



**GLOBAL
PLATFORM**

**THINK
FORWARD**



**CREATIVE
COMMUNITY**

**NEW
TRENDS**

INTERNATIONAL BUSINESS CONFERENCE 2016:
SEARCHING FOR INNOVATIVE AND CREATIVE BUSINESS SOLUTIONS
APRIL 28, 2016 | VILNIUS | Vilnius kolegija / University of Applied Sciences
Faculty of Business Management, Lithuania.



**POWERED
BY IDEAS**



**JOURNAL OF
CREATIVITY
AND BUSINESS
INNOVATION**
Bridging creativity
to business innovation



**INSPIRING
RESEARCH**



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

9:30 – 10:00	Registration & Coffee
Conference Hall	SETTING THE CONTEXT Moderator: Greta Guodė
10:00 – 10:20	Conference Opening Danutė Rasimavičienė , Dean of the Faculty of Business Management, Vilnius Kolegija / UAS, Lithuania. Gintaras Steponavičius , Parliament Member of the Republic of Lithuania.
10:20 – 10:50	What does it take to be a leading-edge creative cluster? Vitalijus Žukas , Darius Sakalauskas , International Nebula Creative Cluster
10:50 – 11:10	Creativity: The Whole or the Hole in the Business Curriculum. Kym Drady , Trish Bryans , Lesley Mearns , United Kingdom
11:10 – 11:30	Starting Your Own Business During Your Studies? YES, ARTEpreneur is Your Solution! An Boone , Belgium
11:30 – 12:30	Lunch

12:30 – 16:20	Please choose your conference track below.
16:20 – 16:50	Conference Closing / Photo Session at the Conference Hall
TRACK 1 Room No. 243	INNOVATIVE AND CREATIVE BUSINESS SOLUTIONS IN INTERNATIONAL BUSINESS Moderator: Danguolė Oželienė
12:30 – 12:50	European Small Business Growth Trends and Future Foresight. Karolis Matikonis , United Kingdom
12:50 – 13:10	Evolutionary Analysis of Innovation in the Globally Changing Business World. Aleksandra Pečiūrienė , Lithuania
13:10 – 13:30	Assessing Financial Inclusion of Enterprises: A Comparative Study of Different World Regions. Bożena Frączek , Poland
13:30 – 13:50	Separating Commercial and Investment Banking: Sentimental Comeback to History or an Unavoidable Run Towards Safer Future? Tomasz Zieliński , Poland
13:50 – 14:10	Global International Business Management Models and Their Comparative Analysis. Gediminas Davulis , Lithuania
14:10 – 14:50	Coffee Break
14:50 – 15:10	Innovation, Economic Growth and Investment Environment in Georgia. Devi Shonia , Georgia
15:10 – 15:30	The Perceptions of Partners' Trustworthiness in Russian-Finnish Business. Minna Jukka , Finland
15:30 – 15:50	Sources of Competitive Advantage in the International Arena - on the Example of the Food Sector Companies from Greater Poland Region. Agata Budzyńska-Biernat , Poland
15:50 – 16:10	The Importance of Entrepreneurial Competence Development in the Context of International Business. Liuda Maciukevičienė , Birutė Vaitėnienė , Jūratė Sereikienė , Lithuania
16:10 – 16:40	Conference Closing / Photo Session at the Conference Hall
TRACK 2 Room No. 335	INNOVATION AND CREATIVITY MANAGEMENT Moderator: dr. Romanas Tumasonis
12:30 – 12:50	Innovative Thinking as a Requirement for Employees of Modern Organizations. Ekaterina Batovrina , Russia.
12:50 – 13:10	The Analysis of Creativity-Friendly Organisational Environment from the Perspective of Knowledge Potential: Case Study on Small Enterprises. Aušra Katinienė , Lithuania.
13:10 – 13:30	Supporting Environmental Sensitivity in Small Enterprises as a Trigger for Innovation . Machteld Weyts , Geert Stox , Petra Vijncke , Belgium

13:30 – 13:50	The Interface Between the Students' Personality Traits and the Components of Perceived Creativity. Kristina Samašonok , Ala Petrulytė , Giedrė Staškienė , Lithuania
13:50 – 14:10	Innovative and Creative ICT Solutions – the Born to Be Global Perspective. Ewa Badzińska , Poland.
14:10 – 14:50	Coffee Break
14:50 – 15:10	Building Resilient Organizations and Innovation Networks in Wood Construction Industry. Melina M. Maunula , Finland
15:10 – 15:30	How to Manage Employees' Innovation Potential in Insurance Companies? Maciej Szczepankiewicz , Poland.
15:30 – 15:50	The Use of Time-Driven Activity Based Costing (TDABC) for Optimizing Time-Consumption in Construction Supply Process. Łukasz Marzantowicz , Poland.
15:50 – 16:10	When Creativity Meets a Shared-Value Model: the Case of Algramo. Nida Mačerauskienė , Laima Paraukienė , Danguolė Oželienė , Danutė Rasimavičienė , Lithuania
16:10 – 16:40	Conference Closing / Photo Session at the Conference Hall
TRACK 3 & 5 Room No. 145	INNOVATIVE AND CREATIVE BUSINESS MANAGEMENT MODELS AND APPROACHES. INNOVATIVE AND CREATIVE HOSPITALITY AND TOURISM. Moderator: dr. Mindaugas Liogys
12:30 – 12:50	Evaluation of Possibilities to Change Logistics-Based Technological Processes By Applying Green Logistics Principles. Elena Valionienė , Audrius Malūkas , Lithuania.
12:50 – 13:10	Critical Attitude of TSL Enterprises to Social Responsibility. Izabela Dembińska , Poland.
13:10 – 13:30	A Social Enterprise as a Social Innovation for Sustainable Development. Kristina Karosevičienė , Erika Matulionytė-Jarašūnė , Marius Brazdauskas , Lithuania.
13:30 – 13:50	Flexible Labour Arrangements as the Legal Framework for Innovations in Human Resource Management: Modernization of Lithuanian Labour Law in the European Context. Vygintas Šliauteris , Lithuania.
13:50 – 14:10	Exploring Student Expectations: Assessment of Student Value Types in Higher Education. Katarzyna Dziewanowska , Poland
14:10 – 14:50	Coffee Break
14:50 – 15:10	Sustainable Tourism and Social Tourism Impacts. Maria Vodenska , Bulgaria
15:10 – 15:30	Rethinking Tourism Education in Georgia. Nato Chakvetadze , Georgia.

15:30 – 15:50	Georgia's Prospects in the Global Market of Tourist Services. Larisa Korganashvili , Georgia.
15:50 – 16:10	Promoting Innovation in Hotel Industry. Greta Gruodė , Marius Brazdauskas , Lithuania.
16:10 – 16:40	Conference Closing / Photo Session at the Conference Hall
TRACK 4 Room No. 141	CREATIVE AND INNOVATIVE MARKETING, BRANDING AND BUSINESS COMMUNICATION APPROACHES Moderator: Vytenis Graželis
12:30 – 12:50	Costs and benefits of marketing communication investments for Small and Medium Enterprises (SMEs): creating tools for Return on Investment (ROI) estimations and calculations of local marketing (communication) campaigns. Vicky Franssen , Ine Rombaut , Ilse Devroe , Isabelle Stevens , Belgium
12:50 – 13:10	Leveraging the Sporting Industry to Enhance Marketing Efficacy. Allison H. Pierpont , William F. Crittenden , United States.
13:10 – 13:30	Determinants of Creating Packaging Innovations for Older Consumers. Jarosław Świda , Agnieszka Cholewa-Wójcik , Agnieszka Kawecka , Poland.
13:30 – 13:50	Marketing Innovation: Theoretical Aspects. Margarita Išoraitė , Lithuania.
13:50 – 14:10	One Downtown Street. One Downtown Product. Luis Pinto , Antonio Polainas , Portugal.
14:10 – 14:50	Coffee Break
14:50 – 15:10	Social Media and its Influences on Consumer Behavior. Muhammad Sohail , Lithuania.
15:10 – 15:30	Assessment of Different Generation Needs for Strategic Marketing. Babulia Dodo Mghebrishvili , Georgia.
15:30 – 15:50	Food-Related Lifestyle as Innovative Method in Packaging Research. Agnieszka Kawecka , Poland.
15:50 – 16:10	Promoting Responsible Advertising: Assessing the Impact of Misleading Advertising on Consumers in Lithuania and France. Miglė Černikováitė , Lietuva.
16:10 – 16:40	Conference Closing / Photo Session at the Conference Hall

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

CONFERENCE VENUE AND CONTACTS

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 Ausra Turcinskaite- Balciuniene Karolis Visockas Lina Zirnele

