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The 19th INTERNATIONAL SCIENTIFIC CONFERENCE
INFORMATION TECHNOLOGIES AND MANAGEMENT 2021

April 22-23, 2021

**ISMA University of Applied Sciences
Riga, Latvia**



IT&M 2021 Programme and Timetable, 2021 April 22 - 23

April 22	ISMA University of Applied Science	
13.30	Registration on Zoom	
14.00	Professor Denis Djakon, ISMA Rector	Opening of the 19 th International Conference <i>Information Technologies & Management 2021</i> Greetings to the Conference
Plenary Session (Zoom) The Head of the Session assoc. Professor Jevgenija Dehtjare		
14.15	Dr. Kai Karin Baum, TCI Transformation Consulting International GmbH, Germany	Agile Knowledge Transfer in Digital Times - Trends & News
14.45	Roland Abou Younes, CEO "Solid Base Consult", SIA, Latvia	Practical motivation for Agile workplace
15.00	Oksana Sobol	The ethics of application of artificial intelligence in Human Resource management of modern Russian companies
15.15	Stanislavs Miscenko	Modern Management Methods in the Restaurant Business: Holographic Model of the Enterprise Structure
15.30	Julia Mironova	Global rankings of higher education institutions
15.45	Coffee break	
Section 1 NANO TECHNOLOGIES, COMPUTER MODELLING AND INFORMATION COMMUNICATION TECHNOLOGIES The Head of the Session Professor Viktors Gopejenko		
16.00	Sofya Kiseleva, Natalia Lisitskaya, Semen Frid	Comparison of various methods for short-term forecasting of solar power plant performance
16.15	N. A. Satonkin, J. R. Kalniņš, A. I. Vasyunin, V. A. Sokolova, A B. Ostrovskii	Fractal dimensions of simulated interstellar dust grains
16.30	Alytis Gruodis	Fluorene-based enamines: quantum chemistry study
16.45	Yelena Kozmina, Alytis Gruodis	The problem of beam deflection as it propagates through a glass prism. Methodological aspects of teaching
17.00	Anatolii Pashko	Statistical simulation of atmospheric turbulence
17.15	Rajendra Kakani	Powerful reputation management mechanism in federated cloud

Section 2 DEVELOPMENT OF BUSINESS ADMINISTRATION DECISION MAKING AND INNOVATIVE EDUCATION The Head of the Session Professor Victoria Riashchenko		
16.00	Sergejs Hilkevics, Juris Roberts Kalniņš	Fractional degrees in Cobb-Douglas production function
16.15	Tatjana Lapaine	Application of student learning strategies for learners' sustainable online mastering of the curriculum during the global pandemic of COVID-19.
16.30	Viktorija Gogole	Unemployment, which was particularly affected in the regions of Latvia during the period Covid-19
16.45	Liliia Chepurna, Zaiga Oborenko	Protection of the business reputation of the enterprise
17.00	Anzhela Skrypnyk, Viktorija Riashchenko	The specifics and features of competition in the field of safety and security
17.15	Olena Hvozdz, Diana Zmicerevska	State and development prospects of the bakery industry in Ukraine
17.30	Olexandra Klycheva, Jekaterina Korjuhina	Modern trends in the development of the fat-and-oil industry in Ukraine
17.45	Viktorii Ruban, Diana Zmicerevska, Kryvoruchko M	Analysis of competitive advantages in the banking services market of Ukraine on the example of JSC "Raiffeisen Bank Aval"
18.00	Valeriya Myazgova	Top 3 Eurozone Modern Problems
18.15	Denis Tymoshnichenko, Khotunov Vladyslav, Olifirenko Vitalii	Features of the organization of a call-center in the bank office
18.30	Inese Spica, Baiba Berzina, Ernests Spics	Innovative Product Management
18.45	Yulia Sumtsova, Odinkova Tatjana, Kuznetsova Natalia	Features of marketing communication policy in the restaurant business
19.00	Anna Sumtsova, Odinkova Tatjana, Kuznetsova Natalia	The role of marketing communications in improving the efficiency of insurance companies

Section 3 CONTROL OBJECTS & SENSEMAKING		
The Head of the Session Professor Kopitov Rostislav, Kelsina Dina		
16.00	Djakons Romans, Rostislav Kopitov	Features of a Particular Initiative and Scientific Research Project
16.15	Grinberg Sevil	Loss Prevention Technology
16.30	Santhirasegaram Elena	Analysis of the Venture's Business Consequences
16.45	Kelsina Dina, Kopitov Rostislav	Loyalty Sense-making Meaning Technology
17.00	Kazina Irina	Understanding the Idea Behind a Self-tuning Metasystem
17.15	Kalejevs Andrejs	Reconstruction of the Organization under Decreasing External Support
17.30	Gailis Vadims	Analysis of the Business Making
17.45	Kamforina Olga	Methodology for Strengthening the Vulnerability of the System
18.15	Kopitov Rostislav	Analysis of the Delayed Call Syndrome
18.30	Akimovs Glebs, Amangeldiyev Abilkhan, Mikryukova Zhanna	Capitalisation of Large-scale Responsibilities
18.45	Galamov Renat, Santhirasegaram Elena	Venture Business Assets' Maintenance
19.00	Amangeldiyev Abilkhan, Djakons Romans, Kopitov Rostislav	Full-scale Protection of the Organization
19.15	Kelsina Dina, Kopitov Rostislav, Muromtsev Sergey	Software Production Labour Cost Evaluation
19.30	Karayev Vsevolod	Remedy for an Unstable Process
19.45	Santhirasegaram Elena	Value Chain Technology in a Special Environment
20.00	Kelsina Dina	Producing Loyalty- predisposed Devices
20.15	Melnikovs Jevgenijs	Examination of Financial Engineering
20.30	Romans Djakons, Dina Kelsina, Rostislav Kopitov	Research of a Regional University Branch Contribution to the Development of the Region

April 23	ISMA University of Applied Science
10.00	Internet Conference Kazakhstan, Ukraine, Belorussia The Head of the Session Professor Viktors Gopejenko
12.00	Discussion and section's concluding remarks
12.30	Conference summary and Decision making
13.00	Lunch