

66th International Scientific Conference
of Riga Technical University

Transforming Entrepreneurship and Education for a Sustainable and Secure Future in the Digital Age

Scientific Conference on Economics and Entrepreneurship 2025

Moderator: *MBA Modris Ozoliņš*, Associated Professor

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| | <i>Dr. oec. Māris Jurušs,</i> Riga Technical University | <i>Dr. oec. Tatjana Tambovceva,</i> Riga Technical University |

9:30–10:00 REGISTRATION AND MORNING COFFEE

10:00–10:10 OPENING AND WELCOME WORDS

Dr. oec. Jānis Caune, Dean of the Faculty of Engineering Economics and Management, Riga Technical University

10:10–10:30 THE COURAGE TO OPEN TO OTHERNESS: FUELLING DEMOCRACY & ENTREPRENEURSHIP

Dr. paed. Karine Oganisjana, Riga Technical University

10:30–10:50 AUGMENTED EMPLOYEES: BUILDING AI-ENHANCED HUMAN POTENTIAL

PhD Anindo Bhattacharjee, Woxsen University, Hyderabad, India

10:50–11:10 THE FIRST CODE IS EMOTIONAL – DESIGNING AGENTIC AI THROUGH EMOTIONAL INTELLIGENCE AND EARLY LEARNING

MBA Andis Kulinskis, co-founder of the educational technology company "MyWisys" and the marketing technology company "Emotsy"

11:10–11:30 THE WAY TO CONQUER GROWTH LIMITS THROUGH DIGITAL TRANSFORMATION (DX) AND ARTIFICIAL INTELLIGENCE TRANSFORMATION (AX)

PhD JinHyo Joseph Yun,
Daegu Gyeongbuk Institute of Science and Technology, South Korea

11:30–12:00 COFFEE BREAK

12:00–13:00 PANEL DISCUSSION

13:00–13:30 WORKSHOP "SENSING DEMOCRACY THROUGH A MULTI-SCAPE JOURNEY"

Dr. paed. Karine Oganisjana, Riga Technical University

13:30–14:30 LUNCH BREAK



Horizon Europe project "Transforming Education for Democracy through Aesthetic and Embodied Learning, Responsive Pedagogies and Democracy-as-Becoming", Project number: 101094052



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14:30–17:30 WORK IN THEMATIC SECTIONS

BUSINESS DYNAMICS

BUSINESS FINANCE, ECONOMICS AND MANAGEMENT

PhD Vladimirs Šatrevičs, PhD Angelina Roša, PhD Anita Titova

INNOVATION, CONSUMER BEHAVIOUR, AND DIGITAL TRANSFORMATION

Dr. oec. Ieva Andersone, PhD Ilze Jankovska, PhD Linda Saulīte-Subatniece, MBA Modris Ozoliņš

TERRITORIAL AND REGIONAL DEVELOPMENT, REAL ESTATE MANAGEMENT

Dr. oec. Armands Auziņš, Dr. oec. Ilze Judrupa, Dr. oec. Kristīne Fedotova

LEARNING AND RESEARCH IN HIGHER EDUCATION FOR DEMOCRACY AND ENTREPRENEURSHIP

Dr. paed. Karine Oganisjana, Dr. sc. admin. Inga Jēkabsone

INTEGRATIVE SECURITY

INTERNAL SECURITY AND LOGISTICS

Dr. oec. Māris Jurušs, Dr. oec. Ingūna Jurgelāne-Kaldava, Dr. oec. Astra Auziņa-Emsiņa

SOCIETAL AND ORGANISATIONAL SECURITY, AND SUSTAINABILITY IN ACTION

Dr. oec. Tatjana Tambovceva, Dr. oec. Inga Lapiņa, Dr. oec. Jeļena Pundure

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Mg. sc. pol. Elza Elizabete Vanaga, Riga Technical University



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“BUSINESS DYNAMICS” TRACK

SUBSECTION

“BUSINESS FINANCE, ECONOMICS AND MANAGEMENT”

Subsection Chairs: *PhD Vladimirs Šatrevičs, PhD Angelina Roša, PhD Anita Titova,
Riga Technical University, Latvia*

WHEN DIGITAL TRUST REDUCES RISK: ICT THIRD-PARTY MANAGEMENT IN THE FINANCIAL SECTOR

Saveljeva J., Volkova T.

ADVANCING CYBERSECURITY AWARENESS IN SMES: HUMAN FACTOR CHALLENGES AND STRATEGIC SOLUTIONS

Bahmanova A., Lāce N.

ASSESSING FACTORS OF POSITIVE FINANCIAL PERFORMANCE IN DIGITAL BUSINESS MODELS

Kasperovica L., Lāce N., Ciemleja G.

DETERMINANTS OF PUBLIC INSTITUTIONS' COMPETITIVENESS IN THE LATVIAN CONTEXT

Kozlova A., Hudenko J.

EXPANDED FRAMEWORK FOR CRITICAL RAW MATERIALS ASSESSMENT

Nikitina J., Šatrevičs V., Voronova I.

FINTECH AS A DRIVER OF GROWTH AND ACCESSIBILITY IN INVESTMENT SERVICES

Kulapina T.

HYBRID BANKING INNOVATION: ISLAMIC–CONVENTIONAL COLLABORATION IN LATVIA

Mehmood K., Lāce N., Oganisjana K.

INTEGRATING CUSTOMER EXPERIENCE AND KNOWLEDGE MANAGEMENT: A SELF-ASSESSMENT TOOL FOR PERSONALIZATION READINESS

Kokins G., Straujuma A.

REGULATORY NETS AND THE RISE OF FINTECH: MAPPING EU FRAMEWORKS AGAINST ROGERS' INNOVATION DIFFUSION THEORY

Siddiqui Z., Rivera C. A.

REVIEW OF STUDIES ON STATE SUPPORT AND ENTREPRENEURSHIP. SUPPORT TYPES, OBJECTIVES, AND ELIGIBILITY CRITERIA

Titova A., Bistrova J. Lāce N.

October 16, 2025



SCIENTIFIC CONFERENCE ON ECONOMICS AND ENTREPRENEURSHIP
SCEE`2025
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THE ECONOMIC SUSTAINABILITY OF STATE-OWNED COMPANIES IN THE CONTEXT OF CORPORATE GOVERNANCE CHANGES

Bērziņa E., Bistrova J., Lāce N.

THE ROLE OF ENTREPRENEURIAL SELF-EFFICACY IN PERSONALITY– ENTREPRENEURIAL INTENTION LINKAGES: EVIDENCE FROM CENTRAL AND EASTERN EUROPE

Ņikitina T., Wasilczuk J., Ozoliņa-Ozola I., Bohonko I.

TOP MANAGEMENT BELIEFS AND VALUES AND CORPORATE FINANCIAL DECISION-MAKING

Pīpiķe R., Gaile-Sarkane E.



SUBSECTION **“INNOVATION, CONSUMER BEHAVIOUR, AND DIGITAL** **TRANSFORMATION**

Subsection Chairs: *Dr. oec. Ieva Andersone, PhD Ilze Jankovska, PhD Linda Saulīte-Subatniece, MBA Modris Ozoliņš, Riga Technical University, Latvia*

ASSESSING ORGANIZATIONAL INNOVATION CAPABILITY MATURITY FOR INNOVATION ECOSYSTEM ENGAGEMENT: AN AI-READINESS PERSPECTIVE IN THE CONTEXT OF THE DIGITAL ERA

Banga K., Gaile-Sarkane E.

BEYOND POINTS AND BADGES: A CRITICAL ANALYSIS OF ADVANCED GAMIFICATION MECHANICS AND THEIR LINK TO USER BEHAVIOR

Bernovskis A.

CUSTOMER LOYALTY AND SATISFACTION IN FINTECH INDUSTRY: CASE OF LATVIA

Meldere M., Andersone I.

DETERMINANTS OF CONSUMER TRUST IN GREEN FINTECH PLATFORMS

Veckalne R.

DIGITAL MANAGERIAL COMPETENCIES FOR SUSTAINABLE ENTREPRENEURSHIP IN SMES: EVIDENCE FROM ONGOING PHD RESEARCH IN KOSOVO

Aliu F., Kutllovci E.

DIGITAL MIRRORS: CONSUMER IDENTITY TRANSFORMATION AND MARKET DYNAMICS IN VIRTUAL ENVIRONMENTS (EVIDENCE FROM LATVIA, 2019–2022)

Jankovska I.

FROM MORAL NOGATIONION TO MARKET CONSEQUENCES: THE SOCIO-ECONOMIC IMPACT OF SYMBOLIC CONTROVERSIAL ADVERTISING

Kriaučiūnaitė-Lazauskienė G.

LANGUAGE BARRIER AS A FACTOR INFLUENCING INTERGENERATIONAL INTERPERSONAL CONFLICTS IN THE WORKPLACE: THE CASE OF LATVIA

Ozolins J., Saitere S., Gaile-Sarkane E.

NOVEL INTEGRATED TECHNOLOGY ABSORPTION AND DEPLOYMENT MODEL FOR DIGITAL TRANSFORMATION: MANAGERIAL FRAMEWORK FOR PRODUCTION COMPANIES

Dubickis M., Putans R.

TRANSFORMING ENTREPRENEURSHIP AND EDUCATION FOR A SUSTAINABLE AND SECURE FUTURE IN DIGITAL AGE

Pentjusa E.

October 16, 2025



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TYPOLOGIES OF GREEN INNOVATION IN CORPORATE VENTURING

Šmite D.



SUBSECTION “TERRITORIAL AND REGIONAL DEVELOPMENT, REAL ESTATE MANAGEMENT”

Subsection Chairs: *Dr. oec. Armands Auziņš, Dr. oec. Ilze Judrupa, Dr. oec. Kristīne Fedotova, Riga Technical University, Latvia*

BARRIERS AND CHALLENGES TO BUILDING INFORMATION MODELLING (BIM) IMPLEMENTATION IN CONSTRUCTION PROJECTS: A QUALITATIVE REVIEW OF GLOBAL LESSONS LEARNED

Saneimoghaddam S., Geipele I., Kundziņa A., Zvirgzdiņš J.

CRITICAL TRADE-OFFS IN SUSTAINABLE INFRASTRUCTURE PLANNING AND MANAGEMENT *Kustova I.*

EVALUATING CIRCULAR ECONOMY PRINCIPLES FOR SUSTAINABLE BUILDING PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW OF THE SRI LANKAN CONSTRUCTION INDUSTRY

Lokuliyana C. K., Zvirgzdins J.

PUBLIC-PRIVATE PARTNERSHIPS IN DEVELOPMENT OF INDUSTRIAL PARKS IN LATVIA *Āboliņš P., Zvirbule A., Jankova L., Jurgelāne-Kaldava I., Stūrmane S.*

STEADY-STATE MODELLING COMPARISON WITH DYNAMIC MODELS IN URBAN ENVIRONMENT MODELLING *Zariņš G.*

THE OPEN BALKAN INITIATIVE AS A NEXUS FOR REGIONAL COOPERATION AND INTEGRATION: NORTH MACEDONIA'S STRATEGIC ROLE *Misheva K.*

THE ROLE OF CIVIC ENGAGEMENT IN PROMOTING URBAN SUSTAINABILITY: BIBLIOMETRIC ANALYSIS *Judrupa I., Jurs P., Voronova I.*



SUBSECTION **“LEARNING AND RESEARCH IN HIGHER EDUCATION FOR DEMOCRACY AND ENTREPRENEURSHIP”**

Subsection Chairs: *Dr. paed. Karine Oganisjana, Dr. sc. admin. Inga Jēkabsonsone,
Rīga Technical University, Latvia*

ADDRESSING THE CHALLENGES OF STEM MATURE-AGED STUDENTS: FACULTY ROLE IN PROMOTING WELL-BEING IN HIGHER EDUCATION

Jekabsone I., Snebaha I., Ulmane-Ozolins L., Kulberga I., Budniks L.

DIMENSIONS OF STUDENT WELL-BEING IN HIGHER EDUCATION IN STEM FIELDS: ANALYSIS OF SEMI-STRUCTURED INTERVIEWS

Strazdina I., Spjute L., Treija R.

EDUCATIONAL SIMULATION AS A METHOD OF INCREASING PROFESSIONAL COMPETENCE IN HIGHER EDUCATION

Vasilevska D., Strautmane M.

EPISTEMIC AGENCY OF STUDENTS VS. GEN AI IN HIGHER EDUCATION

Budniks L., Oganisjana K.

FACTORS THAT IMPACT THE PROFESSIONAL COMPETENCE OF SCHOOL CAREER COUNSELORS

Burceva R., Oganisjana K., Dzerviniks J.

MUTUAL LISTENING, PERSPECTIVE TAKING, AND OPENNESS TO OTHERNESS: PATHWAYS TO DEMOCRACY AND PROSPERITY

Oganisjana K., Lāce N., Dūmiņš U., Kozlovskis K.

PHILANTHROPY AS A RESOURCE FOR STRENGTHENING HIGHER EDUCATION: INSIGHTS FROM LATVIAN NGOS

Alksne K., Straujuma A.

STEWARDSHIP IN GOVERNANCE EDUCATION

Bancroft J. W.

THE IMPACT OF UPPER SECONDARY EDUCATION ON HUMAN CAPITAL DEVELOPMENT: A PERSPECTIVE ON COMMUNICATION AND LEADERSHIP COMPETENCIES

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TRANSFORMING COLLABORATION IN EUROPEAN HIGHER EDUCATION: THE ROLE OF OPENNESS IN UNIVERSITY ALLIANCES

Opmane K., Zeps A., Lapiņa I.

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE TOOLS IN BUSINESS EDUCATION

Greitāne R., Greitāns A.



“INTEGRATIVE SECURITY” TRACK

SUBSECTION “INTERNAL SECURITY AND LOGISTICS”

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A FRAMEWORK FOR IDENTIFYING VULNERABLE TRANSPORT USERS IN MUNICIPALITIES

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ASSESSMENT OF HIDDEN FLOWS IN THE SHADOW ECONOMY OF THE CONSTRUCTION INDUSTRY

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BORDER SECURITY LEVEL ASSESSMENT SOLUTIONS

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CITY TAX AS A GOVERNANCE INSTRUMENT FOR SUSTAINABLE TOURISM DEVELOPMENT: INSIGHTS FROM RIGA AND EUROPE

Kukjans I., Juruss M., Jurgelane-Kaldava I.

EFFECTIVE MANAGEMENT OF PRODUCTION RESOURCES IN CATERING COMPANIES

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HYDROGEN FUEL-CELL TRUCK ADOPTION IN SMALL STATES INFORMED BY CNG LESSONS

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INTEGRATING SUSTAINABILITY AND INNOVATION IN BUSINESS: FUZZY AHP-TOPSIS-BASED PRIORITIZATION IN LATVIA’S LOGISTICS SECTOR

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METHODOLOGICAL SOLUTIONS FOR COMMON SECURITY RISK MANAGEMENT AT THE EXTERNAL BORDER

Karklina-Admine S., Čevers A., Auzins A., Rudzitis N.

TAX POLICY TRANSFORMATION UNDER ENVIRONMENTAL, SOCIAL AND GOVERNANCE PRINCIPLES: ENSURING FISCAL STABILITY IN THE DIGITAL AGE

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THE EVOLUTION OF ECONOMIC GROWTH THEORIES AND THE TRANSFORMATION OF GROWTH DETERMINANTS IN THE 21ST CENTURY

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TRANSFORMING LAND TRANSPORT: REGIONAL TECHNOLOGICAL CONVERGENCE AND ECONOMIC, POLICY, AND SECURITY EFFECTS

Auziņa – Emsiņa A



SUBSECTION “SOCIETAL AND ORGANISATIONAL SECURITY, AND SUSTAINABILITY IN ACTION”

Subsection Chairs: *Dr. oec. Tatjana Tambovceva, Dr. oec. Inga Lapiņa, Dr. oec. Jeļena Pundure, Riga Technical University, Latvia*

ASSESSMENT OF THE EFFICIENCY OF THE SPRAYER OF AUTOMATIC FIRE-EXTINGUISHING SPRINKLER SYSTEMS

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ASSESSMENT OF EXPLOSIVE ATMOSPHERE RISKS AND SAFETY SOLUTIONS

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EVALUATING RISK REGISTERS ACCORDING TO MATURITY MODELS

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FROM ALARM TO ACTION: PREPAREDNESS FOR THE X HOUR

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HOW TECHNICAL PARAMETERS AND MANAGERIAL CHOICES INFLUENCE THE EFFICIENT USE OF OPERATIONAL RESOURCES IN FIREFIGHTING VEHICLES

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MARKET SURVEILLANCE AS A COMPONENT OF SOCIETAL SAFETY

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THE IMPACT OF LEGISLATIVE CHANGES ON THE MANAGEMENT IN INCIDENTS INVOLVING HAZARDOUS SUBSTANCES

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