



2026

BUSINESS
AND
TECHNOLOGY
CONFERENCE

14 APRIL
KAUNO KOLEGIJA HEI, LITHUANIA

SUSTAINABLE AND INTELLIGENT BUSINESS RESILIENCE

CONFERENCE PROGRAMME



PRAMONĖS PR. 22A, ROOM 4- 407

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)

Zoom link: <https://zoom.us/j/95689626807>

Moderators: Dr. Tomas Makaveckas and Viktorija Navickienė

10.30-10.45	Opening of the Conference, Welcome Speech Dr. Andrius Brusokas, Director of Kauno kolegija HEI, Lithuania Dr. Tomas Makaveckas, Dean of the Faculty of Informatics, Engineering and Technologies, Kauno kolegija HEI, Lithuania Viktorija Navickienė, Head of the Communication Department at the Faculty of Business, Kauno kolegija HEI, Lithuania
10.45-11.10	Getting Regions into Flow: Aligning Learning, Innovation, and Collaboration for Real Resilience Ákos R. Wetters
11.10-11.35	Shaping the Future of Food Innovation: Building a Sandbox to Bridge Regulatory Gaps Dr. Karolina Trakšelytė-Rupšienė
11.35-12.00	The new world order and our security Dr. Margarita Šešelgytė
12.00-13.00	Poster session and Lunch break
13.00-16.00	Work in sections

Work in sections:

SECTION I

AI AND DIGITAL RESILIENCE

[\(online link\)](#)

Moderator: Dr. Jevgenija Furgasė

13.00-13.15	Artificial Intelligence in Reverse Logistics: A Systematic Literature Review Dr. Ervisa Ndoka (University of Tirana, Albania)
13.15-13.30	When AI Become Marketers: Redefining Human Control and Societal Security in the Age of Agentic AI Dr. Khalil Israfilzade (Kauno Kolegija, Lithuania)
13.30-13.45	Artificial Intelligence and Marketing Resilience: A Qualitative Exploration of Adaptive Digital Strategies Dr. Animesh Kumar Sharma (Lovely Professional University, India)
13.45-14.00	Prohibited AI practices and biometric identification under the EU AI Act for the protection of individuals Michał Zawada (Nicolaus Copernicus University in Toruń, Poland)
14.00-14.15	The use of AI in information warfare. Some challenges of legal regulation Vykintas Stumbrys (Kauno Kolegija, Lithuania)
14.15-14.30	Artificial intelligence in accounting: opportunities and challenges Dr. Jevgenija Furgasė (Kauno Kolegija, Lithuania)
14.30-14.45	The Impact of AI-Generated Corporate Messaging as a Credibility Signal in Algorithmic Communication Miglė Gedminė and dr. Ioseb Gabelaia (Kauno Kolegija, Lithuania)

Work in sections:

SECTION I I

AI AND DIGITAL RESILIENCE

2-29 room, Pramonės pr. 20

Moderator: Dr. Kristina Grumadaitė

13.00-13.15	Digital and AI tools in state financial policy: European experience and a case for Ukraine Dr. Yuriy Kulynych (National University of Food Technologies, Ukraine)
13.15-13.30	Balancing Innovation and Responsibility: Developing a Responsible AI Governance Model for Nordic-Baltic Higher Education Dr. Laima Jesevičiūtė-Ufartienė (Kauno Kolegija, Lithuania)
13.30-13.45	The Role of Artificial Intelligence in Resilience of Human Resources in Wellness Tourism Organisations Dr. Kristina Grumadaitė, dr. Bahman Peyravi and dr. Mindaugas Samuolaitis (Kauno Kolegija, Lithuania)
13.45-14.00	Blood Donation Engagement Through Digital Communication: A Case Study of the Lithuanian National Blood Center Goda Vyšniauskaitė, Adomas Taraskevičius and dr. Ligita Zailskaitė-Jakštė (Kauno Kolegija, Lithuania)

Work in sections:

SECTION III

FINANCIAL RESILIENCE AND CLIMATE RISK MANAGEMENT

[\(Online link\)](#)

Moderator: Dr. Aistė Lastauskaitė

13.00-13.15	When Funding Shapes Governance: Project Logics and Meta-Organisational Resilience Edita Lenkauskaitė (Klaipeda University, Lithuania)
13.15-13.30	Environmental sustainability in tax law Dr. Maria Rosaria Viviano (Università della Campania Luigi Vanvitelli, Italy)
13.30-13.45	Women's Financial Inclusion in India and South Asia: A Trend Analysis Using Global Findex Data Dr. Kanika Arora and dr. Nancy Sahni (Mittal School of Business, Lovely Professional University, India)
13.45-14.00	Beyond Forecasting: Benzene Price Prediction and Optimization for Procurement Decisions Tiago Fernandes, Eliana Oliveira da Costa e Silva and Sara Sofia Baltazar Martins (Escola Superior de Tecnologia e Gestão and Bondalti Chemicals, Portugal)
14.00-14.15	What Shapes Voluntary Private Pension Enrolment? A Review of Key Determinants Eugena Topi and Brikena Leka (University of Tirana, Albania)
14.15-14.30	Sustainability Strategies, Digital Transformation, and Financial Outcomes: A Comparative Study of Industrial Firms in Eastern and Western Europe Dr. Aistė Lastauskaitė, dr. Raminta Vaitiekuniene, dr. Inga Kartanaite and dr. Algirdas Justinas Staugaitis (Kauno Kolegija, Lithuania)

Work in sections:

SECTION IV

FINANCIAL RESILIENCE AND CLIMATE RISK MANAGEMENT

[\(Online link\)](#)

Moderator: Dr. Algirdas Justinas Staugaitis

13.00-13.15	The impact of innovative digital services on consumer purchase intention in omnichannel retailing Vaida Mardosaitė (Vilnius University, Lithuania)
13.15-13.30	Navigating the Unsolvable Dilemma between Business Profitability and Environmental Sustainability: Profit or Planet? Dr. Bahman Peyravi (Kauno Kolegija, Lithuania)
13.30-13.45	Audit of the effectiveness of SME support in the context of the digital transformation of human resources of the supreme audit institution Aliya Mukusheva, Tolegen Mukushev and Česlovas Christauskas (L.N. Gumilyov Eurasian National University, Kauno Kolegija, Kazakhstan, Lithuania)
13.45-14.00	Digital Divide and Financial Vulnerability in the European Union: Evidence from Urban and Rural Populations Dr. Algirdas Justinas Staugaitis and dr. Česlovas Christauskas (Kauno Kolegija, Lithuania)
14.00-14.15	Sustainable Project Management as a Lever for Competitiveness: A Case Study in the Portuguese Furniture Industry Filipa Belo and Olga Pereira (Polytechnic Institute of Porto, Portugal)
14.15-14.30	Green Bond Issuance and Greenhouse Gas Emissions: Evidence from Western and Eastern Europe Dr. Algirdas Justinas Staugaitis and dr. Vilma Kazlauskienė (Kauno Kolegija, Lithuania)

Work in sections:

SECTION V

RESILIENT ORGANIZATIONS AND LEADERSHIP

[\(Online link\)](#)

Moderator: Gintarė Jaciūnė

13.00-13.15	How can emotional wage influence job satisfaction? Evidence from Portuguese project managers Ana Rita Gonçalves, dr. Carina Silva, and dr. Telma Mendes (Politech institute of Porto, Portugal)
13.15-13.30	The Significance of Career Centers in Cultivating Employability Skills through the Empowerment of Student Potential Jonida Lama and prof. asoc. dr. Fatma Jaupi (Faculty of Economy, University of Tirana, Albania)
13.30-13.45	Management challenges and opportunites in Albania's local primary health care network Afrodhiti Ngjelo (University Of Tirana, Albania)
13.45-14.00	Emploee - Organization Value Incongruence and Organizational Resilience: Implications of Social Sustainalbility Gintarė Jaciūnė and Gabrielė Kubričenkaitė (Kauno Kolegija, Lithuania)
14.00-14.15	Shared leadership and AI-enabled contingency planning in Ukrainian firms during Russia's full-scale invasion Dr. Halyna Mishenina (Klaipeda University, Lithuania)
14.15-14.30	From Leadership to Performance: The Role of Middle Managers in Driving Engagement – A Systematic Literature Review Hubertas Bocevičius and doc. dr. Laima Jesevičiūtė-Ufartienė (Vilnius Tech and Kauno Kolegija, Lithuania)

Work in sections:

SECTION VI

RESILIENT ORGANIZATIONS AND LEADERSHIP

3-29 room, Pramonės pr. 22

Moderator: Dr. Ligita Zailskaitė-Jakštė

13.00-13.15	Women's Leadership in STEM: Advancing Inclusion, Innovation, and Career Opportunities Dr. Saulius Mickevičius (Kauno Kolegija, Lithuania)
13.15-13.30	Evidence-informed resilience: what works (and what's hype) Gatis Ulinskis (Structogram Baltic, Latvia)
13.30-13.45	Multimodal Research Employment: Enhancing the Effectiveness of Research Ethics Approval Procedures Martynas Radzevičius and dr. Ligita Zailskaitė-Jakštė (Kauno Kolegija, Lithuania)
13.45-14.00	Immersive Storytelling for Engagement Gen Z in Higher Education Dr. Ligita Zailskaitė-Jakštė (Kauno Kolegija, Lithuania)
14.00-14.15	Innovation-Driven Public Procurement: Enabling Technological Solutions Dr. Karolina Telyčėnaitė-Kacvinskė (Kauno Kolegija, Lithuania)

Work in sections:

SECTION VII

SUPPLY CHAIN AND GEOPOLITICAL RESILIENCE

[\(Online link\)](#)

Moderator: Dr. Anželika Banevičienė

13.00-13.15	Assessing Market Effects of Alcohol Advertising Restrictions: The Case of Lithuania Margarita Barčenkova and doc. dr. Laima Jesevičiūtė-Ufartienė (Vilnius Tech and Kauno Kolegija, Lithuania)
13.15-13.30	Towards Sustainable Logistics through Digitalization – business framework, challenges and practices Dr. Müller-Steinfahrt Ulrich (Technical University of Wuerzburg-Schweinfurt, Germany)
13.30-13.45	Determinants of Electoral Participation in European Elections Rúben Daniel Guimarães Silva, Vitor Braga and Ana Borges (Polytechnic of Porto, Portugal)
13.45-14.00	Towards robot-ready planogram optimization in retail Miguel Costa and Eliana Costa e Silva (Polytechnic Institute of Porto, Portugal)
14.00-14.15	Regulating Digital Finance in the EU: The Impact of MiCA, DORA, and the Digital Finance Strategy Dr. Anželika Banevičienė (Kauno kolegija, Lithuania)
14.15-14.30	Digital Accessibility in Tourism: Technical and Informational Accessibility in the European Context Dr. Evelina Gulbovaitė and dr. Zita Baužienė (Kauno Kolegija, Lithuania)

Work in sections:

SECTION VIII

SUPPLY CHAIN AND GEOPOLITICAL RESILIENCE

2-50 room, Pramonės pr. 20

Moderator: Dr. Justas Štreimikis

13.00-13.15	Supply Chain resilience: the case of bibliometric analysis Dr. Olga Lingaitienė (Kauno kolegija, Lithuania)
13.15-13.30	Logistics Performance and Bilateral Trade Asymmetries: Evidence from Türkiye's Trade with Germany, Bulgaria, and Romania Dr. Cuneyt Catuk (Kauno Kolegija, Lithuania)
13.30-13.45	Economic and Environmental Determinants of Logistics Performance: A Panel Data Analysis Dr. Aldina Correia and Rafael Gomes (Polytechnic of Porto, Portugal)
13.45-14.00	Energy Security or Climate Policy Dr. Justas Štreimikis (Kauno Kolegija, Lithuania)
14.00-14.15	From Local Markets to Global Economies: Business Approaches to Economic Development Dr. Pradeep Kumar (Hochschule Mittweida, University of Applied Sciences, Germany)

Work in sections:

SECTION IX

ENERGY RELIABILITY AND RESILIENCE

2-23 room, Pramonės pr. 22

Moderator: Dr. Aleksandras Iljinas

13.00-13.15	Recent Advances in Forecasting Recycled Plastics Dr. Christian Menden and Ulrich Müller-Steinfahrt (Technical University of Applied Sciences Würzburg Schweinfurt, Germany)
13.15-13.30	Zirconium Oxide Thin Film Deposition on Capacitive Sensor Electrodes by Reactive Magnetron Sputtering Dr. Aleksandras Iljinas and dr. Žydrūnas Kavaliauskas (Kauno Kolegija, Lithuania)
13.30-13.45	Deconstructing depreciation: an explainable neural network model for precise used car valuation Dr. Mindaugas Jasas (Kauno Kolegija, Lithuania)
13.45-14.00	Python, Machine Learning, AI in Cancer Research Dr. Jonas Cicėnas (Kauno Kolegija, Lithuania)

Work in sections:

SECTION X

TOURISM, HOSPITALITY, SPORTS, AND WELLNESS

[\(Online link\)](#)

Moderator: Adomas Taraskevičius

13.00-13.15	Study of Psychosocial Risks in a Healthcare Institution Anabela Vidal, Paulo Antero Oliveira and Sofia Gomes (Polytechnic Institute of Porto, Portugal)
13.15-13.30	From Leadership to Performance: The Role of Middle Managers in Driving Engagement – A Systematic Literature Review Hubert Bocevičius (Vilnius Tech, Lithuania)
13.30-13.45	The Paradox of Toxic Positivity: Exploring the Hidden Harm of Optimism on Social Media Adomas Taraskevičius (Kauno Kolegija, Lithuania)
13.45-14.00	Artificial Intelligence in Occupational Health and Safety: Impacts and Benefits – A Literature Review Cristiano Teles, Paulo Antero Alves de Oliveira and Sofia Cristina Guedes de Sousa e Cruz Gomes (Polytechnic Institute of Porto, Portugal)
14.00-14.15	Wellness and Active Ageing among Older Adults (65+) in small transitional countries: A Qualitative Study in Albania Dr. Elsa Dhuli, Kozeta Sevrani and Vanesa Celaj (University of Tirana, Albania)
14.15-14.30	Influence of Mental Fatigue on the Academic Performance of Final Year Medical Students in Lithuania: A Cross-Sectional Study Priscilla Osagiede (Lithuanian sports university, Lithuania)

Work in sections:

SECTION XI

TOURISM, HOSPITALITY, SPORTS, AND WELLNESS

3-11 room, Pramonės pr. 22

Moderator: Dr. Violeta Vasiliauskienė

13.00-13.15	The Right to Work and Disability: Intersections and Challenges Dr. Violeta Vasiliauskienė (Kauno Kolegija, Lithuania)
13.15-13.30	Sports Sponsorship in the Context of Sustainable Development: Challenges for Organizational Positioning Strategies Dr. Mantas Dilys (Kauno Kolegija, Lithuania)
13.30-13.45	Comparative Epidemiological Assessment of Tick-Borne Encephalitis in the Baltic Region and Selected European Countries Dr. Marina Sidorenko, prof. dr. Jana Radzijeuskaja, prof. dr. Saulius Mickevičius, dr. Dalia Urbonavičienė and prof. habil. dr. Algimantas Paulauskas (Vytautas Magnus University, Lithuania)
13.45-14.00	Physicochemical, textural and sensory insights into the role of fiber in quark cheese Dr. Ernesta Trečiokienė, Ilona Šostakienė and Augustė Čeplinskaitė (Kauno Kolegija, Lithuania)

Work in sections:

SECTION XII

MATHEMATICS FOR SOLVING CONTEMPORARY BUSINESS AND TECHNOLOGY CHALLENGES

Room 2-33, Pramonės pr. 22

Moderator: Dr. Zita Baužienė

13.00-13.15	A decision support system for menu planning and food inventory management in preschool education institutions Dr. Ingrida Vaičiulytė (Šiaulių valstybinė kolegija, Lithuania)
13.15-13.30	Trends in the Progress of Students' Mathematics Results Dr. Laura Gžegoževskė and Jolita Vasaitienė (Vilnius Kolegija, Lithuania)
13.30-13.45	Transformation of Mathematical Thinking in the Age of Data Dr. Vilma Morkūnienė (Kauno Kolegija, Lithuania)
13.45-14.00	Change in first-year mathematics knowledge in Lithuanian colleges in 2021-2025 Milda Ilčiukienė (Kauno Kolegija, Lithuania)
14.00-14.15	Linear algebra – the basis of artificial intelligence Alma Paukštienė and Birutė Ragalytė (Panevėžio kolegija/State Higher Education Institution, Lithuania)