

KLAIPĖDA, LITHUANIA  
September 24<sup>th</sup>–25<sup>th</sup>, 2015



KLAIPEDA UNIVERSITY  
FACULTY OF SOCIAL SCIENCES



BALTIC SEA REGION  
UNIVERSITY NETWORK

## THE 11<sup>TH</sup> INTERNATIONAL SCIENTIFIC CONFERENCE

*Regional Identity: the Paradigm of Public  
Welfare of the Baltic Sea Region*

# PROGRAMME



Dedicated to 25<sup>th</sup> anniversary of Klaipeda University



# **REGIONAL IDENTITY: THE PARADIGM OF PUBLIC WELFARE OF THE BALTIC SEA REGION**

## **TIMETABLE**

The 24<sup>th</sup> of September

<b>REGISTRATION</b>	
<b>09:00–10:00</b>	<p style="text-align: center;"><b><u>REGISTRATION / COFFEE</u></b></p> <p><b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6<sup>th</sup> building</p>
<b>OPENING CEREMONY</b>	
<b>10:00–10:30</b>	<p><b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6<sup>th</sup> building</p> <p>Rector of Klaipeda University <b>Prof. habil. dr. Eimutis Juzeliūnas</b></p> <p>Chairman of the 11<sup>th</sup> International Scientific Conference: Klaipeda University, Dean of Faculty of Social Sciences <b>Prof. dr. Antanas Bučinskas</b></p> <p>President at Baltic Sea Region University Network (BSRUN) <b>Kari Hyppönen</b></p>
<b>KEYNOTE SPEAKERS</b>	
<b>10:30–11:10</b>	<b>Mantas Bartuška</b> general manager of SC “Klaipėdos Nafta”
<b>11:10–11:50</b>	Deputy Director at Institute of Scandinavian Studies and Applied Linguistics, University of Gdansk Dr. hab. Kazimierz Musiał. <b>Assoc. prof. dr. hab. Kazimierz Musiał</b> <i>Use of Knowledge Networks and Epistemic Communities for the Baltic Sea Region.</i>
<b>11:50–12:30</b>	Head of the Department of Analysis, Ministry of Education and Research <b>Prof. dr. Aune Valk.</b> <i>Regional Identities among Baltic Sea Region High-School Students (Estonia, Finland, Latvia, Sweden)</i>
<b>COFFEE BREAK</b>	
<b>12:30–12:45</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building

## KEYNOTE SPEAKERS

<b>12:45–13:25</b>	Head of World Economy and International Economic Relations Department at St. Petersburg State University of Economics <b>Assoc. prof. Sofia Rekord, PhD.</b> <i>Economic Potential of the Baltic Sea Region in Turbulent Times: Lock-in or a "Smooth Water"?</i>
<b>13.25–13.45</b>	Director General of the Council of the Baltic Sea States Secretariat <b>Jan Lundin.</b> <i>Regional Identity as a Long-Term Priority of CBSS.</i>

## LUNCH

<b>13:45–14:30</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building
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## PRESENTATIONS

**Address:** Klaipeda University Campus, H. Manto str. 84, 6<sup>th</sup> building

**Chairperson** Prof. dr. Ligita Šimanskienė

<b>14:30–14:50</b>	Assoc. prof. dr. oec. Gunta Grinberga-Zalite, Assoc. prof. dr. math. Evija Liepa, Prof. dr. Vilma Atkočiūnienė, Prof. dr. Joanna Hernik. <i>Society Aging Problems and their Solutions in Latvia, Lithuania and Poland.</i>
<b>14:50–15:10</b>	Lekt. Donatas Jonikas. <i>Calculation of Exchange Value Created through Corporate Social Responsibility in Value Creation Chain.</i>
<b>15:10–15:30</b>	Prof. dr. Daiva Janavičienė, Inga Gabsevičiūtė. <i>The analysis of consumer behavior on the internet.</i>
<b>15:50–16:10</b>	Prof. dr. Angelija Bučienė, Ingrida Gedmintienė. <i>Research On The Problems Of Sustainable Development Of Rural Territories Of Klaipėda Region: Cases Of Šilutė District And Rusnė Ward.</i>
<b>16:10–16:30</b>	Assoc. prof. Daiva Labanauskaitė, Milda Lamakinaitė, Edita Baranskaitė. <i>The Evaluation of Lithuania's Touristic Image Changes.</i>
<b>16:30–16:50</b>	Dr. hab. Marcin Żemigala. <i>Environmental Management Systems – European perspective.</i>

## 1<sup>ST</sup> DAY CLOSING CEREMONY / RECEPTION

<b>17:00–19:00</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building
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# **REGIONAL IDENTITY: THE PARADIGM OF PUBLIC WELFARE OF THE BALTIC SEA REGION**

## **TIMETABLE**

The 25<sup>th</sup> of September

<b>REGISTRATION</b>	
<b>09:00–10:00</b>	<b><u>REGISTRATION / COFFEE</u></b> <b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building
<b>KEYNOTE SPEAKERS</b>	
<b>10:00–11:00</b>	<b>Sec. Miguel Angel Cuña</b> , Chief of the Consular Section Embassy of the Argentine Republic to Poland and Lithuania. <i>The Issue of the Malvinas Islands in 10 Questions.</i>
<b>PRESENTATIONS</b>	
<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building <b>Chairperson</b> Prof. dr. Angelija Bučienė	
<b>11:00–11:20</b>	Assist. prof. PhD Maria Plotnikova. <i>Conceptual Basis for Ukrainian Rural Development.</i>
<b>11:20–11:40</b>	Lekt. dr. Daiva Verkulevičiūtė-Kriukienė. <i>Labour income and the unemployment rate in the regions of Lithuania, Latvia and Estonia: differences and change in the period 2004–2013.</i>
<b>11:40–12:00</b>	Assoc. prof. dr. Deimena Kiyak, Arina Medvedeva, Linara Pranckevičiūtė. <i>Relationship Marketing Dimensions Expression in Klaipeda Health Care Institutions.</i>
<b>COFFEE BREAK</b>	
<b>12:00–12:20</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building
<b>PRESENTATIONS</b>	
<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building <b>Chairperson</b> Prof. dr. Angelija Bučienė	

<b>12:20–12:40</b>	Prof. Biruta Sloka, Tom Sander, Assist. Jurgita Paužuolienė. <i>The Difference of Social Network Sites Explained with the Employment Seeking Process.</i>
<b>12:40–13:00</b>	Prof. Arkadiusz Żukowski, Prof. Marcin Chelminiak. <i>Polish-Russian Cross-border Cooperation from the Perspective of Polish Foreign Policy. General View.</i>
<b>13:00–13:20</b>	Assoc. prof. dr. Ilvija Piktornaitė, Assist. Jurgita Paužuolienė. <i>Peculiarities of organizational culture in socially responsible organizations.</i>
<b>13:20–13:40</b>	Assist. prof. Pinar Yurur. <i>The Key Points of Turkey's Foreign Policy Toward Baltic States Post Cold-War: Case of Lithuania.</i>
<b>13:40–14:00</b>	Prof. dr. Ligita Šimanskienė, Assoc. prof. dr. Erika Župerkienė. <i>Welfare in Organizations: the Case study of Lithuania.</i>
<b>LUNCH</b>	
<b>14:00–15:00</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building
<b>PRESENTATIONS</b>	
<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building	
<b>Chairperson</b> Prof. dr. Angelija Bučienė	
<b>15:00–15:20</b>	Prof. dr. Linute Kraujutaitytė. <i>Discursive Identity of Regional Governance.</i>
<b>15:40–16:00</b>	Derya Kuloğlu. <i>The Importance of SMEs in Transition Economies in Terms of Regional Development.</i>
<b>16:00–16:20</b>	Laura Legzdina-Mantrova. <i>Family Business Presentation in Hospitality Sector of Latvia.</i>
<b>16:20–16:40</b>	Laila Ozolina. <i>The relationship between firm brand and competitiveness: An analysis in the advertising agencies industry in Latvia.</i>
<b>16:40–17:00</b>	Olga Rajevska. <i>Old-age pensions predictability in the Baltic States.</i>
<b>2<sup>ND</sup> DAY CLOSING CEREMONY / RECEPTION</b>	
<b>17:00–19:00</b>	<b>Address:</b> Klaipeda University Campus, H. Manto str. 84, 6 <sup>th</sup> building

