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 College of Accountancy and Finance, Latvia
 Daugavpils University, Latvia
 V.N. Karazin Kharkiv National University, Ukraine
 Kyiv National University of Construction and Architecture, Ukraine
 University of Siedlce, Poland
 Šiauliai State College, Lithuania
 Portalegre Polytechnic University, Portugal
 Urgench State University, Uzbekistan
 Sarsen Amanzholov East Kazakhstan University, Kazakhstan*



15-16 May 2026, Riga, Latvia

BALTIC INTERNATIONAL ACADEMY

XVI International Scientific and Practical 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. Novykova* (Kyiv National University of Construction and Architecture, 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

XVI International Scientific and Practical Conference

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

Programme

May 15, 2026	11:00 - 13:30	Plenary session Moderator: <i>Dr.sc.soc., Associate Professor Vladislav Volkov</i> Valerijas Seiles Str. 1/4 - 207 https://videoconf.bsa.edu.lv/rooms/6d3-jah-4ux-mnn/join
May 15, 2026	14:00 - 16:00	Sections Contemporary Entrepreneurship, Management and Innovation; Economics, Finance and Accounting Moderator: <i>Mg.oec., Assistant Professor Inese Ratanova</i> Valerijas Seiles Str. 1/4 - 207 https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join
May 16, 2026	10:30 - 12:00	Valerijas Seiles Str. 4 - 221 https://videoconf.bsa.edu.lv/rooms/n4x-3kv-2ey-smq/join
May 15, 2026	14:00 - 16:00	Section Tourism and Recreation Organisation Moderator: <i>MBA, Assistant Professor Svetlana Polovko-Valtere</i> Valerijas Seiles Str. 1/4 - 222 https://videoconf.bsa.edu.lv/rooms/udc-crz-wz0-e4x/join
May 15, 2026	14:00 - 16:15	Section Modern Social Psychology: Theory and Practice Moderator: <i>Dr.psych., Professor Irina Plotka</i> Valerijas Seiles Str. 1/4 - 305 https://videoconf.bsa.edu.lv/rooms/r5l-ro4-jrt-fsl/join
May 15, 2026	14:00 - 15:00	Section The European Union and European Values; Topical Problems of Legal Science

		Moderators: <i>Dr.sc.soc., Associate Professor Vladislav Volkov, Dr.iur., Researcher Anatoliy Lytvynenko</i> Valerijas Seiles Str. 1/4 - 310 https://videoconf.bsa.edu.lv/rooms/idh-4oe-ixn-k0w/join
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Plenary session

15.05.2026 11:00 – 13:30 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 Plotka,

Dr.psych., Professor, Baltic International Academy, Latvia

Jevgeni Nietosniitty,

Mg.psych., Chief Product Officer at Aichologist, Finland

Explicit and Implicit Self-Esteem in the Workplace: Connections with Organizational Attitudes

Volodymyr Danko,

PhD, Professor, MIM-Kyiv, Ukraine

Ukraine' Leasing and Country Capital Formation

Yelena Anatolyevna Kolos,

Doctor of Economic Sciences, Academician of the International Academy of Informatization, Lecturer-Practitioner at the Department of Economics, Management and Finance of the Non-Commercial Joint-Stock Company "S. Amanzholov East Kazakhstan University", Head of the Department of Creative Economy at the Municipal State Institution "Center for the Development of Creative Industries" of the Akimat of Ust-Kamenogorsk City, Ust-Kamenogorsk, Republic of Kazakhstan

The Role of the Creative Economy in Regional Development (using the East Kazakhstan Region as an example)

Daria Krzewniak,
Phd, University of Siedlce, Poland

The Role of Social Media in Shaping Tourist Attitudes toward Security Threats in Tourist Destinations

Dovilė Valančienė,
Dr. iur., Vilnius University, Lithuania

Rethinking Legal Science: Challenges and the Shift Towards Interdisciplinarity

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

Contemporary Entrepreneurship, Management and Innovation

Economics, Finance and Accounting

15.05.2026 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 207

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

16.05.2026 10:30 – 12:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 4 – 221

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

Section Moderator: Mg.oec., Assistant Professor Inese Ratanova

15.05.2026 14:00 – 16:00

Valerijas Seiles Str. 1/4 – 207

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

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Jurijs Baltgailis – Dr.oec, Assistant Professor, Baltic International Academy, Latvia	Regional Influence on Global Cryptocurrency Exchange Process
14:15-14:30	Michel Verlainne – Dr., PHD ENSAM Paris, Associate Pr. Of Finance, ICN Business School, Paris-Nancy-Berlin	Rationality wars and their impact on Economics and Finance
14:30-14:45	Innola Novykova – Doctor of Economic Sciences, Professor, Kyiv National University of Construction and Architecture, Ukraine	Integration of Micro-Squalifications and Short Courses into Higher Educational Institutions
14:45-15:00	Mark V. Smetanin – Doctoral student, Master IT Science, Master of Business Administration (MBA), United States of America Alexey Alexandrov – Doctor of Sciences (Economic), MBA, EFA, Professor, Baltic International Academy, Luxembourg	Get Your Black Belt Skill -Turn Fear and Stress Into Mastery
15:00-15:15	Arsha Baji – Master's student, RTU, Latvia	Design and Empirical Validation of a Trust Based Chatbot Model Integrating Performance, Privacy and Transparency in SMEs
15:15-15:30	Navindu Dulanaka Saputhanthri – Master's student, RTU, Latvia	Method for Evaluating Security and Human-Centered Aspects of User Authentication Approaches
15:30-15:45	Regina Laškevič – PhD in Economics, Lecturer, Branch of the University of Białystok in Vilnius, Lithuania	Entrepreneurship and Labour Market Challenges in Lithuania: Spatial Differentiation, Opportunities and Perspectives

	Elżbieta Majewska – Doctor, Assistant Professor, University of Bialystok, Poland	
15:45-16:00	Alexey (Oleksii) Aleksandrov – Doctor of Sciences (Economics), MBA, EFA, visiting professor, Baltic International Academy, Luxembourg	Developing Critical and Logical Thinking Skills for Banking Professionals: Challenges of the Information Age

16.05.2026 10:30 –12:00

Valerijas Seiles Str. 4 – 221

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

	<i>Speakers</i>	<i>Topic</i>
10:30-10:40	Lana Ostrovskā – Master's student, Baltic International Academy, Latvia	Darba uzlabošanas iespējas Ludzas novadā, pamatojoties uz pašvaldības un privātā sektora darbinieku darba motivācijas faktoru analīzes salīdzinājumu
10:40-10:50	Dilmurod Khomitov – Master's student, Baltic International Academy, Latvia	The Impact of Digital Customer Engagement on Brand Loyalty toward Clothing Brands The Case Study of Uzbekistan
10:50-11:00	Wathsala Kalpani Liyanage Dodanduwa Liyana Hewage – Master's student, Baltic International Academy, Latvia	Feasibility of Introducing Ceylon Matcha as an Innovative Value-Added Product for Sustainable Diversification of the Sri Lankan Tea Industry: Industry Capability & Consumer Acceptance of Sri Lanka
11:00-11:10	Sumalatha Maskoori – Master's student, Baltic International Academy, Latvia	Evaluating Digital Marketing Capabilities for Customer Engagement in Small and Medium-Sized Fashion E-Commerce Enterprises in India
11:10-11:20	Thamara Siriwardena – Bachelor's student, Baltic International Academy, Latvia	Brand Promotion Strategies of Sri Lankan Tea Companies: A Case Study of Dilmah
11:20-11:30	Meththa Harshani Ranasinghe Arachchige – Bachelor's student, Baltic International Academy, Latvia	The Role of Innovation and Technology Adoption in Startup Growth: Evidence from Daraz, Sri Lanka
11:30-11:40	Aleksejs Ignatjevs – Bachelor's student, Baltic International Academy, Latvia	Digitālo platformu ietekme uz patērētāju lojalitātes veidošanos ES transporta sektorā postpandēmiskās tirgus transformācijas apstākļos
11:40-11:50	Yana Pshychenko – PhD student, Wrocław University of Economics and Business, Poland	Digitalization of HRM in universities: theoretical foundations and current state of scientific research

<i>Participants</i>	<i>Topic</i>
Timbalari Carolina – Assistant Professor, Lucian Blaga University of Sibiu, Romania	The Future of Jobs Revisited: What Changed Between 2020 and 2025?
Viktor Leshchynsky – Doctor of Law, Professor, Kyiv National University of Construction and Architecture, Ukraine	Economic and Digital Models of Construction Enterprise Management

Bartko Vasyl – PhD student of the Department of Construction Management, Kyiv National University of Construction and Architecture, Ukraine	
Oleksandr Kulikov – Doctoral student, Kyiv National University of Construction and Architecture, Ukraine	Automated Construction Project Management with AI: a New Era of Development
Iryna Sotnikova – Candidate of Economic Sciences, Assistant Professor, Kyiv National University of Construction and Architecture, Ukraine Dmytro Sotnikov – Associate professor of the Department of Development and Spatial Planning Institute of Innovative Education of Kyiv National University of Construction and Architecture, Ukraine	Innovative Development of the Construction Industry Taking into Account Modern Trends
Olga Denysiuk – Professor, Kyiv National University of Construction and Architecture, Ukraine Dmytro Novykov – PhD student of the Department of Construction Management, Kyiv National University of Construction and Architecture, Ukraine	Building Skills: The Cornerstone of Resilience and Future-Proofing in Construction
Kateryna Oriekhova – Doctor of Economic Science, Associate Professor, Galyna Azarenkova – Doctor of Economic science, Professor, Olena Golovko – PhD (in Economics), Associate Professor, Violetta Holovko – a student of the first (bachelor's) level of higher education, V. N. Karazin Kharkiv National University, Ukraine	Building Skills: The Cornerstone of Resilience and Future-Proofing in Construction
Bah Thierno Oumar – Master's student, Baltic International Academy, Latvia	The Role of ESG Practices in Enhancing the Competitiveness of SMEs in the Agricultural Sector in Guinea
Giresse Magloire Kenne Foussa – Master's student, Baltic International Academy, Latvia	The impact of working capital management on firms' profitability
Nadiia Novytska – Postdoctoral researcher, University of Luxembourg	An Explainable Triple-Ai Architecture for Anomaly Detection in Public Country-By-Country Reporting Data

Tourism and Recreation Organisation

15.05.2026 14:00 – 16:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 222

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

Section Moderator: MBA, Assistant Professor Svetlana Polovko-Valtere

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Svetlana Polovko-Valtere – MBA, Assistant Professor, Baltic International Academy, Latvia	Globalization & Climate Change in Tourism: Challenges and Threats. Case Studies of Baltic Countries
14:15-14:30	Manav Sharma – Master's student, Baltic International Academy, Latvia	Authenticity in Cultural Festivals and its Impact on Tourist Experience and Destination Loyalty
14:30-14:45	Shanelka Mendis – Bachelor's student, Baltic International Academy, Latvia	Developing a Digital Marketing Strategy for Promoting Sri Lanka as a Tourism Destination Through a Travel Blog
14:45-15:00	Sudarshani Prasanthi Ukwatta Durage – Master's student, Baltic International Academy, Latvia	Evaluating the Discrepancy between Tourism Education and Industry Demands in Sri Lanka: a Case Study of ABC Pvt. Ltd.
15:00-15:15	Olatunbosun John Oguntope, Amos-Fortune Tangwa – students of the Higher Vocational Education Programme, Riga Management College, Latvia	Post-COVID Recovery Strategies for Indigenous Ecotourism in Nigeria and Cameroon: Cultural and Environmental Dimensions
15:15-15:30	Lalinda Chathuranga Srimal Bandaranayake Bandaranayake Mudiyansele – Master's student, Baltic International Academy, Latvia	Promoting Sri Lankan Traditional Culinary Arts as a Sustainable Tourism Development Strategy: A Stakeholder Perspective
15:30-15:45	Amit Hans – Master's student, Baltic International Academy, Latvia	Eco - Tourism in India: Current Status and Development Opportunities

<i>Participants</i>	<i>Topic</i>
Alona Rogale-Homika – MA in Tourism Management, Lecturer, Baltic International Academy, Latvia Marina Gunare – Dr.sc.pol., Professor, Baltic International Academy, Latvia	Rethinking Tourism Seasonality in Latvia in the Era of Digital Transformation
Ekaterina Misharina – Master's student, Baltic International Academy, Latvia	Wellness and Slow Tourism in the Digital Age: Seeking Authenticity in Local Rituals and Nature
Ramanpreet kaur Johal – Master's student, Baltic International Academy, Latvia	Sustainable Experience Design in Urban Tourism: Enhancing Visitor Satisfaction while Preserving Local Identity

Modern Social Psychology: Theory and Practice

15.05.2026 14:00 – 16:15 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 305

<https://videoconf.bsa.edu.lv/rooms/r51-ro4-jrt-fsl/join>

Section Moderator: Dr.psych., Professor Irina Plotka

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Inese Jurisa – Master in Psychology, SIA "Aprūpes centrs "AGATE", business manager/clinical and health psychologist, Latvia Irina Plotka – Dr.psych., Professor, Baltic International Academy, Latvia	Demences problemātika Latvijā un vardarbība pret senioriem Eiropas Savienības vērtību un sociālās politikas kontekstā
14:15-14:30	Vsevolods Kačans – Dr.Phil., Researcher, University of Latvia	Logical algorithms of thinking: the approach of cognitive science in the context of Kant's ideas
14:30-14:45	Marina Jegorova – Master of Psychology, SIA Rambelts, Latvia Irina Plotka – Dr.psych., Professor, Baltic International Academy, Latvia Nina Blumenau – Doctor of Engineering Sciences, Associate Professor, Visiting Professor of the Baltic International Academy, Latvia	Implicit and Explicit Attitudes Toward Success: Their Connection with Organizational Factors
14:45-15:00	Pawel Jeżyna – Bachelor's student, University of Białystok, Poland	Social Capital as the Foundation of Societal Resilience: Robert D. Putnam's Diagnosis in the Context of the NATO Eastern Flank Security
15:00-15:15	Jeļena Ļipovska – Dr.Psych., Bachelor of Biology, Assistant Professor, Baltic International Academy, Latvia	Research Methodology of Employees' Satisfaction, Loyalty and Involvement
15:15-15:30	Anatolia Vlasenko – Doctoral student, NTU "KhPI", Ukraine Alona Nadtochii – NTU "KhPI", Doctoral student, Assistant of the Department, Ukraine	Cognitive and Emotional Mechanisms of Influence in Conflictual Interaction
15:30-15:45	Oleksii Nalyvaiko – Ph.D. in Education, Associate Professor, V. N. Karazin Kharkiv National University, Ukraine Andriy Kharchenko – Ph.D. in Psychology, Associate Professor of Psychological Counseling and Psychotherapy Department, V. N. Karazin Kharkiv National University Nataliia Nalyvaiko – Ph.D. in Education, Professor (Associate), Department of Applied Psychology, V. N. Karazin Kharkiv National University	Psychological readiness of teachers to use AI tools in the context of digital transformation of the university

15:45-16:00	<p>Bohdan Antsiborenko – PhD student, Pedagogical Sciences, Department of Pedagogy and Psychology of Social Systems Management of the Academician I.A.Zyazyun, National Technical University “Kharkiv Polytechnic Institute”, Kharkiv, Ukraine</p>	<p>Pedagogical conditions for the formation of leadership qualities in future social sphere specialists: experimental experience</p>
16:00-16:15	<p>Pavlo Sevostianov – Candidate of Psychological Sciences, Associate Professor, V.N. Karazin Kharkiv National University, Ukraine Daria Pyvovar – student of the faculty of psychology; V.N. Karazin Kharkiv National University</p>	<p>Peculiarities of emotional self-regulation of adolescent and young adult students with different types of involvement in social networks</p>

**The European Union and European Values;
Topical Problems of Legal Science**

15.05.2026 14:00 – 15:00 UTC +2 (GMT+2, EET)

Valerijas Seiles Str. 1/4 – 310

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

Section Moderators: Dr.sc.soc., Associate Professor Vladislav Volkov; Dr.iur., Researcher Anatoliy Lytvynenko

	<i>Speakers</i>	<i>Topic</i>
14:00-14:15	Olena Borzenko – Dr. habil., Professor, Institute for economy and forecasting NAS Ukraine, Ukraine	Aspects of the EMS institutional policy and its role in restoring sustainable and long-term growth of the Ukrainian economy
14:15-14:30	Jurijs Mašošins – D.iur, Associate Professor, Riseba, Latvia	Legal regulation of designers' activities (international experience)
14:30-14:45	Mariya Eldos – Bachelor's student, Collage of law, Latvia	Unfair Working Salaries: Gender Pay Gap in Asia and Europe