

19th Annual Scientific Baltic Business Management Conference 2026

TECHNOLOGY, TURBULENCE, AND TRANSFORMATION:
REIMAGINING BUSINESS AND SOCIETY FOR A SUSTAINABLE FUTURE

PARALLEL SESSIONS, 28/05/2026

Durbes iela 4, 10:00-14:00 / please be there around 9:30 for set-up

Session	Presenter	Author(-s)	Title
Parallel Session 1			
Session Chair: Iveta Ludviga PhD, Professor, Dean of the Faculty of Business and Economics (RISEBA University of Applied Sciences)	Riblova Madara	Riblova Madara	Toward an Integrated Conceptual Framework of Virtuous Leadership
	Barone Liga	Barone Liga, Atstāja Dzintra	Reconceptualising Value-Based Chronic Pain Care as a Social Sustainability Model: Work Ability, Productivity and Societal Value
	Tomar Adarsh	Tomar Adarsh	Green Healthcare Systems: The Role of Technology in Reducing Carbon Footprint
	Anokhin Maksim	Anokhin Maksim	Determinants of Consumer Choice for Non-Medical Massage in Latvia: A Health Belief Model Approach
	Isgandarov Rustam	Isgandarov Rustam	Opportunities and Challenges for Occupational Safety and Health in an Era of Digitalization and Artificial Intelligence
	Zāmuele Baiba	Zāmuele Baiba, Liga Peiseniece	Leadership Style Transformation as a Consequence of an Expert-Guided Deep Meditation
	Ernštreite Marta	Ernštreite Marta, Blumberga Solveiga	Generation Z's Expectations from Employers in the Context of Contemporary Labour Market Changes: a Comparison with Generations X and Y
	Ludviga Iveta	Ludviga Iveta, Slūka Inese, Paraukienē Laima, Kvelde Anna, Dombrovskis Valērijs	Pedagogy Before Technology: Explaining Generation Z and Alpha Students' Fulfilment of Expectations in Entrepreneurship Education
	Augustyńczyk Julita	Augustyńczyk Julita	The Power of Workforce Diversity in Shaping Resilient Organizations of the Future
	Leimane Sanita	Leimane Sanita	Workplace Gamification and Organizational Performance: Employee Motivation, Engagment, and KPI-based Outcomes
Venue: Auditorium 210 RISEBA H2O6 Campus (Durbes iela 4,Rīga), 1st Floor Please follow the signs to your auditorium upon arrival	Ali Muhammad Ramzan	Ali Muhammad Ramzan, Peiseniece Liga, Mīkelsone Elīna, Shah Amir Shahzad Ahmad	Co-Creating Sustainable Innovation from Within: Green HRM Practices Enabling Employee Green Behavior in KIBS Ecosystems across Pakistan, China, and Uzbekistan
	Slūka Inese	Sluka Inese	Balancing Exploration and Exploitation in Hybrid Public Sector Project Management: a Competence-Based Perspective
Parallel Session 2			
Session Chair: Natālija Konovalova PhD, Associate Professor (RISEBA University of Applied Sciences)	Kuzņecova Jūlija	Kuznecova Julia	Cross-Sector Partnerships and Financial Sustainability in Social Entreprises: a PRISMA-Based Systematic Integrative Review and Bibliometric-Thematic Analysis
	Konovalova Natalia	Konovalova Natalia	Impact of Digital Technologies on Professional Skills and Career in the Banking Sector
	Elashvili Levan	Elashvili Levan	Do Zero Dividend Policies Intensify Agency Conflicts? The Moderating Role of Corporate Governance in European Firms
	Limanskis Andrejs	Limanskis Andrejs	Azerbaijani Direct Investment in Latvia: Dynamics, Structure, and Entrepreneurial Patterns (1991–2026)
	Isgandarov Said	Isgandarov Said	Corporate Social Responsibility in the Era of Digital Transformation and Uncertainty
	Aliyev Nurlan	Aliyev Nurlan	Digital Transformation and Sustainable Business Practices in Small and Medium-Sized Enterprises
	Lisickis Aleksandrs	Lisickis Aleksandrs, Kaže Valters	Layered Pressures, Limited Means: How Shipping SMEs Navigate Maritime Decarbonisation
	Mičule Jelena	Mičule Jelena	IT Manager Sustainability under Stress: a Balanced Intelligence Model
	Aksjonenko Eduards	Aksjonenko Eduards, Spilbergs Aivars, Rūtītis Didzis	Management Consulting, Dynamic Capabilities and Digital Transformation: the Mediating Role of Strategy Crafting in SMEs
	Godmanis Ivars	Godmanis Ivars, Radigina Nadežda	Forecasting Retail Company Financial Performance Using Time Series and Machine Learning in Python
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Parallel Session 3		AI, Digital Frontiers, and the Future of Education and Enterprise		
Session Chair: Emil Velinov PhD, Professor (RISEBA University of Applied Sciences)	Vinklere Janina	Vinklere Janina	Agentic AI as Marketing Capabilities: a Conceptual Framework for B2B Marketing in Decentralized Ecosystems	
	Benmekki Amir	Benmekki Amir	Explaining AI Business Value: the Roles of Deployment-Capability Alignment, Integration Effectiveness, and Technology-Organisation Fit	
	Leimanis Anri	Leimanis Anri	Who is Responsible When AI Shapes the Decision? Attribution Gaps and Distributed Human-AI Agency	
	Runde Andris	Runde Andris	Use of Artificial Intelligence to Enhance Brand Competitiveness: a Structured Question Framework and Methodological Guidelines for Microenterprises	
	Budanceva Jelena	Budanceva Jelena	Study Demands, Acculturative Stress, and Burnout among International Students: the Buffering Role of Perceived University Support	
	Velinov Emil	Bleicher Juergen, Velinov Emil	Blended Learning and International Academia - Industry Collaboration Projects: Teaching Innovations for Management Education in Disruptive Times	
	Akhundzada Sadig	Akhundzada Sadig	Digitalising Compliance: How Digital Tax Administration Shapes Shadow Economy Participation among SMEs in Transition Economies	
	Vasilevska Sandra	Vasilevska Sandra	Security Research Ecosystems in the Baltic States: Funding, Coordination and Resilience in Energy and Cybersecurity	
	Šnidere Tamara	Šnidere Tamara, Godmanis Ivars	Implementing Business Intelligence as an Integration Layer for SME Omnichannel Readiness: Evidence from a Latvian DIY Retailer	
Venue: Auditorium 207		Gimmelberg Dmitrii	Gimmelberg Dmitrii, Ludviga Iveta	Psychometric Validation of the Perceived Cognitive Assistance Scale: Exploratory and Confirmatory Evidence from LLM-Augmented Retail Trading
RISEBA H2O6 Campus (Durbes iela 4,Rīga), 1st Floor				
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Parallel Session 4 (online session)		Emerging Perspectives: Sustainability, Innovation, and Resilience across Borders		
Session Chair: Valters Kaže PhD, Professor, Vice-Rector for Research and Development (RISEBA University of Applied Sciences)	Saveljeva Jūlija	Saveljeva Julija, Volkova Tatjana	Beyond Cybersecurity: the Category-Specific Value of Digital Trust in Third-Party Risk Management	
	Estlami Ahlam	Estlami Ahlam	Organisational Predictability as a Coordination Mechanism Under Continuous Workforce Transition: a Case Study of a Tourism Start-Up	
	Nkurunziza Viateur	Nkurunziza Viateur	Mapping Contingencies and Paradoxes in Shared Value Systems: a Diagnostic Approach to Producer-Level Tensions	
	Goldberga Ieva Eleonora	Goldberga Ieva Eleonora	Quo Vadis, LMX? A Systematic Literature Review on Leader-Member Exchange	
	Goldberga Ieva Eleonora	Goldberga Ieva Eleonora	Is HAW a Resource to Build and Sustain? A Systematic Literature Review on Happiness at Work	
	Araja Diana	Araja Diana, Ludviga Iveta, Kozlinskis Vulfs	Data-Driven Approach to Comparing Healthcare Systems: Toward a Harmonized Care Integration Index	
	Araja Diana	Araja Diana, Ludviga Iveta, Kozlinskis Vulfs	From Determinants to System Dynamics: Rethinking Integrated Care Implementation through Leadership and Organisational Resilience	
	Hasenbank Sigrid	Hasenbank Sigrid	Managerial Cognition: Could It Be Measured?	
	Jacquemod Julija	Jacquemod Julija	Whistle-Blowing or Querulant Behavior: Debate for Future Studies	
Join online (Zoom):		Kevišs-Petuško Jans	Kevišs-Petuško Jans	Horizontal Mismatch in the Last Decade: a Cumulative Systematic Literature Review (2016–2025)
https://riseba.eu/goto/asbbmc02online		Sedovs Edgars	Sedovs Edgars	Sustainability Orientation in Strategic Intent: How It Differs Across National Development Contexts in Banking?
or log in to Zoom: Meeting ID: 851 2714 4718 Passcode: 910923	Rafi Tehmina	Rafi Tehmina, Awan Humaina	Responsibility to Resilience: Mediating Role of Green Supply Chain Management on Corporate Social Responsibility and Firm Performance	
	He Hao	He Hao	Do More Green Patents Mean Better Innovation? Evidence on Green Innovation Bubbles in Chinese Firm	
	Korabovska Marija	Korabovska Marija	From Emerging Technologies to Deep Tech: Terminology Fragmentation in Science-Based Startup Commercialization	
	Kadbhane Sandip Bhimrao	Kadbhane Sandip Bhimrao	Determinants and Mediating Mechanisms of Indian Foreign Direct Investment in Latvia: A PRISMA-Based Literature Review	
	Mardanov Eldar	Mardanov Eldar, Mavlutova Inese, Sloka Biruta	Improving Financial Performance through Multi-Agent AI Systems in Oil and Gas Companies: a Mixed-Method Study of Operational Coordination and Cost Reduction	
	Kaže Valters	Kaže Valters, Bolinskis Gatis	Exploring the Role of AI Managers at Higher Education Institutions	