

**8TH INTERNATIONAL SCIENTIFIC CONFERENCE
"INFORMATION SOCIETY AND MODERN BUSINESS"
"MODERN TRENDS IN BUSINESS: GLOBALIZATION VS LOCALIZATION"
23TH – 24TH APRIL , 2015, VENTSPILS, LATVIA**

PROGRAMME

THURSDAY, 23.04.2015.

- 13:00-14:00** **Registration**
Refreshments
- 14:00-16:20** **Plenary Session / Room D 104**
- 14:00-14:20** **Opening of the conference:**
Rector of Ventspils Univeristy College, as.prof. Gita Rēvalde
Representative of Ventspils City Council
Rectors / representatives of BA School of Business and Finance and RISEBA
- 14:20-14:50 *JULIE FELKER, MICHIGAN UNIVERSITY*
GOING GLOBAL OR STAYING LOCAL? MOBILITY OF EUROPEAN PROFESSIONALS
- 14:50-15:20 *ANDRES CARRION GARCIA, VALENCIA POLYTECHNICAL UNIVERSITY*
ENTREPRENEURSHIP AND UNIVERSITY THIRD MISSION
- 15:30-17:10** **Work in sections / Rooms B7., D205., D104.**
- 18:00-23:00** **Dinner for all participants / Ventspils Livonian Order Castle, Jana street 17**

FRIDAY, 24.04.2015.

- 9:00-10:00** **Registration, coffee break**
- 10:00-11:30** **Plenary Session / Room D 104**
- 10:00-10:30 *DANA REIZNIECE- OZOLA, MINISTER OF ECONOMICS OF LATVIA*
- 10:30-11:00 *KRISTAPS KLAUSS, LATVIAN FOREST INDUSTRY FEDERATION*
FOREST INDUSTRIES STRUGGLE WITH STEREOTYPES
DISCUSSION
- 11:30-12:30** **Lunch**
- 12:30-14:30** **Work in sections / Rooms D205., D104.**
- 14:30-15:00** **Closing remarks**
- 15:00** **Networking, coffee break**

Section “Entrepreneurship, Business Management and Management of Technologies”

Thursday, 23.04.2015. 15:30-16:50

Room: D 104

Chair person: Ieva Brence (RISEBA)

Jūlija Kuzņecova (BA School of Business and Finance), Iveta Cīrule (RISEBA)
THE AGE OF MARRIAGE MATTERS: THE SUSTAINABILITY OF SOCIAL
ENTERPRISES ESTABLISHED BY THE YOUNG VS OLDER ENTREPRENEURS.

Marija Krūmiņa (University of Latvia)
LATVIAN EARLY-STAGE ENTREPRENEURS - TRENDS OVER TIME

Ieva Brence (RISEBA)
PART-TIME EMPLOYMENT IN HIGHER EDUCATION INSTITUTIONS:
THEORETICAL ASPECTS

Section “Investments and Financial Management”

Thursday, 23.04.2015. 15:30-17:10

Room: D 205

Chair person: Natalija Konovalova

Ilmārs Kreituss (RISEBA), Ilona Beizītere
BANK FUNDING IN EARLY STAGES OF ENTREPRENEURSHIP

Inīta Henilāne (BA School of Business and Finance)
THE ROLE OF MORTGAGE LENDING SYSTEM IN HOUSING FINANCE IN
LATVIA

Maira Dumpe (BA School of Business and Finance)
M-BANKING APPLICATION ADOPTION IN LATVIA

Ieva Kozlovska (BA School of Business and Finance)
ACCOUNTING OF DEPRECIATION AND AMORTIZATION OF LONG-LIVED
ASSETS

Natalija Konovalova (RISEBA),
BASEL 3 REQUIREMENTS TO BANKS' CAPITAL AND BANKS' LIQUIDITY

Section “Business Information Systems, Innovations and Technologies”

Thursday, 23.04.2015. 15:30-17:10

Room: B7

Chair person: Marga Živitere (Information System Management Academy)

Sergejs Hilkevics (Ventspils University College)
ROBUST ALGORITHM FOR LARGE SCALE STOCK PORTFOLIO CREATION

SINTIJA DERUMA (BA School of Business and Finance)
WE NEED TO DEVELOP THE CYBER SECURITY SKILLS

Sergejs Hilkevičs, Vadims Boguško (Ventspils University College)
LONG TERM PORTFOLIO OPTIMIZATION

Marga Živitere (Information System Management Academy)
PART-TIME EMPLOYMENT IN HIGHER EDUCATION INSTITUTIONS:
THEORETICAL ASPECTS

FRIDAY, 23.04.2015.

Section “Entrepreneurship, Business Management and Management of Technologies ”

Friday, 24.04.2015. 12:30-13:30

Room: D104

Chair person: Kārlis Krēsliņš (Ventspils University College)

*Elīna Miķelsone, Elita Lielā (BA School of Business and Finance)
VIRTUAL IDEA MANAGEMENT PRODUCTS: POTENTIAL APPLICATION
FIELD AND THE SITUATION IN LATVIA*

*Dace Štefenberga, Sergejs Hiļkevičs (Ventspils University College),
INNOVATIVE BUSINESS DEVELOPMENT IN THE REGIONAL ECONOMIC
ENVIRONMENT*

*Kārlis Krēsliņš (Ventspils University College)
OVERVIEW OF THE STATE FUNDED RESEARCH PROGRAMME EKOSOC -
METHODOLOGY AND FIRST RESULTS ON KURZEME REGION.*

*Sniedze Šreibere (BA School of Business and Finance)
TRADE SECRETS AND INTELLECTUAL PROPERTY*

Section “Investments and Financial Management”

Friday, 24.04.2012. 12:30-14:30

Room: D205

Chair person: Sergejs Hilkevics (Ventspils University College)

*Jānis Grasis (BA School of Business and Finance)
THE IMPROVEMENT OF THE TRUST INSTRUMENT IN LATVIA - NECESSITY
FOR EXPORT OF THE FINANCIAL PRODUCTS*

*Justīne Jaunzeme (Ventspils University College)
MODELLING EXCHANGES BETWEEN MULTIPLE PARTIES: A MODIFIED
EDGEWORTH BOX*

*Sergejs Hiļkevičs (Ventspils University College), Tatjana Volkova (BA School of
Business and Finance)
CONTEMPORARY ISSUES IN MODERN PORTFOLIO THEORY*

*Dmitrijs Smirnovs (Ventspils University College)
EURO INTRODUCTION IMPACT ON ECONOMIC DEVELOPMENT IN LATVIA*

*Xiaosong Zheng (Shanghai University, Tallin Technology University),
CREDIT RISK MANAGEMENT OF COMMERCIAL BANKS: A STUDY OF THE
REAL ESTATE INDUSTRY IN CHINA*

*Zhang Yu (Shanghai University, Tallin Technology University)
A STUDY OF HERD BEHAVIOR BASED ON CHINESE STOCK MARKET*



The Organizing Committee of the conference is entitled to make changes in the agenda if necessary