International Business Conference 2016: Searching for Innovative and Creative Business Solutions provides an international platform for the exchange of ideas and research findings on contemporary issues and trends facing the rapidly changing global business environments. Faced with complex, ever-changing challenges and opportunities, businesses realize that constant, ongoing innovation and adaptive creativity are essential to stay ahead of the competition and gain a competitive advantage. Creativity and innovation are the driving forces not only for adapting to changing business contexts, but also for proactively making an impact on existing markets and industries, and exploiting new opportunities and trends. International Business Conference 2016 seeks to represent the most leading-edge insights and scholarly discussions related to innovative and creativity-driven business solutions that may have a high impact on the business of tomorrow.

CONFERENCE PROGRAM

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 – 10:00</td>
<td>Registration</td>
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<tr>
<td>10:00 – 10:20</td>
<td>Conference Opening</td>
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<tr>
<td>10:20 – 11:00</td>
<td>What does it take to be a leading-edge creative cluster?</td>
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<td>Vitalijus Žukas, Darius Sakalauskas, International Nebula Creative Cluster</td>
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<tr>
<td>11:00 – 11:30</td>
<td>Creativity: The Whole or the Hole in the Business Curriculum.</td>
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<td>Kym Drady, Trish Bryans, Lesley Mearns, United Kingdom</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Starting Your Own Business During Your Studies? YES, ARTEpreneur is Your Solution!</td>
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<td>An Boone, Belgium</td>
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<tr>
<td>12:00 – 13:20</td>
<td>Lunch</td>
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<tr>
<td>13:20 – 16:40</td>
<td>Please choose your conference track below.</td>
</tr>
<tr>
<td>16:40 – 17:00</td>
<td>Conference Closing / Photo Session</td>
</tr>
<tr>
<td>TRACK 1</td>
<td>INNOVATIVE AND CREATIVE BUSINESS SOLUTIONS IN INTERNATIONAL BUSINESS</td>
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</tr>
</tbody>
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Karolis Matikonis, United Kingdom |
Aleksandra Pečiūrienė, Lithuania |
Bożena Frączek, Poland |
| 14:20 – 14:40 | Separating Commercial and Investment Banking: Sentimental Comeback to History or an Unavoidable Run Towards Safer Future?  
Tomasz Zieliński, Poland |
| 14:40 – 15:00 | Coffee Break |
| 15:00 – 15:20 | Innovation, Economic Growth and Investment Environment in Georgia.  
Devi Shonia, Georgia |
Liuda Maciukevičienė, Birutė Vaitienė, Jūratė Sereikienė, Lithuania |
| 15:40 – 16:00 | The Perceptions of Partners’ Trustworthiness in Russian-Finnish Business.  
Minna Jukka, Finland |
| 16:00 – 16:20 | Sources of Competitive Advantage in the International Arena - on the Example of the Food Sector Companies from Greater Poland Region.  
Agata Budzyńska-Biernat, Poland |
Gediminas Davulis, Lithuania |
| 16:40 – 17:00 | Conference Closing / Photo Session |

<table>
<thead>
<tr>
<th>TRACK 2</th>
<th>INNOVATION AND CREATIVITY MANAGEMENT</th>
</tr>
</thead>
</table>
Ekaterina Batovrina, Russia. |
| 13:40 – 14:00 | The Analysis of Creativity-Friendly Organisational Environment from the Perspective of Knowledge Potential: Case Study on Small Enterprises.  
Aušra Katinienė, Lithuania |
| 14:00 – 14:20 | Supporting Environmental Sensitivity in Small Enterprises as a Trigger for Innovation.  
Machteld Weyts, Geert Stox, Petra Vijncke, Belgium |
| 14:20 – 14:40 | The Interface Between the Students’ Personality Traits and the Components of Perceived Creativity.  
Kristina Samašonok, Ala Petruylė, Giedrė Staškienė, Lithuania |
| 14:40 – 15:00 | Coffee Break |
| 15:00 – 15:20 | Innovative and Creative ICT Solutions – the Born to Be Global Perspective.  
Ewa Badzińska, Poland. |
<p>| 15:20 – 15:40 | Building Resilient Organizations and Innovation Networks in Wood Construction |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 15:40 – 16:00 | **The Importance of Information Technology and Systems for the Development of Enterprises in Logistics Sector.**  
Agnieszka Cholewa-Wojcika, Marcin Gębarowski, Agnieszka Kawecka, Jarosław Świda, Poland. |
| 16:00 – 16:20 | **How to Manage Employees’ Innovation Potential in Insurance Companies?**  
Maciej Szczepankiewicz, Poland. |
| 16:20 – 16:40 | **Electric Vehicle - Disruptive Innovation and Fitting Value Chain.**  
Archil Samadashvili, Marina Gotsiridze, Georgia |

**TRACK 3 & 5**

**INNOVATIVE AND CREATIVE BUSINESS MANAGEMENT MODELS AND APPROACHES.**

**INNOVATIVE AND CREATIVE HOSPITALITY AND TOURISM.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 13:20 – 13:40 | **The Use of Time-Driven Activity Based Costing (TDABC) for Optimizing Time-Consumption in Construction Supply Process.**  
Łukasz Marzantowicz, Poland. |
| 13:40 – 14:00 | **Evaluation of Possibilities to Change Logistics-Based Technological Processes By Applying Green Logistics Principles.**  
Elena Valionienė, Audrius Malūkas, Lithuania. |
| 14:00 – 14:20 | **Critical Attitude of TSL Enterprises to Social Responsibility.**  
Izabela Dembińska, Poland. |
Vygintas Šliauteris, Lithuania. |
| 14:40 – 15:00 | Coffee Break |
| 15:00 – 15:20 | Sustainable Tourism and Social Tourism Impacts.  
Maria Vodenska, Bulgaria |
| 15:20 – 15:40 | Rethinking Tourism Education in Georgia.  
Nato Chakvetadze, Georgia. |
| 15:40 – 16:00 | Georgia’s Prospects in the Global Market of Tourist Services.  
Larisa Korganashvili, Georgia. |
| 16:00 – 16:20 | Promoting Innovation in Hotel Industry.  
Greta Gruode, Marius Brazdauskas, Lithuania. |
| 16:20 – 16:40 | Exploring Student Expectations: Assessment of Student Value Types in Higher Education.  
Katarzyna Dziewanowska, Poland. |
| 16:40 – 17:00 | Conference Closing / Photo Session |

**TRACK 4**

**CREATIVE AND INNOVATIVE MARKETING, BRANDING AND BUSINESS COMMUNICATION APPROACHES**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>13:20 – 13:40</td>
<td>Costs and benefits of marketing communication investments for Small and Medium Enterprises (SMEs): creating tools for Return on Investment (ROI) estimations and</td>
</tr>
</tbody>
</table>
calculations of local marketing (communication) campaigns.

Vicky Franssen, Ine Rombaut, Ilse Devroe, Isabelle Stevens, Belgium

13:40 – 14:00

Leveraging the Sporting Industry to Enhance Marketing Efficacy.

Allison H. Pierpont, William F. Crittenden, United States.

14:00 – 14:20

Determinants of Creating Packaging Innovations for Older Consumers.

Jarosław Świd, Agnieszka Cholewa-Wójcik, Agnieszka Kawecka, Poland.

14:20 – 14:40

Marketing Innovation: Theoretical Aspects.

Margarita Išoraitė, Lithuania.

14:40 – 15:00

Coffee Break

15:00 – 15:20

One Downtown Street. One Downtown Product.

Luis Pinto, Antonio Polainas, Portugal.

15:20 – 15:40

Social Media and its Influences on Consumer Behavior.

Muhammad Sohail, Lithuania.

15:40 – 16:00

Assessment of Different Generation Needs for Strategic Marketing.

Babulia Dodo Mghebrishvili, Georgia

16:00 – 16:20

Food-Related Lifestyle as Innovative Method in Packaging Research.

Agnieszka Kawecka, Poland.

16:20 – 16:40

Promoting Responsible Advertising: Assessing the Impact of Misleading Advertising on Consumers in Lithuania and France.

Miglė Černikovaitė, Lithuania.

16:40– 17:00

Conference Closing / Photo Session

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CONFERENCE SOCIAL PROGRAM

April 27

Welcome Reception, Rib Room Restaurant, Holiday Inn Hotel.

Venue Address: Šeimyniškių g. 1, Vilnius 09312, Lithuania. Reception starts at 20:00

April 28

Evening Dinner, Terrazza Restaurant at Forum Palace.

Venue Address: Konstitucijos pr. 26, Vilnius 08106, Lithuania. Dinner starts at 19:00

A free-of-charge Conference bus will be provided. For more information on our bus routes, please click: http://www.journalcbi.com/hotels

April 29

Vilnius Old Town Tour (optional, paid by participants)

For more information and registration:

http://www.journalcbi.com/vilniustours

May 2

Vilnius Old Town Tour (optional, paid by participants)

For more information and registration:

http://www.journalcbi.com/vilniustours
| Venue and Organizer | Vilniaus Kolegija / University of Applied Sciences  
Faculty of Business Management  
Faculty Conference Hall  
Address: Didlaukio st. 49, Vilnius,  
Lithuania LT-08303.  
Phone: +370 5 219 1640 |
|--------------------|--------------------------------------------------|
| Conference Coordinator | Neringa Miniotiene  
Phone: +370 219 1643 |
| Conference Communication | Laura Naimoviciute  
Email: l.naimoviciute@vvf.viko.lt |
| Conference Organizing Committee | Giedre Brazdauskaite  
Danute Jakstiene  
Liuda Maciukeviciene  
Neringa Miniotine  
Laura Naimoviciute  
Danguole Ozeliene  
Karolis Visockas  
Lina Zirnele |