ABSTRACT BOOK

18th prof. Vladas Gronskas
International Scientific Conference

1st of December 2023

Kaunas, Lithuania

18th Prof. Vladas Gronskas International Scientific Conference

Abstract Book

1ˢᵗ of December, 2023

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VILNIUS
UNIVERSITY
PRESS

CONTENT

PROGRAMME

18th Prof. Vladas Gronskas
International Scientific Conference

1st of December, 2023, Kaunas, Lithuania

CONFERENCE PROGRAMME

9:30–10:00	**REGISTRATION** (*Vilnius University Kaunas Faculty, Entrance Hall in Building 4,* *Address: Muitinės Str. 8, LT-44280, Kaunas*), **coffee** (*next to Room: J. Jablonskio a.*)
10:00–11:15	**OPENING OF THE CONFERENCE** (*Room: J. Jablonskio a.*) Dean of Vilnius University Kaunas Faculty, Assoc. Prof. Dr Giedrius Romeika
	KEYNOTE SPEAKERS PRESENATIONS (*Room: J. Jablonskio a.*)
	Ernesta Varnelienė – *Head of Exports Asia at MV GROUP Production.* *Markets expertise Taiwan, Vietnam, Cambodia, and others (Lithuania):* **"What you need to know before you start export to Asia?"**
	Gintarė Dagytė-Kavoliūnė – *Senior Marketing Project Manager at Go Vilnius,* *PhD candidate at Vilnius University (Lithuania):* **"Can we empower neurotechnologies to increase sustainable consumer** **behavior?"**
	Assist. Prof., Dr Renata Danielienė – *manager of CyberAgent: SMEs Cyber* *Security Change Agents project at VU Kaunas Faculty, assistant lecturer at VU* *Kaunas Faculty (Lithuania):* **"Cyber security challenges for small and medium-sized businesses"**
11:15–11:30	**COFFEE BREAK** (*next to room: J. Jablonskio a.*)
11:30–13:50	**PARALLEL SESSIONS IN SECTIONS (A, B, C, E)**
13:50–15:30	**LUNCH BREAK** (*M. Valančiaus Str. 9, Kaunas, "Bernelių užeiga", few minutes' walk from the* *conference venue*)
15:30–15:40	**AWARDS FOR THE BEST PRESENTATION FROM EACH SECTION** **and CLOSING OF THE CONFERENCE** (*Room: J. Jablonskio a.*)

***Time Zone:** GMT+2*

PROGRAMME

PARALLEL SESSIONS

SECTION A
Development of Business, Innovation and Entrepreneurship
(Room: X a.)

	Moderators: Assoc. Prof. Dr Ingrida Šarkiūnaitė, Assoc. Prof. Dr Ilona Kiaušienė, Asist. Prof. Dr Dovilė Balevičienė
11:30	**Ajana Lolat-Pazarauskienė (ISM University of Management and Economics, Lithuania)** Humanizing Disability: Empowering Career Opportunities Beyond Stigmas
11:50	**Kristian Pultz Schlosser, Aivars Spilbergs, Tatjana Volkova (RISEBA University of Applied Sciences, BA School of Business and Finance, Latvia)** Balancing Strategic Leadership for Creating Social and Business Results *(Online presentation)*
12:10	**Ugnė Jurkutė, Alina Stundžienė (Kaunas University of Technology, Lithuania)** The Impact of Working Hours on Economic Indicators: A Systematic Review
12:30	**Andrius Montrimas (Kaunas University of Technology, Lithuania)** Methodological Approach for Measuring Resilience Through Industrial Composition
12:50	**Paulius Grendelis (Mykolas Romeris University Law School, Lithuania)** Potential Consequences of the Strategic Exploitation of Intellectual Property Protection for the Development of Innovation
13:10	**Gintarė Jurkševičiūtė, Jovita Danielytė, Vilma Morkūnienė, Aušra Žvironienė (Kauno kolegija Higher Education Institution, Lithuania)** Students' Financial Behavior Change in Labor Market Context: Kauno kolegija Higher Education Institution Case

Time Zone: GMT+2

PROGRAMME

SECTION B
Development of Business, Innovation and Sustainable Development
(Room: V. Žulio a.)

Moderators: Prof. Dr Remigijus Čiegis, Prof. Dr Asta Mikalauskienė, Prof. Dr Kristina Rudžionienė, Assoc. Prof. Dr Rasa Pušinaitė – Gelgotė

11:30	**Dovydas Skarolskis (Vilnius University, Lithuania)** Neoliberalisms and Their Ethical Assumptions *(Online presentation)*
11:50	**Ahmad Kaab Omeir, Deimantė Vasiliauskaitė (Vilnius University, Lithuania)** Corporate Sustainable Bonds Volatility Assessment in Different Markets
12:10	**Mangirdas Morkūnas (Lithuanian Centre for Social Sciences, Lithuania)** Revealing the Euro2040 Farmer Profiles Relevant to Lithuania
12:30	**Erkan Agaslan, Hasan Ture (Kütahya Dumlupinar University, Ankara Haci Bayram Veli University, Turkey)** Evolution of Current Account Determinants Over Time
12:50	**Gabija Stanislovaitytė (Vilnius University, Lithuania)** The Role of Forests in Decarbonization of Economy and Creation of Carbon Neutral Society: Systematic Literature Review
13:10	**Ahmet Ekmekcioglu (Szechenyi Istvan University, Hungary)** The importance of Kofer Port in Chinese Direct Investments in Visegrad Countries *(Online presentation)*
13:30	**Mariam Kasradze, Mahyar Kamali Saraji (Vilnius University, Lithuania)** Assessing Key Indicators of Efficient Green Energy Production for IEA Members

Time Zone: GMT+2

PROGRAMME

SECTION C
Information and Communication Technologies in Finance, Management and Marketing Solutions
(Room: XVI)

	Moderators: Assoc. Prof. Dr Giedrius Romeika, Assist. Prof. Dr Indrė Ščiukauskė, Assist. Prof. Dr Ingrida Gresienė
11:30	**Terhi Kärpänen (University of Helsinki, Finland)** Cognitive Accessibility in Consumer Digital Services
11:50	**Olga Snarskė (Mykolas Romeris University, Lithuania)** The Impact of LEAN on Improving the Quality of Logistics Services by Using Information Technologies
12:10	**Neringa Mžavanadze, Eligijus Toločka (Vilnius Tech, Lithuania)** Enhancing Supply Chain Synchronization in the Fast-Moving Consumer Goods Industry
12:30	**Inguss Vircavs (University of Latvia, Latvia)** The Impact of Restrictions on the State-owned Enterprises to Expand Their Operations into New Product Lines in Latvia
12:50	**Annija Vecuma-Veco (University of Latvia, Latvia)** Employer Image & Employer Brand: Interaction of Both Terms *(Online presentation)*

*****Time Zone:** GMT+2*

PROGRAMME

SECTION D
(Bachelor students, posters): Development of Business, Innovation and Informatios Systems (1) (Room: III)

Moderators: Assist. Prof., Dr Renata Danielienė, Assoc. Prof. Dr Saulius Masteika	
11:30	**Illia Bulhar, Oleg Kostenko, Ihor Milevskyi, Anton Rusynyk, Matvii Sovhirenko (Vilnius University, Lithuania)** Echoesforum – Online Chat and Forum Service
11:40	**Andrii Anapolskyi, Yevheniia Benediuk, Mykyta Berezuiev, Daniil Ishchenko, Maksym Mikhieiev (Vilnius University, Lithuania)** Fact-Based App for Knowledge Sharing
11:50	**Sofiia Chekmenova, Stepan Kozlov, Jaykumar Mathukiya, Oleksii Parshyn, Yehor Poliarskyi (Vilnius University, Lithuania)** The Secure Digital Service Environment "Purple VPN"
12:00	**Aušrinė Čičinskaitė, Mantas Baltramaitis, Mohamed Mahmoud Saied Ghazala, Deividas Ivanauskas, Ramez Maher Raymond Kamel (Vilnius University, Lithuania)** Information System of Self-Ordering for Restaurants
12:10	**Doney Biju John, Aishwariya Gopan, Anne Palviny Njomo Ngassa, Waleed Ragheb Tanbour, Nachon Luna (Vilnius University, Lithuania)** A Method and System for Centralized Home Automation: Smart Home Automation Hub
12:20	**Deividas Grėsius, Mantas Kazlauskas, Ernestas Rainys (Vilnius University, Lithuania)** Drivers of Demand for Kitkat Chocolates
12:30	**Rokas Stankūnas, Benas Ponetauskas, Justė Jagminaitė, Martynas Matijošius, Laurynas Pivoras (Vilnius University, Lithuania)** Timely – Web Application for Easy and Quick Meeting Planning
12:40	**Pijus Jasiukėnas, Vilius Žekonis, Kristupas Grigas, Aidas Markas Jurkevičius, Šarūnas Dovidavičius (Vilnius University, Lithuania)** URL Shortening Made Hassle Free

PROGRAMME

12:50	**Goda Stungurytė, Ričardas Gricuk, Nerilius Puotkalis, Ugnius Silevičius, Neda Romelytė (Vilnius University, Lithuania)** Travel Planner App
13:00	**Karolis Vagusevičius, Aušrinė Vainauskaitė (Vilnius University, Lithuania)** Search Engine Optimisation (SEO) Score and Written Content Improvement Using Generative AI Tools
13:10	**Saulius Gudaitis, Kostas Valuckas (Vilnius University, Lithuania)** The Content Characteristics Impacting Consumer Behaviour on Instagram
13:30	**Gustas Ramanauskas, Assist. Prof. Dr Ingrida Griesienė (Vilnius University, Lithuania)** The Influence of Artificial Intelligence on Changes in Consumer Behavior

Time Zone: GMT+2

PROGRAMME

SECTION E
(Bachelor students, posters): Development of Business, Innovation and Informatios Systems (2) (Room: V)

Moderators: Assoc. Prof. Dr Vytautas Rudžionis, Assist. Prof. Dr Vera Moskaliova, Assist. Prof. Dr Antanas Ūsas	
11:30	**Pedro Jesús Sánchez Liébana, Victor Aguilar Méndez, Vladislavs Sipovics, Rihards Pokulis (Vilnius University, Lithuania)** Digital Support System for Celiac People
11:40	**Goda Gailiūnaitė, Gytis Jankauskas, Mindaugas Strimaitis (Vilnius University, Lithuania)** Adaptation of New Employees in The Company
11:50	**Serhii Fedorov, Kyrylo Klymchuk, Anton Klymchuk, Oleksandr Konstantinov, Mykola Savchenko (Vilnius University, Lithuania)** Aerohub: Crypto-Based Avia Tickets Selling System
12:00	**Veronika Myroshnychenko, Girey Osmanov, Mirzohrab Salahzade, Farid Salmanov (Vilnius University, Lithuania)** Music Application
12:10	**Danylo Sobchenko, Yehor Markin, Mariia Nikolaeiva, Andrii Matsevytyi, Vitalii Sushko (Vilnius University, Lithuania)** The Restaurant Ordering App "Bebro Blynin"
12:20	**Muhammad Muslim, Nayan Maniyath Joshy, Rajvansh Patel, Shubham Bhasker, Abdul Salam, Kathan Chuhan (Vilnius University, Lithuania)** Innovating Home Cooking: Culinnovate
12:30	**Gabrielė Adomaitytė, Robertas Badauga, Darija Baranauskaitė (Vilnius University, Lithuania)** The Attitude of the Company's Employees Towards the Non-Polluting Vehicles Offered by the Company
12:40	**Tautvydas Markulis, Matas Janavičius, Domantas Janušauskas, Tomas Paulius Grigorjevas, Domas Šestakovas (Vilnius University, Lithuania)** Pursuit – Leisure Sport Activity App
12:50	**Dovydas Kasulis, Lukas Malijauskas, Naglis Seliokas, Nedas Orlingis (Vilnius University, Lithuania)** Noxusnotes – A Secure Note Taking App
13:00	**Milija Baranovskaja, Gabrielė Senavaitytė (Vilnius University, Lithuania)** Factors Shaping Influencer-Follower Engagement on Instagram
13:10	**Jotautas Masys, Jonas Panceris (Vilnius University, Lithuania)** The Impact of Content Marketing on Political Campaigns and Their Ethics
13:30	**Jorė Bendinskaitė, Assist. Prof. Dr Dovilė Balevičienė (Vilnius University, Lithuania)** User Satisfaction with the Communication Quality of "Regitra" And "Lietuvos Paštas" Artificial Intelligence Chatbots

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ABSTRACTS

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ABSTRACTS

ERKAN AGASLAN, HASAN TURE

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EVOLUTION OF CURRENT ACCOUNT DETERMINANTS OVER TIME

The current account balance is a significant indicator for policymakers to make economic growth and development decisions. In countries with a current account deficit, more foreign currency outflows occur than the amount of foreign currency entering the country. Production activities carried out in countries deprived of technological developments and countries that cannot meet their energy requirements and import energy from abroad prevent the closing of the current account deficit, which continues with the growth. Although there is wide acceptance in the literature that the desired value of the current account deficit to national income ratio should be 5%, it is expected that the deficit ratio to be given will vary according to the characteristics of each country's performance and production techniques. In this study, it is desired to explain the evolution and change of the reasons that caused the deterioration of the Turkish economy's current account by time-varying time series methods.

Key words: *current account deficit, time-varying methods, time series analysis, economic growth, economic development.*

ABSTRACTS

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THE IMPORTANCE OF KOFER PORT IN CHINESE DIRECT INVESTMENTS IN VISEGRAD COUNTRIES

The grandiose Belt and Road Program of the Chinese government aims to improve the connectivity of infrastructure between China and Europe. Koper Port is a vital part of the BRI's Maritime Silk Road, offering an essential maritime route connecting China and Central Europe. This is consistent with China's desire to expand its investment and trade presence in the Visegrad region. The goal of researching the significance of Kofer Port in Chinese direct investments in Visegrad countries is to provide a thorough picture of the region's economy, commerce, and geopolitical landscape. It educates politicians, investors, and stakeholders about the benefits and drawbacks of these investments, as well as their broader implications. Emphasize the overall importance of Kofer Port in Chinese direct investments for the Visegrad countries. Offer insights into the future prospects and challenges of this relationship.

Key words: *Kofer port, Visegrad countries, Chinese direct investments, economic growth, investment opportunities.*

ABSTRACTS

PAULIUS GRENDELIS

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POTENTIAL CONSEQUENCES OF THE STRATEGIC EXPLOITATION OF INTELLECTUAL PROPERTY PROTECTION FOR THE DEVELOPMENT OF INNOVATION

Researches in the technology sector show that companies such as Google, Amazon, or Microsoft are singled out as leaders in technological supply that had existed for years in the digital and non-digital technology markets. On the one hand, the above-mentioned companies have high innovation capacity, which helps them reach a high level of innovation development. On the other hand, there is the invisible side of competitive struggle, which is based on various strategies for patenting, judicial/non-judicial litigations, acquiring patent portfolios, and so on, the implementation of which helps to block or to move out other competitors from the market and secure the above-mentioned success. The fundamental challenge – whether the implementation of these strategies limits or stimulates the development of innovation. The purpose of the presentation is to explain under what specific circumstances strategic exploitation of intellectual property protection could act as an element to limit the development of innovation. The presentation presents specific strategies that affect others' abilities to compete in innovation and shares some ideas on how to solve them.

Key words: *incentives to innovate, competition on the merits, strategic use of intellectual property protection.*

ABSTRACTS

GINTARĖ JURKŠEVIČIŪTĖ, JOVITA DANIELYTĖ, VILMA MORKŪNIENĖ, AUŠRA ŽVIRONIENĖ

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STUDENTS' FINANCIAL BEHAVIOR CHANGE IN LABOR MARKET CONTEXT: KAUNO KOLEGIJA HIGHER EDUCATION INSTITUTION CASE

Financial literacy helps you manage your money more effectively, achieve financial security and independence, and is essential for making important life decisions. This is especially important for students who are just starting their independent financial life. The purpose of the presentation is to assess the change in students' financial behavior in the context of working relationships. Research on financial literacy was conducted at Kauno kolegija Higher Education Institution. The research method used was a questionnaire survey which consists of 57 questions divided into four groups: budget, credit and debt, savings and investments, and financial responsibility. An anonymous survey was carried out in the 2022–2023, with 369 students participating. The results showed that 53.7% of employed respondents' current expenditure is lower than their income. 67.8% of employed respondents reduce their spending when they run out of money. 80.2% of the employed are not willing to borrow from family or friends. Working respondents are more likely to save than non-working, and 52.9% of them save regularly. In terms of investment knowledge, there is a statistically significant difference between the employed and the non-employed groups i.e., 34.7% of earners are likely to invest.

Key words: *students' financial literacy knowledge, budget, credits, investments, financial responsibility.*

ABSTRACTS

UGNĖ JURKUTĖ, ALINA STUNDŽIENĖ

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THE IMPACT OF WORKING HOURS ON ECONOMIC INDICATORS: A SYSTEMATIC REVIEW

The topic of working hours is receiving increasing interest nowadays. Employees want to work fewer hours while employers fear that the results will deteriorate. The topic of working hours is also related to the 8th sustainable development goal (SDG) which stands for decent work and economic growth. This research aims to analyse the impact of working hours on economic indicators. The analysis is based on the systematic literature review. An investigation of 317 scientific articles indexed in the Scopus database in the area of Economics shows that the number of papers analysing the impact of working hours on economic indicators, is increasing, and productivity appears to be the economic indicator which is studied the most frequently. Research based on data from the US, Germany, and UK dominates, but there is a lack of research on the effect of shortened working hours on the Lithuanian economy.

Key words: *working hours, labour market, economic growth.*

ABSTRACTS

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CORPORATE SUSTAINABLE BONDS VOLATILITY ASSESSMENT IN DIFFERENT MARKETS

Sustainable corporate bonds offer a valuable mechanism for managing climate risks. They provide businesses with a pathway to adopt sustainable practices and grant investors opportunities for ethical investment. Different institutions and companies are trying to invest in sustainable investment products and correctly measure risk in the management framework. Because of the quickly increasing demand for sustainable financial products, it is essential to analyze the risks for investors. While authors usually analyze only the positive social effects of these investments, we would like to focus on the risk side. This paper aims to measure corporate sustainable bonds market volatility using sustainable fixed-income indices from different markets. We are using different volatility models for volatility measurement and forecasting. Our research covers ARCH, GARCH, TARCH, EGARCH, and PARCH models. This paper has limitations because some indices are new and do not have a long history.

Key words: *GARCH, sustainable corporate bonds, risks, volatility.*

ABSTRACTS

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COGNITIVE ACCESSIBILITY IN CONSUMER DIGITAL SERVICES

The relevance of this topic lies in addressing cognitive accessibility in the digital environment. This knowledge can guide the design and development of digital services and create a framework that caters to these needs and prevents value co-destruction. This presentation's purpose is to present the value of co-creation and value of co-destruction in a digital environment. The research enables more understanding of the cognitive accessibility field and reasons for value co-creation and co-destruction for consumers who have cognitive limitations. Because of the prevalence of digital services, they should be available and accessible to all people regardless of any disabilities or limitations that they may have. People who have disabilities or other limitations to using digital services benefit the most when digital services are accessible and designed using assistive technology, one example being a screen reader for the visually impaired. Moreover, cognitive accessibility features, such as improved usability and clear content, often provide value to all users, not just those with disabilities. This research argues that the failure to design digital services with cognitive accessibility in mind poses a risk of not only hindering value co-creation but also leading to value co-destruction. To identify enablers and barriers to designing cognitively accessible digital services, there is the possibility to offer support for organizations.

Key words: *web accessibility, cognitive accessibility, value co-creation, value co-destruction, digital services.*

ABSTRACTS

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ASSESSING KEY INDICATORS OF EFFICIENT GREEN ENERGY PRODUCTION FOR IEA MEMBERS

Environmental pollution, increased energy consumption, and growing demand for the energy sector have been widely discussed. Due to policymakers and different organizations impacting a lot of new regulations, tools have been implemented to use clean energy that has zero impact on the environment. The International Energy Agency (IEA) supports energy efficiency and evaluation by developing tracking indicators and analyzing energy consumption data. The purpose of the topic is to identify key indicators for green energy production, rank best performing countries, discuss their methods regarding energy production and suggest policy implications for improving energy efficiency. The presentation will be about the results of the paper analizing key indicators for green energy production in IEA member states.

Key words: *sustainable development goals (SDGs), green energy, energy efficiency, sustainability, renewable energy, IEA countries.*

ABSTRACTS

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HUMANIZING DISABILITY: EMPOWERING CAREER OPPORTUNITIES BEYOND STIGMAS

This research humanizes disability perception beyond related stigmas and socially constructed perceptions by delving into employees with disabilities' experiences of utilizing self-recognition and self-empowerment. Through semi-structured interviews with 45 employees with vision or mobility impairments, the research reveals how humanized disability perception enhances job performance and future career prospects of disabled employees. It also contrasts the experiences of individuals born with disabilities with those who became disabled later, overall acknowledging the interplay of disability with both personal identity and professional aspirations. In all, this study contributes to fostering a deeper understanding of disability phenomena, recognising the varied prerogatives of disabled employees as humans beyond disability.

Key words: *humanizing disability, "robotic" approach, disability disclosure, disability employment.*

ABSTRACTS

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METHODOLOGICAL APPROACH FOR MEASURING RESILIENCE THROUGH INDUSTRIAL COMPOSITION

The relevance of economic resilience topic is increasing, still mixed results prevail in the research. As the resilience research typically concentrates on the regions of Western Europe, this research includes the countries of the European Economic Area. The goal of the research is to propose an effective economic resilience calculation methodology at national level for the European countries. The research adapts the contemporary relevant resilience evaluation method by lifting it to the national level, using the aggregate EEA performance for reference. To evaluate reorientation, the research uses disaggregated industrial competitiveness changes within the EEA market. The findings include common competition-related structural changes suggesting where among industries to look for possible consistencies when analysing resilience. During recessionary periods significant shifts across countries rarely occur. During recoveries national individual properties prevail and significant structural shifts across countries are evident mainly in production, transportation industries, and real estate activities.

Key words: *industrial composition, economic resilience, economic shock, structural change, recovery, resistance, reorientation.*

ABSTRACTS

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REVEALING THE EURO2040 FARMER PROFILES RELEVANT TO LITHUANIA

The European Commission suggests that from the 2040 onwards the direct payments under the Common Agricultural Policy be coupled in part with the promotion of Euro2040 farmer profiles. As these profiles were derived for the whole EU, specifics of its smaller peripheral Member States not always were taken into account. This leads to a situation that after 2040 some of Lithuanian farmers may become uncompetitive in the European market due to decreased funding. Our research is the first attempt to reveal which Euro2040 farmer profiles are relevant to Lithuania in order to help Lithuania farmers to get prepared before 2040 in order not to lose part of their income. It is revealed that Lithuanian farmers are more engaged in less innovative traditional types of agriculture. This is not due to change in 2040. Thus some steering actions are required from the Government in order to help Lithuanian agriculture to adapt to future requirements of the EC in order to fully comply to the future requirements for financial support under the CAP.

Key words: *agriculture, farmer 2040, economics, resilience.*

ABSTRACTS

NERINGA MŽAVANADZE, ELIGIJUS TOLOČKA

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ENHANCING SUPPLY CHAIN SYNCHRONIZATION IN THE FAST-MOVING CONSUMER GOODS INDUSTRY

In 2021–2022, a decade's worth of disruptions hit material supply chains and they are becoming a permanent factor. COVID-19 caused labor shortages, rising fertilizer costs altered farming, Europe faced energy crises, USA-China tensions grew, and the Ukraine-Russia war escalated. Extreme weather and policy shifts worsened global supply chains, leading to bare shelves and crippled businesses. Just-in-time delivery failed, and traditional supply chains no longer ensure business continuity. The purpose of my presentation is to highlight the inefficiencies of traditional supply chains and offer an approach to creating an end-to-end model with better visibility, service, and cost control for FMCG (Fast-Moving Consumer Goods) manufacturing plants. In my research, I visited and audited 12 European pet food production plants analyzing their supply chains via People/Systems/Process lenses. Risks, synchronization needs, system requirements, and training gaps were identified. I will present the research findings and propose solutions to a systematic approach to continuous improvement.

Key words: *supply chain, manufacturing, pet food industry.*

ABSTRACTS

SCHLOSSER KRISTIAN PULTZ, AIVARS SPILBERGS, TATJANA VOLKOVA

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BALANCING STRATEGIC LEADERSHIP FOR CREATING SOCIAL AND BUSINESS RESULTS

With the increasing importance of addressing societal challenges, including delivering and measuring social results, it's crucial to identify which strategic leadership characteristics impact both social and business results. Using bibliometric and data-driven methods, recent research has identified ambidexterity as a key characteristic of strategic leadership that impacts social and financial results. Ambidexterity refers to a leader's ability to exploit current resources while exploring future opportunities and trends. The purpose of the presentations is to provide an understanding of the impact of ambidextrous strategic leadership on creating shared value, including the creation of social and financial results. By examining how leaders with ambidexterity capabilities can achieve shared value, and organisations can develop more effective leadership development programs to drive business performance.

Key words: *strategic leadership, digital technology, ambidexterity.*

ABSTRACTS

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NEOLIBERALISMS AND THEIR ETHICAL ASSUMPTIONS

Research on neoliberalism has been one of the most popular topics in social sciences for several decades. However, over the past 15 years (after the 2008 global financial crisis), this topic has diversified into various subgenres, taking into account temporal and geographical aspects. During the presentation, we will examine the diversity of neoliberalisms, the challenges in defining them, and different perspectives on ethics at individual, national, and supranational levels. Although today the word "neoliberalism" and the associated criticism are often linked to the so-called Chicago School, it has various overlaps with other (neo)liberal schools in the USA, UK, and the EU. While Milton Friedman believed that ethics should be separated from economics, this presentation will attempt to provide an overview and summary of how different movements, such as "bleeding heart libertarians" the Bloomington School of political economy, German-speaking ordoliberals, and others, perceive issues in the ethics domain.

Key words: *neoliberalism, ordoliberalism, ethics, political economy.*

ABSTRACTS

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THE IMPACT OF LEAN ON IMPROVING THE QUALITY OF LOGISTICS SERVICES BY USING INFORMATION TECHNOLOGIES

Organizations operating in an environment of uncertainty, are looking at 15–18 months to run operations at the same level as in the pre-crisis period, therefore companies have to focus on updating existing quality approaches, developing new models, and finding best practices. The aim of this presentation is to investigate the activities of a logistics company operating in Lithuania, which is implementing the LEAN philosophy through improving quality using information technology, and to analyse its actions in improving quality during a crisis period. To achieve the set goal, the non-conformance management data of the parcel delivery company from 2016 to 2022 was analysed. During the investigation, it was found that the company had faced several crises, the most prominent of which was the increased demand for logistics services during the COVID-19 pandemic. The results show that new, emerging quality management challenges are managed by applying knowledge of LEAN management practices within 2 years.

Key words: *LEAN, quality management, digitalisation.*

ABSTRACTS

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THE ROLE OF FORESTS IN DECARBONIZATION OF ECONOMY AND CREATION OF CARBON-NEUTRAL SOCIETY: A SYSTEMATIC LITERATURE REVIEW

As the world is trying to survive with the consequences of rise in GHG emissions, the role of forests is becoming increasingly significant. Forests act as imperative carbon sinks, absorbing and storing large amounts of carbon dioxide, thus playing a crucial role in mitigating climate change. This study aims to address two global issues: the transition to a low-carbon economy and the challenges implied by climate change in the forestry sector. This review examines the critical role of forests in addressing the challenges of a low-carbon economy and climate change. I use a combination of the SALSA model and the PSALSAR method to systematically analyze indicators to assess the role of forests in the decarbonization of the economy. The study confirms the commitments of COP26, emphasizing short-term measures to slow global warming and pledging that by 2030 deforestation will be halted. Reforestation appears as an option. As the second largest sink of terrestrial carbon, the forestry sector plays an important role in replacing fossil fuels, showing potential growth in climate change mitigation. Forests impact the carbon-to-GDP ratio and mediate economic growth through urbanization. This study provides valuable insights for policy makers, researchers, and practitioners striving to achieve sustainable developments in the face of climate change.

Key words: *forests, decarbonization, carbon neutrality, economy.*

ABSTRACTS

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EMPLOYER IMAGE & EMPLOYER BRAND: INTERACTION OF BOTH TERMS

Currently, when the demand for employees is higher than supply, there appears a question of the possible solutions. Some argue that the labor market should be opened more widely, while others are against it. One of the opportunities for companies is to make sure that they will be chosen when the potential employees are in front of their options. This is where terms "employer image" & "employer brand" come into the picture. The goal of the presentation is to show that there is a clear distinction between terms "employer brand" and "employer image", although often these terms are used interchangeably. It will be shown through clear definitions and a model suggested by the author. However, the topic is not simple as there are many factors that influence the value creation of potential employees and also – there is a large number of factors that employees might or might not perceive as important. Another question is – how crucial is employer branding and how does it affect an employer's image? Author offers a conceptual framework to show the potential results of interaction between image & brand.

Key words: *employer brand, employer image, employees, employee value proposition.*

ABSTRACTS

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THE IMPACT OF RESTRICTIONS ON THE STATE-OWNED ENTERPRISES TO EXPAND THEIR OPERATIONS INTO NEW PRODUCT LINES IN LATVIA

There is a practice among OECD countries of establishing restrictions for state-owned enterprises to develop new products in addition to their main production. Scarce attention is paid to how such an approach affects public enterprises' performance in favour of the public good, thus must be clarified. This research aims to propose competition policy improvements based on the evaluated impact of new product restrictions on competition neutrality. The research methodology includes interviews with Latvian public sector stakeholders concerning the advantages of optimal use of the company's resources and risks' diversification. Private sector disadvantages if state-owned enterprises offer their products in private-dominated markets are considered. It was observed that national policy is contradictory: there is an emphasis on efficiency goals, however, the expansion initiatives by state-owned enterprises in the market are accepted reluctantly. Taking advantage of state-owned enterprises in boosting R&D innovations is important to foster Latvian regional development and Green-deal policies.

Key words: *new products, competitive neutrality, state-owned enterprises, R&D, diversification.*

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DRIVERS OF DEMAND FOR KITKAT CHOCOLATES

Abstract.
In order to gain a foothold in the market, the company must constantly follow the changing needs of consumers, supplement and/or update the range of products offered. Every company cares whether the product it offers will bring profit, increase sales and attract new users. Therefore, it is important for the company to analyze the popularity of the product, to find out the possibilities of obtaining higher profits. The aim of the research is to determine the demand for KitKat chocolates among consumers. Research objectives: 1) to analyze the perception of the company's customers about KitKat chocolates, their flavors and assortment; 2) find out the most preferred flavors of KitKat chocolate bars. The research seeks to answer the question "What affects the demand for Kitkat chocolates – new flavors, price or consumer loyalty to the brand?" The research methods are the analysis and summarization of scientific literature, questionnaire survey. The popularity of the product in Lithuania and the possibility of selling new flavors of this product are examined. The results of the study show that the main factor that determines the choice of KitKat chocolates is the taste, and the brand is not so important.

Key words: *demand, consumer, flavors, chocolate.*

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THE ATTITUDE OF THE COMPANY'S EMPLOYEES TOWARDS THE NON-POLLUTING VEHICLES OFFERED BY THE COMPANY

Abstract.
Cars emit harmful particulates and gases that are dangerous to human health and the environment. Car pollution is one of the main problems in many countries of the world. Automobile pollution is caused by gasoline and diesel internal combustion engines that use crude oil as fuel. But currently, electric cars that do not harm the environment are becoming more and more popular. Such electric cars are increasingly being purchased by companies. The purpose of the study is to investigate the reasons why employees, and what proportion of them, choose a company-operated electric car when traveling. Research tasks: 1) determine the characteristics of the technical specification of a passenger car, which are important for meeting the needs of the employee; 2) name the factors that determine the choice of a greener car. The aim is to answer the question "How do the company's employees contribute to the preservation of the environment by using vehicles?" The results of the study reveal that most employees choose fuel-powered cars because they have too little knowledge about electric cars and it is difficult to get rid of old habits.

Key words: *environmental protection, electric car, workers, factors.*

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ADAPTATION OF NEW EMPLOYEES IN THE COMPANY

Abstract.
Adapting new employees to the workplace is an important aspect of the recruitment process, which aims to help them integrate seamlessly into the organization and its culture, systems and goals. This includes introducing new employees to the company, its people and tasks, and helping them transition between their previous work experience and their new environment. The sooner the company takes on the adaptation of the employee, the faster he will reach the required level of performance, which is a benefit for the employee (satisfaction) and the company (strong motivation to work and high efficiency of personnel, positive opinion of customers). The aim of the research is to find out how the adaptation process of employees is carried out in the company. The main question is "How can the company ensure the rapid involvement of new employees in the company's activities?" This is beneficial for both the employee and the company, as it promotes satisfaction and motivation, increases efficiency and positive opinions of customers. The results reveal the opinion of employees about the adaptation process in the company, it is also assessed whether the adaptation process is properly implemented in the organization. This helps the company to better understand what steps need to be taken to adapt employees to the new work environment.

Key words: *employees, adaptation, recruitment, work environment.*

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ECHOESFORUM – ONLINE CHAT AND FORUM SERVICE

Abstract.
Our project emerged from the urgent need for an Online Anonymous Chat and Forum platform, prioritizing privacy and freedom of speech. We adopted the Waterfall software development model to manage the complexity of the project. This approach ensured a systematic and sequential progression through each project phase. The first step was a precise delineation of user requirements, forming the foundation of our development methodology. With a deep understanding of user needs, we created detailed system diagrams, specifying the platform's functionality and user interactions. A significant milestone was the creation of a functional demo environment, which served as a physical representation of our idea. This prototype highlighted core features and provided valuable feedback for further refinement. Grounded in the Waterfall model, our methodology provided structure, emphasizing clear requirements, comprehensive UML diagrams, and thorough documentation. This established robust groundwork for the upcoming project phases.

Key words: *Online chat system, online forum, Information system project, waterfall model, UML.*

POSTERS

EchoesForum

Online Chat and Forum Service System

Kauno fakultetas

Introduction

Our project, dedicated to creating an Online Anonymous Chat and Forum platform, stemmed from the recognition of a pressing need in the digital landscape. Our project aimed to address issues of privacy and freedom of speech by offering a secure space for users to share thoughts, ideas, and experiences without the fear of judgment or exposure.

Description of technical part

This picture shows who will use our system: regular users and admins. There are 14 things the system needs to do, with 10 for users and all 14 for admins. It's a map of what our "EchoesForum - Online Chat and Forum Service" needs to do for different users. For users, it includes things like signing up, logging in, posting, sending messages, and more. Admins have extra powers like deleting threads, comments, posts, and likes.

Description of teamwork
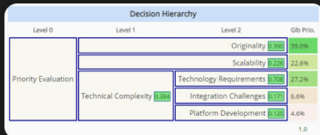
During our project, every team member actively contributed to shaping our work. We made decisions together through team votes, determining the future of the project. The picture displayed represents one of these voting sessions, showcasing the prioritized decisions regarding the project's key characteristics.

Why us?

Anonymity: Share thoughts without revealing yourself.

Diverse discussions: Talk about tech, travel, politics, and more.

Unfiltered insights: Benefit from unbiased perspectives.

Safe and secure: Discuss without fear.

Connect globally: Join a worldwide community.

Ignite change: Shape important narratives.

Redefined anonymity: Your voice matters most.

Environment interface
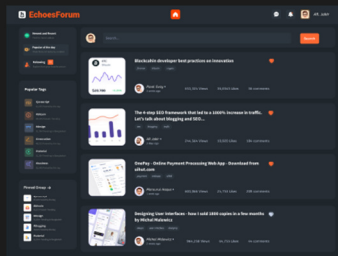
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Demo Environment

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FACT-BASED APP FOR KNOWLEDGE SHARING

Abstract.
Our project aimed at creating a unique social networking app centered around small, concise facts spanning various categories such as technology, science, etc. Users could contribute by posting facts up to 200 characters. Each fact was open for voting.

The development of "Today I Learned" was driven by a commitment to embrace innovation and utilize the latest technological advancements to address a common problem: information overload. Our aim was to cut through the noise and offer an efficient learning experience.

The "Today I Learned" app has been launched with compelling features that simplify the discovery and sharing of knowledge. Users can now easily categorize facts, allowing for a tailored educational experience. Our innovative emoji-based voting system invites interactive feedback on each fact shared. The mandatory inclusion of credible sources for every fact ensures the integrity of the information, providing users with a dependable educational resource.

Key words: *social networking app, knowledge sharing, information overload management, share knowledge experience.*
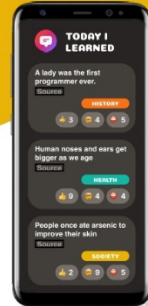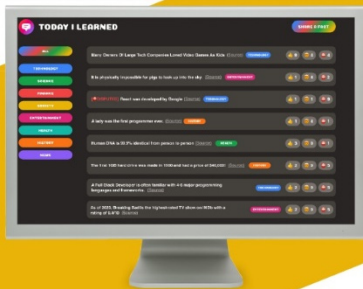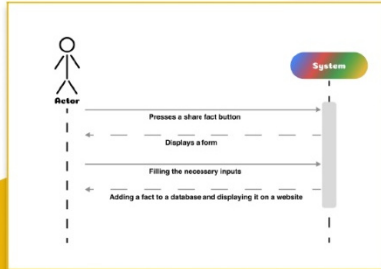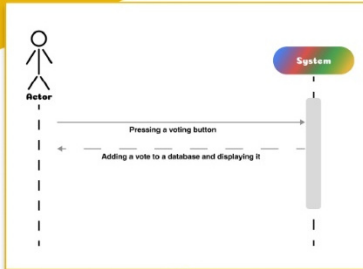
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AEROHUB: CRYPTO-BASED AVIA TICKETS SELLING SYSTEM

Abstract.
Our team's main task was to create an innovative information system for avia tickets selling service providing the most convenient cryptocurrency-based purchase mechanism. The project was performed in a teamwork as the result of planning, thorough analysis and effective collaboration among our team members, assigning roles and tasks using techniques such as OKR-methodology and Six Hat methodology. In order to demonstrate advanced features, we have developed a demo environment that prioritizes the role of graphical user interface. We carefully considered design principles and technological concepts while also placing an emphasis on meeting user requirements. Moreover, we created an intentional tilt toward supporting cryptocurrency payments. This strategic decision not only differentiates us from traditional competition, but also caters to a tech-savvy and forward-thinking customer base, perhaps giving us a market advantage.
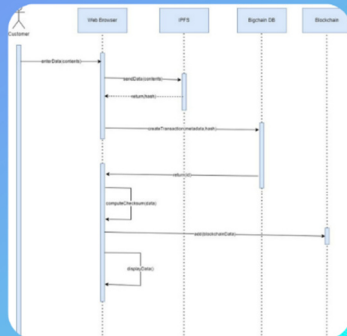
Key words: *avia tickets selling service, cryptocurrency-based purchase, IS design, IS project team.*

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THE SECURE DIGITAL SERVICE ENVIRONMENT «PURPLE VPN»

Abstract.
In "The secure digital service environment «Purple VPN»" project, our primary objective was to craft a demo version of a secure digital services environment, tailored to user needs. Stemming from the escalating significance of online security and privacy, the project aimed to create innovative VPN. The motivation was to scrutinize the creation of a secure digital environment from the perspective of students, exemplified by the Purple VPN initiative. This project served as a canvas for exploring novel models and cutting-edge technologies. Thorough market analysis, risk assessment, and service design were pivotal in setting Purple VPN apart from competitors. Features as an intuitive interface, dynamic server location, and data confidentiality, aimed at elevating the user experience. Finally, the Purple VPN project underscored the innovative prowess of student-led endeavors in shaping a secure digital service landscape. The demo version stands as a collective testament to the dedication and knowledge invested by each participant.

Key words: *VPN, privacy, user-centric, technology-exploration, demo version.*
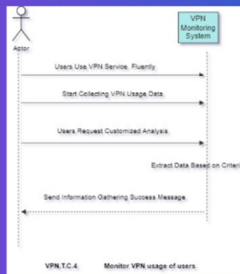
18th Prof. Vladas Gronskas International Scientific Conference
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INFORMATION SYSTEM OF SELF-ORDERING FOR RESTAURANTS

Abstract.
Some restaurants face staff shortage, and it is easier for the restaurant and it is more convenient if customers make their own orders from their place. Therefore, our team of Information Systems and Cyber Security is creating a self-ordering online system for a self-service restaurant which could be accessed by a QR code on the table. In the market, there is a wide variety of ordering systems, however, self-service is not a common function. It is not common to have a self-service system where the number of the table is displayed on the order automatically. Also, the system will be provided with a stock tracking feature, that will inform the customers if there are missing ingredients or meals that cannot be served at the moment. So our goal is to create a demo version of the information system. It should include the menu of the restaurant, a way for the order to be sent to the chef, and a payment procedure as well.

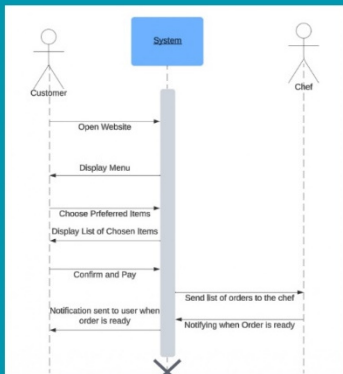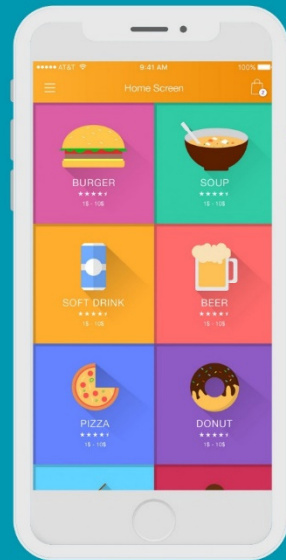**Key words:** *self service order, restaurant order by QR code, ordering IS, order tracking.*

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MUSIC APPLICATION

Abstract.
We developed the music application to meet the growing demand for a user-friendly and innovative platform. Our goal was to stand out in the competitive market by implementing cutting-edge machine learning models and technologies. Tasks were divided among team members, fostering effective collaboration through regular meetings and shared project documents. Our project resulted in a functional app with features like user registration, music streaming, and personalized playlists. We successfully integrated machine learning models for improved music recommendations, ensuring high testing precision. Additionally, we created a demo environment using Figma to gather feedback and refine the user interface. Overall, our project not only addressed the initial problem but also introduced unique features, technologies, and models, setting us apart from competitors.
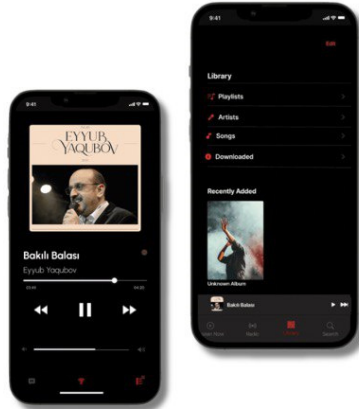
Key words: *music application, machine learning models, teamwork collaboration, personalized music app.*

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Our Goal:

Our goal was to create an innovative music app that stands out in the highly competitive market by implementing new models and technologies. We divided our tasks among team members, leveraging each person's strengths. The teamwork settings involved regular meetings, collaboration on project documents, and effective communication.

Music Application

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What we achieved:

• Functions: Implemented core features like user registration, music streaming, personalized playlists, and user interactions (e.g., favoriting songs and filtering by genre).
• Models: Developed and integrated machine learning models to enhance music recommendations.
• Testing Precision: Conducted rigorous testing to ensure application stability and performance.
• Demo Features: Created a Figma-based demo environment for stakeholders to visualize the app's design and gather feedback.

What's new to implement:

We recognized the opportunity to implement cutting-edge machine learning models for personalized music recommendations and user engagement. We saw the potential to leverage new technologies to enhance the user experience, such as using AI-driven features to curate playlists and recommend songs based on user preferences. Additionally, we aimed to propose something new in comparison to our competitors by incorporating unique features and an intuitive user interface that sets our app apart.
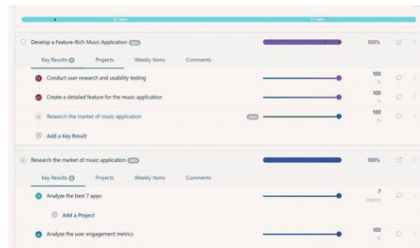
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THE RESTAURANT ORDERING APP "BEBRO BLYNINĖ"

Abstract.
In developing the "Bebro Blyninė" ordering application, we conducted a comprehensive analysis of the competitive fast-food app landscape. By integrating insights from established global players and emphasizing regional preferences, we have crafted a demo version focused on user personalization, loyalty programs, and an intuitive interface tailored to Lithuanian tastes. The introduction of the "Craft Your Blynas" feature and plans for AR menus, geolocation promotions, social integration, and AI recommendations showcase our commitment to innovation. Despite being a work in progress, our demo version, coupled with the strength of the "Bebro Blyninė" brand, signifies a significant step in creating a distinctive and engaging app for Lithuanian users, offering a solid foundation for further refinement and development in this dynamic industry.

Key words: *fast-food ordering, personalized experience, technological innovation, regional focus.*

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A METHOD AND SYSTEM FOR CENTRALIZED HOME AUTOMATION: SMART HOME AUTOMATION HUB

Abstract.
Our Smart Home Automation Hub project aimed to revolutionize the smart home experience by providing a centralized platform for seamless integration and control of various devices, including lights, thermostats, security systems, and entertainment units. We addressed the challenge of managing the increasing number of smart devices in modern homes to simplify and enhance the user experience. Our key tasks included ensuring device compatibility across manufacturers, developing a user-friendly mobile app for intuitive control, and fostering efficient team collaboration. Motivated by the growing need for a user-friendly and integrated smart home solution, we planned the system design including innovative machine learning models for predictive automation, leveraged cutting-edge technologies like voice recognition and IoT protocols, and aimed to outperform competitors with an adaptable Smart Home Automation Hub. The results, featuring advanced machine learning models for predictive automation, high precision in device integration, voice-activated controls for a hands-free experience, and a user-friendly mobile app with an intuitive interface for easy customization and control of the smart home.

Key words: *centralized home automation, smart hub, IoT hub, home assistant, all in one home monitoring system, smart home controller*.

POSTERS

Smart Home Automation Hub

A Method and System for Centralized Home Automation: Smart Home Automation Hub

Why this?

- Revolutionizing the smart home experience through centralized control.
- Seamless integration and control of diverse devices (lights, thermostats, security systems, entertainment units).

Motivated by the growing need for a user-friendly and integrated smart home solution, we implemented innovative machine learning models for predictive automation, leveraged cutting-edge technologies like voice recognition and IoT protocols, and aimed to outperform competitors with an adaptable Smart Home Automation Hub

The results, featuring advanced machine learning models for predictive automation, high precision in device integration, voice-activated controls for a hands-free experience, and a user-friendly mobile app with an intuitive interface for easy customization and control of the smart home.

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Smart Home Automation Hub

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

INNOVATING HOME COOKING: CULINNOVATE

Abstract.
Culinnovate transforms home cooking with an AI-powered recipe generator, a savior for those moments when you are at home with limited ingredients, offering precise and efficient recipes. The user-generated recipe database cultivates a culinary community, fostering creativity and diverse exchanges. Through machine learning, Culinnovate tailors highly personalized recipe recommendations, adapting to evolving taste preferences. Boosting user confidence, interactive cooking guides provide real-time instructions and timers, catering to all skill levels. Soon, a dynamic ingredient substitution feature will empower users to adapt recipes based on dietary preferences or regional availability. Culinnovate is the key to a seamless, intelligent, and engaging cooking experience, resolving the "what to cook with what" dilemma and delivering culinary satisfaction.

Key words: *IS for home cooking, AI-powered recipe generator, recipe database, machine learning.*

POSTERS

SUPERVISOR
Prof.Dr. Dalia Kriksciuniene

INTRODUCTION
Our team recognized the challenges people face in home cooking, such as limited time and resources, leading to food waste. To address this, we conceptualized "Culinovate," an innovative solution aimed at transforming the home cooking experience using advanced AI technology.

AUTHORS
Muhammad Muslim, Nayan Joshy, Rajvansh Patel, Shubham Bhasker, Abdul Salam, Kathan Chuhan

DESCRIPTION OF OUR IDEA
Culinovate is a user-friendly website and app designed to empower cooking enthusiasts. With a personalized recipe generator, it helps users create delicious meals based on their available ingredients, minimizing food waste and promoting creativity in the kitchen.

WHY IS IT UNIQUE AND COMPETITIVE?
Culinovate stands out by utilizing AI algorithms for instant recipe suggestions, reducing search time by over 50%. The platform encourages a sense of community through a User-Generated Recipe Database, fostering a dynamic exchange of culinary ideas. Its simplicity and efficiency make it a competitive choice in the market.
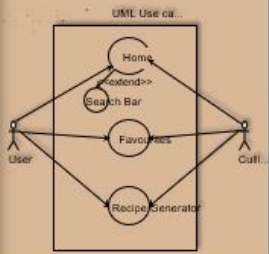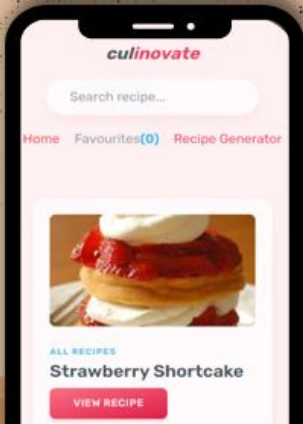
Culinovate

CONCLUSION
In our project, we have successfully developed:

- AI-Powered Recipe Generator
- User-Generated Recipe Database
- Personalized Recipe Recommendations

culinovate

Search recipe...

Home   Favourites(0)   Recipe Generator

ALL RECIPES
Strawberry Shortcake

VIEW RECIPE

UML Use ca...
Home
<<extend>>
Search Bar
User
Favourites
Culi...
Recipe Generator

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

DIGITAL SUPPORT SYSTEM FOR CELIAC PEOPLE

Abstract.
The project addresses the challenge faced by those with celiac disease in finding gluten-free products. It involves creating a web app with a comprehensive database for users to search for suitable foods and restaurants. Designed for celiacs, the platform aids in locating gluten-free options with filters like price and food category. The goal is to provide a simple, intuitive, and accessible web page to help those with gluten intolerance find safe dining options. Tasks included market research, interface design, code development, and a demonstration. The project aimed to offer an innovative solution, resulting in a functional web page with features like a restaurant locator, detailed cards, review and recommendation systems, and user registration/login.

Key words: *coeliac condition support app, disease centered information systems, coeliac disease website.*

POSTERS

Digital support system for celiac people

What is CeliacFind?

CeliacFind is a business project based on a web search engine. CeliacFind aims to make life easier for people who have celiac disease and have great problems finding the right products for them at a reasonable cost.
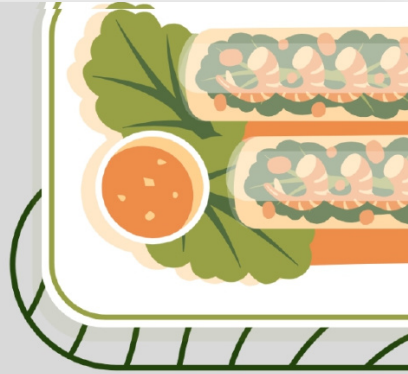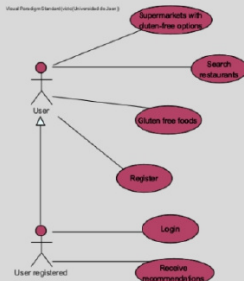
Why us?

Our website is easy to use, intuitive and complete. Using our website will make your life easier and more enjoyable. Our functionalities that distinguish us from the competition are:

- Search for restaurants with gluten-free foods.
- Search for gluten-free food products in supermarkets.
- Large number of search filters.
- Customer reviews.

Results:

- We chose an intuitive design for an easy handling of the website.
- We created a database with a large amount of food for you.
- We developed a target market research marketing plan.
- We prepared a demo with 3 products for three types of food categories.

Vilnius University

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

TIMELY – WEB APPLICATION FOR EASY AND QUICK MEETING PLANNING

Abstract.
"Timely" is a WEB application designed for straightforward and quick meeting planning. Our product focuses on privacy like no one else in the market. For example, to protect a person's privacy, we don't even use email addresses for registration, unlike our main competitor Doodle. Most importantly our WEB application is open-source and published in GitHub, so the code can be fixed and new features added in a timely fashion. By using modern engineering solutions, like Laravel framework and seeking the highest standards for our customer's data security by encrypting it with future-proof hashing algorithm bcrypt, we can proudly present the meeting scheduling application that allows you to manage all necessary functions for your meeting in one place: vote for a meeting time, include purpose, location and duration of a meeting and share the meeting link without the headaches!

Key words: *WEB application, meetings, privacy, open-source.*

18th Prof. Vladas Gronskas International Scientific Conference
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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

URL SHORTENING MADE HASSLE FREE

Abstract.
Our project aimed to create a simple, ad-free URL shortening service, prioritizing user privacy. We believe in providing an ad-free and non-invasive experience, as we understand that nobody enjoys advertisements or giving up their data to an unknown third party. The result is a site that has a minimalist design, focusing on one task: URL shortening, without requesting permissions or invading user privacy.
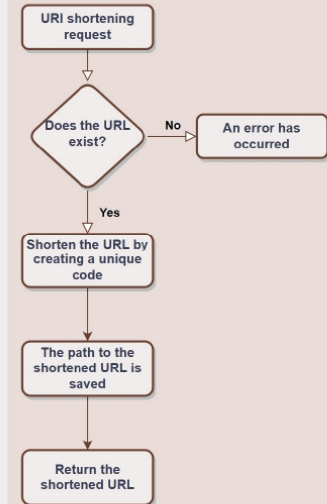
Key words: *URL shortening, ad free, open source, simple, privacy.*

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

PURSUIT – LEISURE SPORT ACTIVITY APP

Abstract.
The idea of our project is to bring consumers an easy and accessible way to find activities and experience a more active lifestyle. Our team consists of greatly skilled developers, cyber security and senior customer success experts. We view this concept as a fantastic opportunity since the market for this product is not highly competitive. The app we are developing acts as a middle man between customers and businesses or activity organisers. Utilizing a responsive map in our system, users are able to see active offers and sign up to various activities. In the future, we plan to arrange partnerships with different leisure organisers and social clubs.
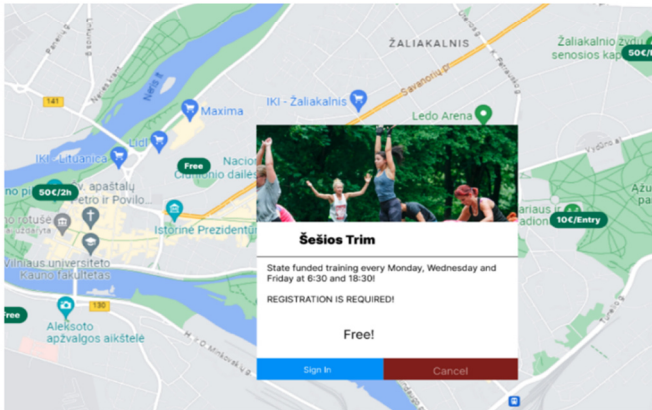
Key words: *IS for active lifestyle, leisure app, sport activity app, responsive map.*
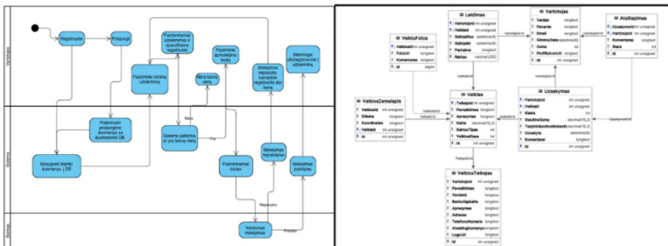
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NOXUSNOTES – A SECURE NOTE TAKING APP

Abstract.
NoxusNotes is an efficient note-taking application that can help users easily organize and manage their written notes. Not only does it provide users with a user-friendly and easy-to-understand way to create, edit, delete, save their notes, but also guarantees their safety, and confidentiality via encryption. Not to mention, also including the option to individually password lock certain notes, in the scenario of someone gaining access to your phone. We also have the functionality of code highlighting, making it easier for you to save the idea or concept for your programming needs. Market analysis has shown us that these two characteristics are missing in the market, so we hope to fulfill the needs of the security and programming minded.

Key words: *efficient, user-friendly, safety, encryption, programming.*

18th Prof. Vladas Gronskas International Scientific Conference
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TRAVEL PLANNER APP

Abstract.
Our project is to create a WEB app that can be used for vacation planning. We chose this project idea because it has quite wide market appeal. While the market for travel apps is quite saturated, we believe that we can be competitive by looking at the user feedback of our competitors and fixing problems or adding features that users feel are missing. Currently planned features for our project are location tracking, travel profile creation, recommendations for places of interest and travel calendar. The end product of our project will be a website demo environment.

Key words: *travel, planning, web, vacation, map.*

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

SEARCH ENGINE OPTIMISATION (SEO) SCORE AND WRITTEN CONTENT IMPROVEMENT USING GENERATIVE AI TOOLS

Abstract.
In our project, we looked for ways to make websites' rank better in search engine results, focusing on SEO (Search Engine Optimization). We talked about how important it is to create good content and choose the right keywords to improve a website's SEO score. We also showed how using AI (Artificial Intelligence) can help with these SEO tasks. Our work on the "AI Naujienos" website is an example of how using AI can make SEO even better. This presentation is great for anyone who wants to make their website more visible online, using both traditional SEO methods and some help from AI.

Key words: *search engine optimization, SEO score, artificial intelligence, written content improvement.*

POSTERS

Search Engine Optimisation (SEO) score and written content improvement using generative AI tools
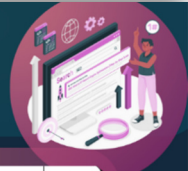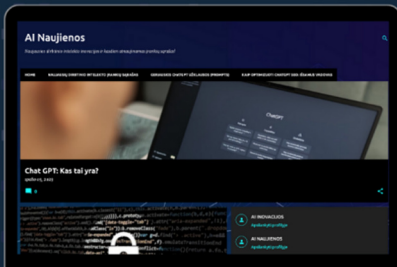
INDRODUCTION

After focusing on the **written content enhancement**, we have identified key elements essential for achieving a high **SEO** score. This research has led us to a deeper understanding of the strategies necessary for optimizing written content effectively for search engines. By integrating AI to enhance **SEO** strategies, we analyzed traditional **SEO** tactics and implemented **AI tools** for **keyword optimization** and **content creation**. This approach led to significant improvements in **SEO** performance. Our findings demonstrate the effectiveness of AI in modern **SEO** practices and suggest promising directions for future research in this area.

SEO SCORE

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GREAT!

Keyword Optimization: How we researched keywords?
Content Quality: How we crafted original and high quality content?
Content Structure: How we used headings, subheadings, and logical flow to increase our SEO score?

Enhanced Content: We crafted engaging and relevant content using artificial intelligence tools.
Better Image SEO: We utilized AI to make images searchable, improving your site's visibility.
Smart Keywords: We analyzed and researched website keywords using Google AdWords platform

WORKING TEAM

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Prof. dr. **Dalia Krikščiūnienė**

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FACTORS SHAPING INFLUENCER-FOLLOWER ENGAGEMENT ON INSTAGRAM

Abstract.
This research investigates how actions of "Instagram" influencers impact relationships with customers. In the current times, "Instagram" is saturated with the influencers aiming to engage and attract followers. However, not all influencers assume that it is insufficient producing influencing content alone, as there are other factors that are of equal importance. The article scrutinizes factors influencing customer choices in following specific influencers and building trust. A survey involving 157 participants revealed that out of the 9 traits presented, certain off-putting behaviors in influencer actions stood out, with hypocrisy (60.5%) being the most common. Negative criticism and offensive comments towards others (56%) were also notably prevalent. Conversely, followers are drawn to positive qualities like sincerity (56%), a good sense of humor (55%), and authenticity (50%). Additionally, interaction with followers and providing feedback are crucial in building and maintaining a loyal following, as those ignored by influencers feel disappointed, potentially losing trust and loyalty.

Key words: *Instagram influencers, customer relationships, follower engagement, influencer behavior, customer choices, trust-building factors, interaction, feedback.*

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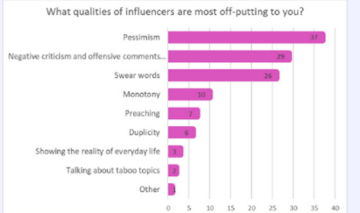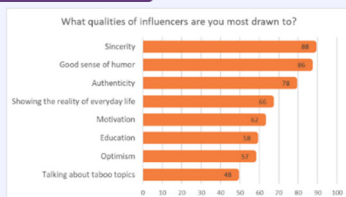# FACTORS SHAPING INFLUENCER-FOLLOWER ENGAGEMENT ON INSTAGRAM

OBJECTIVE

The research aims to analyze the behavior of Instagram influencers and the issues related to the content they create, using customer evaluations.

INTRO

Instagram is saturated with influencers aiming to engage and attract followers. However, not all influencers grasp that producing influencing content alone is insufficient, there are other factors that hold equal importance. This research scrutinizes factors influencing customer choices in following specific influencers and building trust.

SURVEY RESULTS

What qualities of influencers are you most drawn to?

What qualities of influencers are most off-putting to you?

32 of all respondents have written privately to an influencer, but not all of them got a reply.

Did you get a reply?

■ Yes ■ Not always ■ No
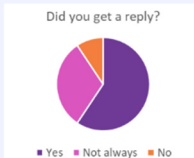
Those, who did not get a reply felt sad, not heard, uncomfortable and disappointed.

Ones, who got the reply felt happy, gracious, surprised, appreciated.

ANALYSIS

A survey involving 157 participants revealed that out of the 9 traits presented, certain off-putting behaviors in influencer actions stood out, with hypocrisy (60.5%) being the most common. Negative criticism and offensive comments towards others (56%) were also notably prevalent. Conversely, followers are drawn to positive qualities like sincerity (56%), a good sense of humor (55%), and authenticity (50%).

The mood and emotional state of respondents at the time of receiving or not receiving a response from an influencer are indicative. Thus, it is of paramount importance for respondents to feel acknowledged and listened to by influencers.

CONCLUSION

The emotional state of respondents in relation to influencer interactions highlights the need for influencers to be attentive and responsive. Acknowledging followers and making them feel heard can significantly impact their perception of influencers. Therefore, beyond content creation, the way influencers engage with their audience plays a crucial role in building a loyal and positive community.
Influencers should be mindful of their behavior, avoiding hypocrisy and negative interactions, while actively cultivating positive qualities like sincerity and authenticity. Recognizing the emotional impact of their actions on followers and responding with empathy and attentiveness is essential for influencers to foster a meaningful and lasting connection with their audience.

Kaunas Faculty

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SUPERVISOR: PROF. DR DALIA KRIKŠČIŪNIENĖ

THE CONTENT CHARACTERISTICS IMPACTING CONSUMER BEHAVIOUR ON INSTAGRAM

Abstract.
The increasing prevalence of digital advertising and content consumption on Instagram poses a challenge for marketers. The aim of the research is to analyse the effect of different content characteristics in Instagram to consumer engagement expressed by different interactive responses. The paper analyses which specific content characteristics influence consumer behaviour the most. The results of this research may provide Instagram marketers with actionable insights and help to optimise their content strategy for enhanced consumer engagement. A survey questionnaire was built for exploring the types of content and format respondents resonated the most with, as well as, to find which social media platforms respondents tend to use, in addition to Instagram. Survey results revealed that 85% of respondents prioritise Story as the most important content presentation type, while 50.7% identify "Funny content" as the most significant content type. It should be noted that Instagram users often use both "YouTube" and "TikTok".

Key words: *content marketing, consumer behaviour, consumer perception, live, post, Instagram, content characteristics.*

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THE IMPACT OF CONTENT MARKETING ON POLITICAL CAMPAIGNS AND THEIR ETHICS

Abstract.

Political processes, party activities, election advertising campaigns are important and relevant, because they determine the further development of the country, influence the economy and the well-being of the population. The article examines the impact of content marketing on political campaigns and their ethics in Lithuania. During the research, the content of social media of political parties was examined. We conducted a pilot survey of the population (31 respondents aged from 17 to 56) about the most frequently seen advertisements of eight different political parties, as well as favorite means of presenting content marketing, and unethical election posts. After summarizing the results of the survey, it was found that the advertising campaigns of Lithuanian political parties are quite ethical; only 16% of the respondents answered negatively. The most popular means of content marketing for political parties in social media are videos (23 respondents), photos and articles (18 respondents chose each).

Key words: *content marketing, political advertising ethics, unethical election posts, social media.*

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Kaunas: Vilnius University Kaunas Faculty, 1st of December, 2023

POSTERS

THE IMPACT OF CONTENT MARKETING ON POLITICAL CAMPAIGNS AND THEIR ETHICS

Authors: Jotautas Masys and Jonas Panceris
Marketing technologies students.
Supervisor: professor Dalia Krikščiūnienė

OBJECTIVES

Political processes, party activities, election advertising campaigns are important and relevant, because they determine the further development of the country, influence the economy and the well-being of the population. The article examines the impact of content marketing on political campaigns and their ethics in Lithuania.

SOLUTION

During the research, the content of social media of political parties was examined. We conducted a pilot survey of the population (31 respondents aged from 17 to 56: *first picture*) about the most frequently seen advertisements of eight different political parties, as well as favorite means of presenting content marketing, and unethical election posts.

After summarizing the results of the survey, it was found that the advertising campaigns of Lithuanian political parties are quite ethical; only 16% of the respondents answered negatively (*second picture*). The most popular means of content marketing for political parties in social media are videos (23 respondents), photos and articles (18 respondents chose each) (*third picture*).
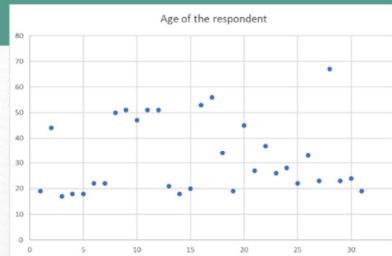
The first picture : age of the respondents
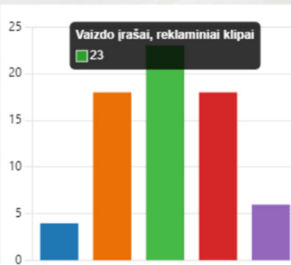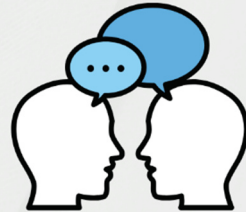
The third picture : most liked means of content marketing
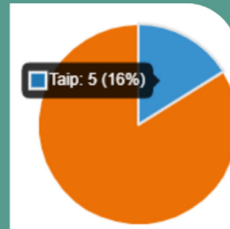
Second picture: how many saw unethical political ads

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USER SATISFACTION WITH THE COMMUNICATION QUALITY OF "REGITRA" AND "LIETUVOS PAŠTAS" ARTIFICIAL INTELLIGENCE CHATBOTS

Abstract.

AI-powered tools are not only used in the e-commerce sector but also in the public sector. Chatbots have gained popularity as effective tools for marketing and customer service (Colifa, 2020). Two major categories of chatbots are AI-powered or mechanical. Mechanical type of chatbots are dominating in Lithuanian public sector websites. Only the chatbots "Lietuvos pastas" and "Regitra" are AI-based. The research aims to identify aspects of customer satisfaction level towards the quality of communication features, as well as to pinpoint the areas that customers don't like. To accomplish these aims, the surveys and pilot interviews were conducted and targeted to the users of selected chatbots. During the research, positive interest was seen in polite style of chatbot communication. Negative areas were also identified, such as the requirement to confirm website cookies for starting using the chatbot service and in some cases the links were provided which lacked comprehensive information. These features had an adverse effect to the customer satisfaction and would require improvement.

Key words: *AI based chatbots, chatbots for public websited, adverse effect of chatbot service, positive features of chatbot, chatbot users survey.*

POSTERS

USER SATISFACTION WITH THE COMMUNICATION QUALITY OF "REGITRA" AND "LIETUVOS PAŠTAS" ARTIFICIAL INTELLIGENCE CHATBOTS

Jorė Bendinskaitė
Marketingo technologijos

AI-powered tools are not only used in the e-commerce sector but also in the public sector. Chatbots have gained popularity as effective tools for marketing and customer service (Colifa, 2020). Two major categories of chatbots are AI-powered or mechanical. Mechanical type of chatbots are dominating in Lithuanian public sector websites. Only the 'Lietuvos paštas' and 'Regitra' chatbots are AI-based. The research aims to identify aspects of customer satisfaction with the quality of communication features, as well as to pinpoint areas that customers don't like. To accomplish this aim, surveys and pilot interviews were conducted with users of selected chatbots. During the research, positive interest was seen in polite chatbot communication. Negative areas were also identified, such as the requirement to confirm website cookies if users want to use chatbots and in some cases provided links but lacked comprehensive information. This adversely affected customer satisfaction and requires improvement.

AIM OF RESEARCH

To conduct an analysis of the artificial intelligence chatbots employed by "Regitra" and "Lietuvos paštas" and identify the specific aspects of these chatbots that contribute to customer satisfaction with the quality of communication, as well as to pinpoint areas that do not meet customer expectations.

METHODOLOGY

Mixed-method research:

1. Quality research: experiment and interviews; content Analysis
2. Quantitative research: surveys; descriptive statistics.

SERVQUAL methodology.

RESEARCH RESULTS:

Pollitness

The strongest aspect of "Regitra" and "Lietuvos paštas" chatbots, as indicated in both research studies, is their polite communication.

Warmth of conversation

Dissatisfaction with the warmth of conversation during interactions with chatbots. However, this appears to be a matter of habit, with users acknowledging this aspect as an evolving dimension of human-computer interaction.

Website cookies

Users expressed dissatisfaction with the requirement to confirm website cookies when using the chatbots, a concern shared by both "Regitra" and "Lietuvos paštas."

Satisfaction

Chatbots sometimes malfunctioned, necessitating the rewriting of questions or the inclusion of more details to obtain the desired information. In certain instances, users were provided with links but lacked comprehensive information, which adversely affected customer satisfaction.

OBJECTIVES

1. Assess the strengths and weaknesses of "Regitra" and "Lietuvos paštas" AI chatbots.
2. Investigate whether demographic factors have any influence on user satisfaction with chatbot quality.
3. Pinpoint areas in chatbot interactions that require improvement.
4. Uncover sources of user frustration in their interactions with chatbots.
5. Analyze how chatbot communication is characterized and does that contributes to customer satisfaction.

CHATBOTS HISTORY AND RESEARCH

The remarkable growth of AI is evident in the fact that this AI tool has already catered to approximately 1.4 billion individuals.
First AI chatbot, "ELZA," which was developed in 1966.
Public sector organizations are adopting chatbots for effective communication with clients.

Regitra chatbot:

REVIS, virtualus asistentas

Sveiki, aš Revis.

Lietuvos paštas chatbot:

Mantas

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THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CHANGES IN CONSUMER BEHAVIOR

Abstract.
The research aims to analyze AI influence on consumer behavior. The research analyzes three AI products: personalized offers (recommendations), chatbots and natural language processing robots and explores their influence to different aspects of consumer behavior. The paper provides a theoretical analysis of the perception of AI, products of AI and consumer behavior, it includes analysis of five empirical studies. Investigation of the questionnaire answers and expert interview answers was carried out. The content analysis of expert interviews is performed. The responses of the questionnaire survey are statistically processed, using several statistical measurements that help find changes in the consumer behavior model. Combining the results of both the questionnaire and expert interviews, the main differences in the consumer behavior model are seen in the entire buying decision process, where the analyzed AI products have strongly impacted every step.

Key words: *artificial intelligence, consumer behavior, personalized offers (recommendations), chatbots, natural language processing bots.*

POSTERS

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CHANGES IN CONSUMER BEHAVIOR

RESEARCH AIM

The paper analyzes three AI products - personalized offers (recommendations), chatbots and natural language processing robots and how they influence different aspects of consumer behavior. The research aim is to analyze AI influence on consumer behavior.

Figure 1. Quantitative survey correlation results on buying decision process in consumer behavior model

QUESTIONNAIRE

Questionnaire is made out of 16 questions, it has 387 respondents, the statistical analyzis is made with 336 answers. Several statistical measurements are interpreted, including Cronbach's Alpha for internal consistency, demographic characteristics of respondents, crosstabulations and Spearman's correlation coefficient for understanding how analyzed AI products help in the entire buying decision process of a consumer. The results of Spearman's correlation coefficient are shown in the picture (Figure 1). Questionnaire analyzis indicates, that the three products of AI that were investigated influence consumer behavior in various ways.

WHAT TO EXPECT

The paper provides a theoretical analysis of the perception of AI, products of AI and consumer behavior, it includes analysis of five empirical studies. Investigation of the questionnaire answers and expert interview answers was carried out. The content analysis of expert interviews is performed. The responses of the questionnaire survey are statistically processed, using several statistical measurements that help find changes in the consumer behavior model.
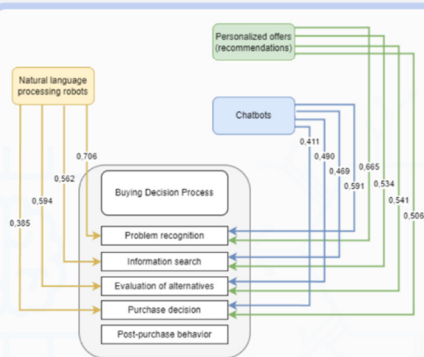
EXPERT INTERVIEW

Two experts are asked 6 questions, The questions are related to the questionnaire to be able to find joint results or conflicts in certain areas on influence of AI on consumer behavior. Out of the things experts mention about AI and consumer behavior, it is important to underline these aspects: speed, use of less resources, also AI helps grow loyalty of consumers, communication between the organization and consumer becomes easier, making a buying decision process becomes less complicated. Experts express, that negative aspects of AI are incapability of dealing with harder problems, understanding emotions, uncertain data regulations.

RESULTS

Research has shown, that combining the results of both the questionnaire and expert interviews, the main differences in the consumer behavior model are seen in the entire buying decision process, where the analyzed AI products have strongly impacted every step.

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SMES CYBER SECURITY CHANGE AGENTS

Abstract.
There is an average of 1.6 million cyberattacks on a daily basis all over the world. The EU has become one of the regions where cyber-attacks have increased the most. A Barracuda 2022 report shows that SMEs are three times more likely to be targeted by cybercriminals than larger companies. Because of this it's important for businesses of all sizes not to overlook investing in security, both technology and user education. The damage caused by a breach, or a compromised account can be even more costly. SMEs often have fewer resources and lack security expertise, which leaves them more vulnerable to spear-phishing attacks, and cybercriminals are taking advantage. All employees, regardless of whether they are in a technical or non-technical role, should have an understanding of the threats and cybersecurity best practices. Only through substantial awareness and training employees will be able to identify and report suspicious cyber activity and maintain cyber hygiene. In view of this context, seven project partners decided to join their complementary forces and help SMEs to improve their cybersecurity skills and turn some of their staff as "SMEs' Cybersecurity Change Agents". CyberAgent project will have the following general objectives: 1. Upgrade cybersecurity skills of European SME employees. 2. Generate exchange of good practices among cybersecurity and labour market actors. 3. Build capacity of HEI teachers and VET providers to improve their cybersecurity competences. 4. Involve more women employees in cybersecurity challenges. It will facilitate the development of collaborations between HEIs, VETs, and SMEs and operate as a platform for the sharing of best practices between players involved in cybersecurity and the labor market.

Key words: *cybersecurity agents, SMEs, skills development, upskilling, reskilling, women in ICT.*

POSTERS

Distribution of Presenters by Country in Sections A, B and C

Hungary; 5%
Finland; 5%
Turkey; 6%
Latvia; 21%
Lithuania; 63%
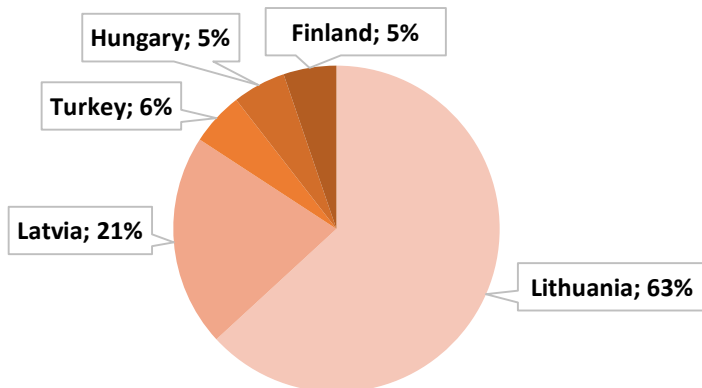
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Lithuania; 51%
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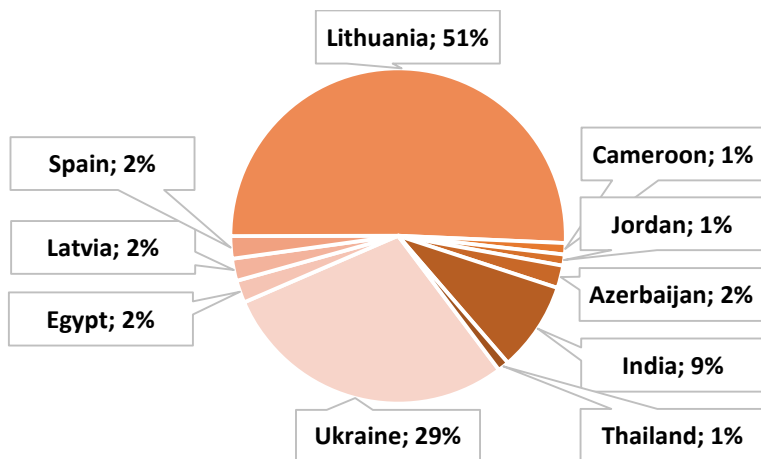
Poster Sections D and E

24
Number of teams

92
Number of participants

The conference "18th Prof. Vladas Gronskas International Scientific Conference" is an arena for cooperation and scholarly fellowship, with young researchers, bachelor, master and doctoral students from Lithuania and foreign countries. It is an arena for open discussion where young researches have the opportunity to present and share their scientific insights.

This conference encourages internationalization and a closer cooperation between science and business. The conference keynote speakers – business representatives – provide participants with new insights and inspiration for further research.

The main goal of this scientific gathering is to contribute to the reliable, safe, effective and sustainable economy and business development.

Encouraging entrepreneurship is a crucial condition for economic growth and this puts forward a new approach to business, creativity, value creation, and the implementation of innovations. It is precisely in this context where business and science should interact.

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