

April 10

International Scientific

# BUSINESS AND TECHNOLOGY

CONFERENCE  
„Business Resilience“ 2025

Conference Programme



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KAUNO  
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UNIVERSIDAD  
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P.PORTO

ESCOLA  
SUPERIOR  
DE TECNOLOGIA  
E GESTÃO

## CONFERENCE PROGRAMME

10.00–10.30 **Welcome of conference participants and registration**  
(4-407 room, Pramonės pr. 22A, Kaunas)

### **Plenary session**

(4-407 room, Pramonės pr. 22A)

<https://zoom.us/j/93854123721>

**Moderators:** Dr. Tomas Makaveckas, Viktorija Navickienė

10.30-10.45	<b>Opening of the Conference, Welcome Speech</b> <i>Dr. Andrius Brusokas, Director of Kauno kolegija HEI, Lithuania</i>
10.45-11.10	<b>Innovating Together: Bridging Science, Business and Society in Biotechnology</b> <i>Rasa Kavaliauskaitė, Coordinator at "Innovation Agency Lithuania", BioTech Lab</i>
11.10-11.35	<b>On Digital Currencies</b> <i>Prof. Harald Uhlig, Professor and economist of the University of Chicago, JAV</i>
11.35-12.00	<b>Financial Resilience in the Face of Climate Risks: Banks' Perspective (online)</b> <i>Rokas Krūminas, Bank employee, Lithuania</i>
12.00-13.00	<b>Poster session and Lunch break</b>
13.00-16.00	<b>Work in sections</b>
16.00-16.30	<b>Summarising of the conference and closing</b>

**Work in sections:**

**SECTION I**

**FINANCIAL RESILIENCE AND RISK MANAGEMENT**

[\(Online link\)](#)

**Moderator:** Dr. Aistė Lastauskaitė

13.00-13.15	<b>The Digital Transformation of Financial and Management Accounting: Higher Education's Prospects</b> <i>Dr. Algirdas Justinas Staugaitis, dr. Česlovas Christauskas, Kauno kolegija HEI, Lithuania</i>
13.15-13.30	<b>Serbian Digital Assets Regulation: Balancing Innovation and Compliance</b> <i>Dr. Michał Zawada, Nicolaus Copernicus, University in Toruń, Poland</i>
13.30-13.45	<b>AI in Accounting Education: Challenges and Possibilities</b> <i>Jevgenija Furgasė, Indrė Knyvienė, Kauno kolegija HEI, Lithuania</i>
13.45-14.00	<b>Technological Progress and the Labor Market: Rethinking Taxation for the Future of Work</b> <i>Jevgenija Furgasė, Kauno kolegija HEI, Lithuania</i>
14.00-14.15	<b>Real Estate Price Dynamics in Lithuania: Factors and Forecasts</b> <i>Akvilė Sipavičiūtė, Kaunas University of Technology, Lithuania</i>
14.15-14.30	<b>Market Concentration, Asset Allocation in Banking: Implications for Financial Stability and Competitive Dynamics</b> <i>Dr. Ada Aliaj, dr. Ikbale Tota, dr. Olta Nexhipi, Aleksander Moisiu University – Durres, Albania</i>
14.30-14.45	<b>From Costs to Competitive Advantage: The Dual Role of Digital Investment in Business Performance Across Europe and the Baltic Region</b> <i>Dr. Aistė Lastauskaitė, Kauno kolegija HEI, Lithuania</i>
14.45-15.00	<b>Impact of Microfinance on Small Business Performance</b> <i>Dr. Shaip Gashi, Public International Business College Mitrovica IBCM, Kosovo</i>
15.00-15.15	<b>Addressing Cybersecurity and Privacy Issues in a Blockchain-based Procurement Approach by Integrating Zero-Knowledge Proofs (ZKPs) and Generative Adversarial Networks (GANs)</b> <i>Asst. prof. Marco Filipe Vieira Gomes, Polytechnic Institute of Porto, Portugal</i>

## SECTION II

### RESILIENCE IN COMMUNICATION AND INTERNATIONAL BUSINESS

(2-29 room, Pramonės pr. 20, [Online link](#))

**Moderator:** Dr. Laima Jasevičiūtė-Ufartienė

13.00-13.15	<b>Gender Equality in NGOs: Balancing Public Scrutiny and Business Pressure for Sustainable Progress</b> <i>Vigilija Žiūraitė, Vytautas Magnus University; dr. Edita Jurkonytė, Kauno kolegija HEI, Lithuania</i>
13.15-13.30	<b>The Effectiveness of AI-powered Sentiment Analysis in Corporate Communication in Improving Stakeholder Engagement</b> <i>Miglė Smaidžiūnaitė, dr. Ioseb Gabelaia, Kauno kolegija HEI, Lithuania</i>
13.30-13.45	<b>Chinese Management in German Subsidiaries - lessons in Eastern management thinking and their impact on European businesses</b> <i>Dr. Hillebrecht Steffen, THWS Technische Hochschule Würzburg-Schweinfurt, Germany</i>
13.45-14.00	<b>Managerial Behavior and Cognitive Configurations in the Adoption of Industry 4.0: A Study of International SMEs</b> <i>Dr. Telma Mendes, dr. Vítor Braga, CIICESI, ESTG, Polytechnic of Porto, Portugal; dr. Miguel González-Loureiro, University of Vigo-ECOBAS, Vigo, Spain &amp; CIICESI, ESTG, Polytechnic of Porto, Portugal</i>
14.00-14.15	<b>Resilient Logistics and Infrastructure in the Grain Market of Ukraine: Challenges and Adaptive Strategies</b> <i>Olha Kulieshova, V. N. Karazin Kharkiv National University, Ukraine</i>
14.15-14.30	<b>The Impact of Artificial Intelligence: Labor Market Dynamics and Final Thesis Topics</b> <i>Dr. Lina Kankevičienė, Kauno kolegija HEI, Lithuania</i>
14.30-14.45	<b>A Proposed Approach to Support Local Enterprises Overcoming the Barriers Posed by the Boom in the Estate Market</b> <i>Dr. António Miranda, Dr. Wellington Alves, CIICESI, ESTG, Polytechnic of Porto, Portugal</i>
14.45-15.00	<b>Responsible AI Usage: Bibliometric Analysis</b> <i>Dr. Laima Jasevičiūtė-Ufartienė, Kauno kolegija HEI, Lithuania</i>
15.00-15.15	<b>Future of Smart Cities: Sustainable Development</b> <i>Dr. Raimonda Melngile, Vidzeme University of Applied sciences, Latvia</i>

## SECTION III

### MARKETING AND SALES RESILIENCE

(2-50 room, Pramonės pr. 20, [Online link](#) )

**Moderator:** Dr. Ligita Zailskaitė-Jakštė

13.00-13.15	<b>Next-Generation E-Commerce: AI, Personalization, and Hyper-Localization</b> <i>Anisa Melishte, Jonada Pelivani, University College of Business, Albania</i>
13.15-13.30	<b>Leveraging Artificial Intelligence for Building Marketing and Sales Resilience in the Digital Era</b> <i>Dr. Animesh Sharma, Rahul Sharma, Lovely Professional University, India</i>
13.30-13.45	<b>Theoretical Relationship between Goal Ambiguity and Performance Information Use</b> <i>Dr. Terida Mehilli, University of Rome "Tor Vergata", Italy</i>
13.45-14.00	<b>Consumer Engagement in the Metaverse: Conceptual Understanding and Framework</b> <i>Dr. Ligita Zailskaitė-Jakštė, Kauno kolegija HEI, Lithuania; Dr. Vikas Arya, EMLV Business School, France</i>
14.00-14.15	<b>The Impact of Digital Innovative Services Implemented in Omnichannel Retail on the Consumer's Purchase Decision</b> <i>Vaida Mardosaitė, Vilnius University, Lithuania</i>
14.15-14.30	<b>Quality Assurance in Higher Education: A Catalyst for Industry-Academia Collaboration?</b> <i>Aušra Turčinskaitė-Balčiūnienė, Greta Gruodė, Vilniaus Kolegija HEI, Lithuania; Dr. Nino Pataraiia, Ilia State University, Georgia</i>
14.30-14.45	<b>Features of Content Marketing Application Form the Aspect of Place-Making</b> <i>Dr. Mantas Dilys, Andrius Šmitas, dr. Lina Šarlauskienė, dr. Raminta Andrėja Ligeikienė, Viktorija Navickienė, Kauno kolegija HEI, Lithuania</i>

## SECTION IV

### RESILIENT ORGANIZATIONAL STRUCTURES

(4-407 room, Pramonės pr. 22A, [Online link](#))

**Moderator:** Dr. Mindaugas Samuolaitis

13.00-13.15	<b>Innovations – a Driver of Change in Organizations</b> <i>Gintarė Jaciūnė, dr. Edita Jurkonytė, Kauno kolegija HEI, Lithuania</i>
13.15-13.30	<b>Sustainability Through Self-Management and Shared Leadership in a Complex Environment</b> (online) <i>Dr. Ger Yucel, Haaga-Helia University of Applied Sciences, Finland</i>
13.30-13.45	<b>Team Autonomy and Task Execution: When Does It Work Best?</b> <i>Dr. Rūta Petrauskienė, Kauno kolegija HEI, Lithuania</i>
13.45-14.00	<b>Facilitation of Employment of Persons with Disabilities</b> <i>Dr. Violeta Vasiliauskienė, Kauno kolegija HEI, Lithuania</i>
14.00-14.15	<b>Exploring Recent Developments in Business Management Technologies in Albania</b> <i>Dr. Petrit Dollani, University of Tirana, Albania and Warsaw School of Economics, Poland</i>
14.15-14.30	<b>Challenges in the Legal Regulation of Nuclear Energy. Small Modular Reactors</b> <i>Vykintas Stumbrys, Kauno kolegija HEI, Lithuania</i>

## SECTION V

### SPORTS AND WELLNESS MANAGEMENT RESILIENCE / TOURISM AND HOSPITALITY MANAGEMENT RESILIENCE

(3-29 room, Pramonės pr. 22, [Online link](#))

**Moderator:** Dr. Kristina Grumadaitė

13.00-13.15	<b>Integrating Artificial Intelligence into Financial Resilience Strategies: Enhancing Risk Management in Healthcare Organizations</b> <i>Paula Cristina de Almeida Marques, Paulo Oliveira, Universidade dos Açores, Portugal</i>
13.15-13.30	<b>Enhancing Crisis Resilience in Healthcare Through Digitalized Balanced Scorecard Decision-Making</b> <i>Paula Cristina de Almeida Marques, Azores University, Portugal</i>
13.30-13.45	<b>Key Issues Retired Basketball Players Face When Transitioning to a New Career</b> <i>Tomas Zubrys, dr. Audrius Šimkus, Vytautas Magnus University, Lithuania</i>
13.45-14.00	<b>Python in Cancer Research</b> <i>Dr. Jonas Cicėnas, Kauno kolegija HEI, Lithuania; Alain Gateau, Swiss Institute of Bioinformatics, Switzerland</i>
14.00-14.15	<b>Hip Abduction Orthoses for Infant Hip Dysplasia</b> <i>Dr. Rimantas Kodžius, dr. Birutė Sinkutė, St. Ignatius of Loyola College, HEI, Lithuania</i>
14.15-14.30	<b>The Impact of Healthcare Financing Policies on Market Competition and Service Accessibility</b> <i>Dr. Anželika Banevičienė, Kauno kolegija HEI, Lithuania</i>
14.30-14.45	<b>Resilient and Sustainable Tourism Supply Chain: Organizing Catering Services in Lithuanian Restaurant Sector</b> <i>Dr. Kristina Grumadaitė, dr. Mindaugas Samuolaitis, Kauno kolegija HEI, Lithuania</i>
14.45-15.00	<b>System Dynamics Modelling to Support Sustainable Blue Economy Activities: the Role of Fisheries and Coastal Tourism</b> <i>Abílio Alves, dr. Wellington Alves, School of Management and Technology - Polytechnic of Porto, Portugal</i>
15.00-15.15	<b>Match-Fixing: Socio-Economic and Psychological Factors</b> <i>Žilvinas Muraška, dr. Audrius Šimkus, Vytautas Magnus University, Lithuania</i>

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## SECTION VI

### MATHEMATICAL MODELS IN SECURITY TECHNOLOGIES: FROM THEORY TO PRACTICE

(2-23 room, Pramonės pr. 22, [Online link](#))

**Moderator:** Dr. Zita Baužienė

13.00-13.15	<b>Personal Data Security: How to Protect Ourselves and Others?</b> <i>Akvilė Laurinaitytė, quest speaker, lawyer, attorney's assistant at "Newton law", Lithuania</i>
13.15-13.30	<b>The Impact of Mathematical Knowledge on Career Choices in Business Data Analytics</b> <i>Dr. Vilma Morkūnienė, dr. Zita Baužienė, Kauno kolegija HEI, Lithuania</i>
13.30-13.45	<b>Testing of First-Year Students' Mathematics Knowledge in Lithuanian Colleges: Effectiveness, Experience, Perspectives</b> <i>Milda Ilčiukienė, Kauno kolegija HEI, Lithuania</i>
13.45-14.00	<b>The Importance of Applied Mathematics in the Preparation of Business Studies Students</b> <i>Dr. Alma Paukštienė, dr. Birutė Ragalytė, Panevėžio kolegija / State HEI, Lithuania</i>
14.00-14.15	<b>Special Needs and Inclusive Education in Higher Education</b> <i>Dr. Audronė Rimkevičienė, dr. Ingrida Vaičiulytė, Šiauliai State HEI, Lithuania</i>
14.15-14.30	<b>Open Discussion</b>



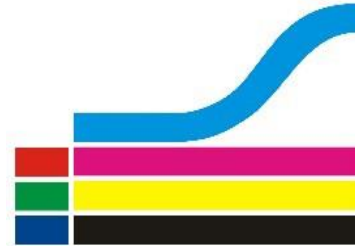
## SECTION VII

### ENVIRONMENT AND INDUSTRIAL ENGINEERING AND DATA ANALYTICS AND DECISION-MAKING

(3-11 room, Pramonės pr. 22, [Online link](#))

**Moderator:** Dr. Žydrūnas Kavaliauskas

13.00-13.15	<b>Business Technology You Can Do as Data Analyst</b> <i>Dr. Akinyemi Lawal, Dr. Victoria James, Proletariat HR IT Company, Nigeria</i>
13.15-13.30	<b>Integrating Artificial Intelligence and Multi-Criteria Decision Making for Sustainability Assessment in the Construction Sector: A Case Study of Albania</b> <i>Fabjola Dorri, Prof. dr. Besa Shahini, University of Tirana, Albania</i>
13.30-13.45	<b>Automation of Industrial Wastewater Treatment: Implementation of a Smart Chemical Dosing and Monitoring System</b> <i>Dr. Giedrius Blažiūnas, Kauno kolegija HEI, Lithuania</i>
13.45-14.00	<b>Mapping the Intellectual Structure of Research on Building Information Modeling in the Construction Sector: A Bibliometric Analysis</b> <i>Noel Makagutu, Dr. Thomas Ombati and Dr. Anthony Ndungu, University of Nairobi, Kenya</i>
14.00-14.15	<b>Human-Centred Robotics and the EU AI Act: Selected Standards and Implications</b> <i>Prof. dr. Roskopf Ralf, prof. dr. Henking Tanja, prof. dr. Kolleck Alma, prof. dr. Borrmann Dorit, prof. dr. Diethelm Kai Engelmann, prof. dr. Bastian Gregorová Magda, prof. dr. Kaupp Tobias, prof. dr. Meißner Pascal, prof. dr. Willert Volker Technical University of Applied Sciences Würzburg-Schweinfurt (THWS), Germany</i>
14.15-14.30	<b>Comparative Analysis of Anomaly Detection Techniques for IoT Time Series Data</b> <i>Teresa Peixoto, Prof. dr. Bruno Oliveira, Prof. dr. Óscar Oliveira, dr. Fillipe Ribeiro, CIICESI, School of Management and Technology, Porto Polytechnic, Portugal</i>
14.30-14.45	<b>Comparison of Ink Penetration Into Secondary Packaging Substrates for Remote</b> <i>Jelena Poljak Gaži, Irena Bates, University of Zagreb, Croatia</i>



## INNOVATIONS IN PUBLISHING, PRINTING AND MULTIMEDIA TECHNOLOGIES 2025 18TH INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE

Conference Hall 1-57, Pramonės pr. 22, Kaunas, Lithuania  
<https://zoom.us/j/77268308966>

### PROGRAMME

**Moderators:** Danutė Lukaševičiūtė, Virginijus Valčiukas, Renata Gudaitienė

9.00-10.00	<b>REGISTRATION</b>
10.00-10.10	<b>Welcoming Address and Opening of the Conference</b> <i>Dr. Inga Stravinskienė, Vice Director for Research and Development, Dr. Tomas Makaveckas, Dean of the Faculty of Technologies, Kauno kolegija HEI, Lithuania</i>

#### Plenary session

**Moderators:** Danutė Lukaševičiūtė, Virginijus Valčiukas

10.10-10.30	<b>Light Trapping on Paper - an Underestimated Phenomenon</b> <i>Christian Greim, Hochschule Mittweida / University of Applied Sciences, Germany</i>
10.30-10.50	<b>CineGame Ukraine: Integrating Gamification in Filmmaking Education through Interactive Storytelling</b> <i>Dr. Yuliia Kovalenko, Vidzeme University of Applied Sciences, Latvia</i>
10.50-11.10	<b>AI's Role in Shaping 3D Models and Video Production</b> <i>Dr. Artūras Lukševičius, MB „Tikras vaizdas“, dr. Renata Gudaitienė, Kauno kolegija HEI, Lithuania</i>
11.10-11.30	<b>Key Performance Indicators for Sustainable Graphics Production in an AI Environment (online)</b> <i>Dr. Diana Bratić, dr. Suzana Pasanec Preprotić, dr. Denis Jurečić, dr. Jana Žiljak Gršić, University of Zagreb, Croatia</i>
11.30-11.50	<b>Exploring Recent Developments in Business Management Technologies in Albania and its Neighboring Countries (online)</b> <i>Dr. Petrit Dollani, University of Tirana, Albania &amp; Warsaw School of Economics, Poland</i>
12.00-13.00	<b>Lunch (Pramonės pr. 22, Room 1-30)</b>

## SESSION I

**Moderators:** Danutė Lukaševičiūtė, Virginijus Valčiukas

13.00-13.20	<b>Fine art Print: Transformation in Artistic Presentation and Audience Perception</b> (online). <i>Yetter Beriz, Istanbul Gedik University, Turkey</i>
13.20-13.40	<b>3D CAD and 3D Printing Based Product Design: an Armchair Case Study</b> (online) <i>Arsenia Kourmouki, Prodromos Minaoglou, dr. Anthimos Anastasiadis, dr. Panagiotis Kyratsis, University of Western Macedonia, Greece; dr. Renata Gudaitienė, Kauno kolegija HEI, Lithuania</i>
13.40-14.00	<b>Ethical Dimensions of Artificial Intelligence in Graphic Design: Challenges, Opportunities and the Future of Creative Practice</b> (online) <i>Dr. Sandra Dedijer, dr. Nemanja Kašiković, dr. Magdolna Pál, dr. Ivana Jurič, assoc. prof. Živko Pavlović, dr. Saša Petrović, Gala Golubović, University of Novi Sad, Serbia</i>
14.00-14.20	<b>Key Drivers of the Future European Packaging Market</b> (online) <i>Dr. Csaba Horváth, dr. László Koltai, Óbudai University, Institute of Media Technology and Light Industry Engineering, Hungary</i>
14.20-14.40	<b>Implementing Product Design Methodology Tools: a Desk Lamp Case Study</b> (online) <i>Maria Minaoglou, dr. Lazaros Firtikiadis, dr. Nikolaos Efkolidis, dr. Panagiotis Kyratsis, University of Western Macedonia, Greece; dr. Renata Gudaitienė, Kauno kolegija HEI, Lithuania</i>
14.40-15.00	<b>Graphic Arts Terminology Research. Part 3</b> <i>Uldis Cerbulis, Heidelberg Baltic Finland OU, Latvia</i>
15.00-15.30	<b>Coffee break</b> <i>Pramonės pr. 22, Room 1-30</i>

## SESSION II

**Moderator:** Renata Gudaitienė

15.30-15.50	<b>Design and Manufacture of Multi-sports Flooring</b> <i>Preslav Petkov, dr. Tsanka Zlateva-Petkova, Technical University Gabrovo, Bulgaria</i>
15.50-16.10	<b>The End of Social Media, the Sunset of Hollywood...And the Opportunity for Creators</b> <i>Sean Branagan, Syracuse University, USA</i>
16.10-16.30	<b>AI-based System for Automated Project Estimation in the Printing Industry</b> (online) <i>Kostaryev D., Tkachenko V. Kharkiv National University of Radio Electronics, Ukraine</i> <i>Sizova N., O. M. Beketov National University of Urban Economy, Ukraine</i>
16.30-16.50	<b>Analytical Investigations of Cutting Force in Book Block Trimming using an Eccentrically Mounted Disc Knife</b> (online) <i>Serhii Komarov, Lviv Polytechnic National University, Ukraine; dr. Georgij Petriaszwili, Warsaw University of Technology, Poland; prof. dr. Piotr Janicki, Drukarnia Wydawnicza im. W.L. Anczyca S.A., Kraków, Poland</i>
16.50-17.10	<b>Economic Evaluation of the Designed Facility – Multi-sport Floors</b> <i>Bogomil Ivanov, Tsanka Zlateva-Petkova, Technical University Gabrovo, Bulgaria</i>
17.10-17.30	<b>AI as a Tool for Creativity, not as a Substitute</b> <i>Roberto Valdes, Mexico, Kauno kolegija HEI, Lithuania</i>
17.30-17.45	<b>Development of a Modified Technology for Four-colour Flexographic Printing on Napkins</b> (online) <i>Dr. Georgij Petriaszwili, Warsaw University of Technology; dr. Svitlana Khadzynova, dr. Janina Leks-Stępień, Lodz University of Technology; Przemysław Koźlak, Pol-Mak Sp. z o.o., Poland</i>
17.45-18.00	<b>Visualizing Inclusion: AI as a Creative Tool for Enhancing Cognitive Accessibility in Publishing</b> <i>Augustinas Balaišis, Vytautas Magnus University, Lithuania</i>
18.00-18.15	<b>Comperative Analysis of the Quality of Accurate Printing using Electrophotographic Technology</b> <i>Dr. Daiva Sajek, Virginijus Valčiukas, Gitana Ginevičienė, Vidas Vainoras, Kauno kolegija HEI, Lithuania</i>
18.15-18.30	<b>Discussions. Closing of the conference</b>
<b>Poster, Exhibition</b>	<b>Board Game Design</b> <i>Vilūnė Grigaitė, Kauno kolegija HEI, Lithuania</i>