, Massachusetts College of Art, Emerson College,*

*United States of America*

Inner Creativity as a key innovation driver

**Alexey Aleksandrov,**

*Doctor of economics, Professor,*

*MIM – Kyiv Business School, Kyiv, Ukraine,*

*Baltic International Academy, Riga, Latvia*

Private Banking & Wealth Management: new challenges and trends of the industry

**Marta Sara Stempień,**

*Ph.D. in security sciences, Assistant Professor,*

*Institute of Security Studies, University of Siedlce, Poland*

The Challenges of Repatriation and Prosecution of Western Citizens Affiliated with the Islamic State (ISIS)

Moderator: **Vladislav Volkov**, Dr.sc.soc., Associate Professor, Rector of the Baltic International Academy

## Modern Social Psychology: Theory and Practice

16.05.2025 14:00 – 17:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 4 – 320

<https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join>

*Section Moderator: Dr.psych., Professor Irina Plotka*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Juris Porozovs</b> – Dr.biol., Professor, University of Latvia <b>Viktors Veliks</b> – Dr.biol., Senior Researcher, University of Latvia; Assistant Professor, Baltic International Academy, Latvia <b>Nina Blumenau</b> – Dr.sc.ing., Associate Professor, Baltic International Academy, Latvia <b>Irina Plotka</b> – Dr.psych., Professor, Baltic International Academy, Latvia <b>Dmitrijs Igonins</b> – Dr.psych., Senior Researcher, University of Latvia, Baltic International Academy	Neural markers of ethnic implicit attitudes obtained by frequency-time analysis of data of the subliminal evaluative priming procedure
14:15-14:30	<b>Irina Plotka</b> – Dr.psych., Professor, Baltic International Academy, Latvia <b>Nina Blumenau</b> – Dr.sc.ing., Professor, Baltic International Academy, Latvia	Имплицитные аттитюды: модели, методы, исследования
14:30-14:45	<b>Viktorija Petlak</b> – Assistant Professor, Baltic International Academy, Latvia	Emotional intelligence: perspective of research in humans and animals
14:45-15:00	<b>Bohdan Antsiborenko</b> – Doctoral student, National Technical University “Kharkiv Polytechnic Institute” NTU, Ukraine	Exploring leadership theories within the social work sector specialists education
15:00-15:15	<b>Jevgeny Nietosniity</b> – Mg.psych., Baltic International Academy, Latvia	Explicit and implicit attitudes of self-esteem and psychological safety and voice behaviors of employees in Latvian organization
15:15-15:30	<b>Natālija Jefimova, Inese Dikelsone</b> – Master's students, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un darba iesaistīšanos, darbinieku identifikāciju Latvijas organizāciju darbiniekiem
15:30-15:45	<b>Pāvels Pļuhins</b> – Master's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret panākumiem un individuālu darba sniegumu

15:45-16:00	<b>Diana Augule, Katrīna Kuvšinčikova</b> – Master's students, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Sakarības izpēte starp eksplīcītām un implicītām attieksmēm pret pašcieņu un apmierinātību ar darbu, organizatorisko taisnīgumu Latvijas organizāciju darbiniekiem
16:00-16:15	<b>Lyudmila Hrynevich</b> – Master's student, Daugavpils University, Latvia Scientific advisor: Dr.psych., Professor Irina Plotka	Explicit and Implicit Attitudes to Self-Esteem and their Relationship with Organizational Commitment of Employees in Organizations of Latvia
16:15-16:30	<b>Oleksii Nalyvaiko</b> – Ph.D. in Education, Associate Professor, V.N. Karazin Kharkiv National University, Ukraine <b>Nadiya Krejdun</b> – PhD in Psychology, Professor (Associate), V.N. Karazin Kharkiv National University <b>Liubov Iavorovska</b> – PhD in Psychology, Professor (Associate), V.N. Karazin Kharkiv National University, <b>Nataliia Nalyvaiko</b> – PhD in Education, Professor (Associate), V.N. Karazin Kharkiv National University	Community-Based Mental Health Interventions in Ukraine: Evaluating the Effectiveness of Social Support Programs
16:30-16:45	<b>Andrii Kharchenko</b> – PhD in Psychology, Associate Professor, V.N. Karazin Kharkiv National University, Ukraine <b>Pavlo Sevostianov</b> – PhD in Psychology, Professor (Associate), V.N. Karazin Kharkiv National University <b>Liliya Zotova</b> – PhD in Psychology, Professor (Associate), V.N. Karazin Kharkiv National University <b>Olena Nevoenna</b> – PhD in Psychology, Professor (Associate), V.N. Karazin Kharkiv National University	Media Narratives and Public Perception in Ukraine: The Influence of Social Media on Mental Health Awareness

<i>Participants</i>	<i>Topic</i>
<b>Nodira Kobulova</b> – PHD, Associate Professor, Navoi University of Innovations, Uzbekistan <b>Rayhon Narmuradova</b> – Senior Lecturer, Department of Social and Humanitarian Sciences, Navoi University of Innovations	The impact of social networks on personal identity: a modern social psychological approach
<b>Ishgalei Ishmuhametov</b> – Dr.psych., Associate Professor, Transport and Telecommunication Institute, Latvia	From customer satisfaction to loyalty: an empirical analysis in the hospitality industry

<p><b>Svitlana Reznik</b> – Ph.D. in pedagogy, Associate Professor, National Technical University “Kharkiv Polytechnic Institute”, Ukraine</p> <p><b>Hanna Kuznetsova</b> – Doctoral student, National Technical University “Kharkiv Polytechnic Institute”, Ukraine</p>	<p>Modern trends in improving higher education in Ukraine</p>
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# Contemporary Entrepreneurship, Management and Innovation

## Economics, Finance and Accounting

16.05.2025 14:00 – 17:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 222

<https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join>

*Section Moderators: Mg.oec., Assistant Professor Inese Ratanova, Mg.hrm., Lecturer Ksenia Doronina*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Ruslan Ivashenko</b> – Lecturer, State University of Intelligent Technologies and Telecommunications, Ukraine	Issues of using artificial intelligence in detecting network attacks on critical infrastructure objects
14:15-14:30	<b>Angelina Tjurina</b> – Mg.oec., Assistant Professor, College of Accountancy and Finance, Latvia	Profesija grāmatvedis: tradīcijas ir noturīgas, prasības mainās
14:30-14:45	<b>Andrii Dinets</b> – PhD, Associate Professor, <b>Dmytro Zdornyi</b> – Assistant Professor, <b>Maksym Gorobeiko</b> – Professor, <b>Olesia Lynovytska</b> – Professor, <b>Innola Novykova</b> – Professor, <b>Oleksandr Nykytiuk</b> – Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine	Legal and economic features of the management of Healthcare system in Ukraine during war
14:45-15:00	<b>Dmytro Novykov</b> – Doctoral student, Kyiv National University of Civil Engineering and Architecture, Kyiv, Ukraine <b>Vasil Bartko</b> – Graduate student, Kyiv National University of Civil Engineering and Architecture, Kyiv, Ukraine	Green Construction and Green Standards as the most Relevant and Promising Areas of Resource Conservation in Construction
15:00-15:10	<b>Erik Surensen</b> – Master's student, Baltic International Academy, United States of America <b>Viatcheslav Zhilinsky</b> – Dr. in Science, Baltic International Academy, Latvia	Yield Management in the Aviation Industry: Strategies, Challenges, and Future Directions
15:10-15:20	<b>Nataša Rudakova</b> – Master's student, Baltic International Academy, Latvia	Uzņēmuma SIA "Avantex" attīstības iespējas, pamatojoties uz bankrotāta riska noteikšanu, izmantojot daudzfaktoru modeļus
15:20-15:30	<b>Maryia Belova</b> – Master's student, Baltic International Academy, Latvia	Strategic Development of Hotel Marketing Based on Market Positioning: A Case Study of SIA "Semarah Hotel Management"

15:30-15:40	<b>Meththa Harshani Ranasinghe Arachchige</b> – Bachelor Student, Baltic International Academy, Latvia	The Impact of Digital Marketing Campaigns on Consumer Buying Behavior: A Case Study of Dialog Axiata in Sri Lanka's Telecommunications Sector
15:40-15:50	<b>Anita Gailite</b> – Student, The College of Accountancy and Finance, Latvia	Taxpayer Rating System of the SRS of the Republic of Latvia as an ally to a company's reputation
15:50-16:00	<b>Sardor Islamov</b> – Master's student, Baltic International Academy, Latvia	Creating a Modern Leisure Space in Navoi Using Innovative Technologies
16:00-16:10	<b>Ludmila Gorelkina</b> – PhD Candidate, Assistant Professor, Baltic International Academy, Latvia	The Impact of Cultural Representations on the Effectiveness of Advertising Campaigns: Insights from the Latvian Market
16:10-16:20	<b>Vazirakhon Juraeva</b> – Master's student, Baltic International Academy, Latvia	The Role of Digital Marketing in Enhancing Patient Engagement in Private Medical Clinics in Fergana

<i>Participants</i>	<i>Topic</i>
<b>Bobir Eshpulatov</b> – PHD, Associate Professor, Navoi University of Innovations, Uzbekistan	Using innovative digital technologies to improve learning efficiency
<b>Yuliia Pereguda</b> – Doctor of Economics, Associate Professor of Department of Global Economic, National University of Life and Environmental Sciences of Ukraine, Ukraine	Integration of Green Economy Principles into Agricultural Enterprises: Assessment of Dynamics by Key Indicators
<b>Володимир Пантелєв</b> – д.е.н., професор, Київський аграрний університет НААН України, Україна <b>Михайло Ромащенко</b> – д.т.н., Академік НААН України, професор, Київський аграрний університет НААН України, Україна	Інноваційні механізми розвитку зрошення і дренажу в Україні в умовах змін клімату
<b>Oleksandra Tsyra</b> – Candidate of Philosophical Sciences, Associate Professor, State University of Intelligent Technologies and Telecommunications, Ukraine <b>Yuliia Tochylna</b> – Candidate of Economic Sciences, Associate Professor of the Department of Public Administration and Digital Economy, State University of Intelligent Technologies and Telecommunications	ICT and digital transformation of education: challenges and opportunities for human capital
<b>Анастасія Ландарь</b> – Бакалавр, Державний університет інтелектуальних технологій і зв'язку, Україна	Основні аспекти покращення сталого розвитку підприємства в умовах воєнного стану

<b>Галина Толкачова</b> – Кандидат економічних наук, Доцент кафедри Публічного управління та цифрової економіки, Державний університет інтелектуальних технологій і зв'язку	
<b>Kateryna Tanashchuk</b> – Professor, Vice-Rector, State University of Intelligent Technologies and Telecommunications, Ukraine <b>Bazyka Serhii K.</b> – Candidate of Sciences in Government Administration, doctoral student, State University of Intelligent Technologies and Telecommunications, Ukraine	Components of an econometric model for determining the cost of educational services of universities
<b>Iryna Korablinova</b> – PhD in Economics, Associate Professor, State University of Intelligent Technologies and Telecommunications, Ukraine	Екосистемна Форма Економічної Взаємодії в Технологічному Секторі
<b>Dmytro Nechyporuk</b> – Doctoral student, State University of Intelligent Technologies and Telecommunications, Ukraine	Classification of services in the field of electronic communications
<b>Valentīna Vorobjova</b> – Master's student, Baltic International Academy, Latvia <b>Žanna Černoštana</b> – Mg.oec., Assistant Professor, Baltic International Academy, Latvia	Grāmatvedības pakalpojumu ārpakalpojumi Latvijā, problēmas un perspektīvas

## Tourism and Recreation Organisation

16.05.2025 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

<https://videoconf.bsa.edu.lv/rooms/z3j-1lf-fge-cv9/join>

*Section Moderator: Dr.sc.ing., Professor Zhanna Tsaurkubule*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Uresha Ravinduni Dil De Punchihewa</b> – Master's student, Baltic International Academy, Latvia	Digital Marketing in Tourism
14:15-14:30	<b>Farrukh Mirakhmedov</b> – Master's student, Baltic International Academy, Latvia	Trends and Factors Influencing the Consumption of Premium Alcohol in European Market
14:30-14:45	<b>Cynthia Ndieri Tiokeng</b> – Master's student, Baltic International Academy, Latvia <b>Irina Popova</b> – Dr.paed., Assistant Professor, Baltic International Academy, Latvia	The relationship between ethics, transparency and reputation management in the tourism industry
14:45-15:00	<b>Sachithra Dilshan Deegoda Gamage</b> – Master's student, Baltic International Academy, Latvia	Digital Marketing strategies for Promoting Event Tourism in Sri Lanka
15:00-15:15	<b>Grevy Dinang Nzeuakou</b> – Master's student, Baltic International Academy, Latvia	The Role of Social Media in Promoting Local Businesses in Cameroon: a Comprehensive Literature Review
15:15-15:30	<b>Thamara Siriwardena</b> – Bachelor, Baltic International Academy, Latvia	Tourism Diversification in the Southern Province of Sri Lanka: Trends and Opportunities
15:30-15:45	<b>Nazrin Babayeva</b> – Bachelor student, Baltic International Academy, Latvia	Event Marketing as a Tool for Country Branding and Tourism Promotion: The Case of Formula 1 in Azerbaijan

## The European Union and European Values

16.05.2025 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 4 – 318

<https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/join>

*Section Moderator: Dr.sc.soc., Associate Professor Vladislav Volkov*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Innola Novykova</b> – Doctor of Economic Sciences, Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine <b>Oleksandr Nykytyuk</b> – Doctor of Agricultural Sciences, Professor, Rector, Kyiv Agrarian University, National Academy of Agrarian Sciences of Ukraine <b>Olesya Lynovytska</b> – Doctor of Philosophical Sciences, Professor, First Vice-Rector, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine	Assessment of the Efficiency Functioning of Regional Networks Higher Educational Institutions in a Competitive Condition
14:15-14:30	<b>Innola Novykova</b> – Doctor of Economic Sciences, Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine <b>Viktor Leshchynsky</b> – Doctor of Law, Associate Professor of the Department of Agricultural Economics and Management, Kyiv Agrarian University, National Academy of Agrarian Sciences of Ukraine	Intangible Resources as a Strategic Factor in the Digital Transformation of an Enterprise in Modern Conditions
14:30-14:45	<b>Yulia Kolenko</b> – Doctor of medical sciences, Professor, Bogomolets National Medical University, Kyiv, Ukraine	Foreign Experience of Implementing Stem-education in Modern Conditions

<i>Participants</i>	<i>Topic</i>
<b>Muhtarama Khalilova</b> – Lecturer, Navoi Innovations University, Uzbekistan	Interpretation of Family Values in English and Uzbek Cultures
<b>Serhii Reshetnyk</b> – Candidate of pedagogical sciences, Assistant Professor, Kyiv Agrarian University of the National Academy of Agrarian Sciences of Ukraine, Ukraine	Possibilities of Assessing Population Migration Using Google Trends Data

<p><b>Iryna Viter</b> – Candidate of Economic Sciences, Researcher, State Institution "Institute of World History of the NAS of Ukraine", Ukraine</p>	<p>Attitude Towards Ukrainian Refugees in Luxembourg: Achievements and Problems</p>
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## Topical Problems of Legal Science

16.05.2025 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 309

<https://videoconf.bsa.edu.lv/rooms/zd0-a10-pta-ktc/join>

*Section Moderator: Mg.iur., Assistant Professor Irina Gafta*

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	<b>Oskars Garkājs</b> – Master, Lecturer, Riga Management College, Latvia	Using of artificial intelligence in the study process
14:15-14:30	<b>Jānis Ievītis</b> – Mg.iur., Lecturer, Baltic International Academy, Latvia	Par pieļaušanu vadīt transportlīdzekļus personām, kuras ir alkohola, narkotisko, psihotropo, toksisko vai citu apreibinošu vielu ietekmē problemātiku
14:30-14:45	<b>Jurijs Mašošins</b> – Dr.iur, Associate Professor, RISEBA, Latvia	Conclusive actions in labor law (problems, practice)
14:45-15:00	<b>Eric Savinov</b> – LL.B (Bachelor of Laws), Master's student, Baltic International Academy, Latvia	Mechanism for the protection of human rights in places of detention