

ISMA

IT&M2015 April 16-17 2015

I Lomonosov Str Bld 7 LV-1019 Riga Latvia

Section 6 MANAGEMENT PSYCHOLOGY & ORGANIZATION

DEVELOPMENT Bld 7, Aud 314

The Head of the Section Professor Rostislav Kopitov and Alena Jakuba

- 16.00 N Kuznetsov The use of "Data Envelopment Analysis" to analyze the relative efficiency of the organization
- 16.10 Zh Mikryukova Coordination communication mechanisms of the configuration management process
- 16.20 D Kalejevs, A Kalejevs Evaluation of the office of transport and logistics companies through intangible assets
- 16.30 I Ivanova The efficiency evaluating methods of training within the organization
- 16.40 V Gailis Exaggerated economic models
- 16.50 O Kamforina Organizational diagnosis is a method for improving any enterprise performance
- 17.00 R Zaharovs The Systems View on Organizational Development
- 17.10 S Miscenko Genesis of management science through the prism of practical and theoretical studies in the researches of Beer S. and Litvak B.G.
- 17.20 R Kopitov, V Varganov Identification of managing problems during educational process
- 17.30 K Yakovleva Demonstration of a product of management
- 17.45 Coffee break
- 18.00 D Dubko, A Savicki The Development of Strategy Based on SWOT-analysis Using LCG Terminology Assets
- 18.10 E Lihushko Organization of the workplace on methodology of lean manufacturing
- 18.20 A Benchea Development of Human Resource Projects in the IT Industry
- 18.30 A Bogdanec Motivational and demotivational factors, which influence Latvian youngsters in choosing of seafarer's profession
- 18.40 S Grinberg Problem of Abuse in management
- 18.50 V Kazakov, I Svetlov Small innovative enterprises in the digital economy: features of the operation and management
- 19.00 A Khizhnyak, J Maksimova Features of the application of expert methods in the evaluation of competitiveness in the innovation economy

April 17 IT&M2015 Discussions and General results Bld 7 Aud 314-315

- 10.15 Internet Conference  
Kazakhstan, Ukraine, Bulgaria
- 12.15 Discussion and sections' concluding remarks
- 14.00 Conference Summary and Decision Making

April 17-18 WORKSHOP OF BUSINESS' PROBLEMS  
ISMA University Bld 7, Aud 316, 8.30 a.m.

The Head of the Workshop Professor Marga Zhivitere

IT & M  
2015



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IT & M  
2015

ISMA  
University

The 13th International  
Scientific Conference  
Information Technologies  
and Management

2015 April 16-17  
Riga. Latvia



IT & M 2015 Programme



## April 16

13.30 Registration ISMA University, Bld 7, Aud 314, Hall

## April 16 Opening of IT&amp;M2015, ISMA University, Bld 7, Aud 314

## The Head of the Session Professor Yuri Shunin

14.00 Professor Marga Zhivitere, ISMA Rector  
Opening of the 13<sup>th</sup> International Conference  
*Information Technologies & Management 2015*14.10 Professor Roman Dyackon, ISMA President  
Greetings to the Conference

## Plenary Session Aud 314

## The Head of the Session Professor Yuri Shunin

14.15 Yu Shunin, D Fink, S Bellucci, A Kiv, T Lobanova-Shunina, Yu Zhukovskii, V Gopeyenko Nanotechnology and health nanodiagnosics tools

14.30 R Kopitov Self-action in executive's activity

14.45 N Nenkov Software environment to teach programming of robots

15.00 I Sarkiunaite, R Kanapickiene The challenge of globalization

15.15 T Fedartsova Current state, conditions and perspectives of agro-tourism development in the Republic of Belarus

15.30 Coffee break

## Section 1 NANO TECHNOLOGIES Aud 301

## The Head of the Session Professor Victor Gopeyenko

16.00 Yu Shunin, S Bellucci, T Lobanova-Shunina, Yu Zhukovskii, N Burlutskaya, V Gopeyenko Models and simulations of CNTs- and GNRs-based electromagnetic and spintronic devices

16.15 Yu F Zhukovskii, R A Evarestov, A V Bandura Photocatalytic efficiency of SrTiO<sub>3</sub> nanowires: *ab initio* modeling

16.30 E K Shidlovskaya Theoretical modelling of nanodevices using embedded molecular cluster method

16.45 V Jočys, J Kausteklis, A Gruodis, V Aleksa Acetonitrile associated with the ionic liquid containing imidazolium ring: equilibrium geometry and vibrational relaxation

17.00 A Gopeyenko, Yu F Zhukovskii, P V Vladimirov, V A Borodin, E A Kotomin, Yu Mastrikov, A Möslang *Ab initio* calculations of Y, O un VFe migration barriers inside fcc-Fe lattice17.15 A Chesnokov, O Lisovski, D Bocharov, S Piskunov and Yu F Zhukovskii Correlation between morphology of TiO<sub>2</sub> nanotubes and their photocatalytic abilities: comparative *ab initio* study17.30 A Platonenko, Yu F Zhukovskii, S Piskunov, E A Kotomin *Ab initio* simulations on interstitial oxygen atom in corundum

17.45 Coffee break

## Section 2 COMPUTER MODELLING AND INFORMATION TECHNOLOGIES Aud 301

## The Head of the Section Professor Yuri Shunin

18.00 A Kovantsov, R Krumburgs Application of theorems of elementary geometry in a mathematical analysis

18.10 N Karatun, L Krolis Questions of perfecting the Distance Learning

18.20 J-R Kalnins, N Jarohnovich Modelling of Technology Transfer Process. Case of Latvia.

18.30 G Popovs, V Gopeyenko Testing automatisation in modern web-applications

18.40 I Mihailov, V Gopeyenko Neurocomputer interface and the classification of the brain waves in the neural network

18.50 A Mrochko, A Cibinsh Trends of telecontrol development in electricity power distribution systems in Latvia

19.00 A Zakrevskis, V Gopeyenko Development of information system, in order to optimize the operation of sales agents in the company

19.10 J Murinina, V Gopeyenko Operating system security problem's solution by freezing the computer's kernel

19.20 V Boicov, I Gonzalez-Ortiz GPS data bases in monitoring auto transport in Latvia

19.30 N A Nechval, K N Nechval Efficient approach to pattern recognition in the case of two classes based on minimization of misclassification probability

19.40 N A Nechval, K N Nechval Efficient approach to pattern recognition in the case of several classes based on minimization of misclassification probability

19.50 N A Nechval, K N Nechval Novel approach to dose estimation in drug development

## Section 3 HARMONIZING ROLE OF DESIGN IN THE SOCIAL DIMENSION Bld 6, Senate Hall

## The Head of the Section Assist. Professor Elena Matjakubova

16.00 A Rapoport Architecture today. "The tower and the labyrinth"

16.15 J Raga, I Lisagora Author's innovations in the development of the interior project in a specific qualification work

16.30 K Sprukste, E Sidorenko Corporate identity development for educational and guidance center

16.45 I Veselova, E Sidorenko Corporate identity development

17.00 I Kopeikina Design environment traditions and mentality

17.15 I Ozolita, T Nosova, N Fila Distance learning and design environment

17.30 I Markina "Good design does not deceive"

## Section 4 MANAGEMENT AND DECISION MAKING 1 Bld 7, Aud 313

## The Heads of the Section Professor Marga Zhivitere and Assoc. Professor Ingrida Sarkiunaite

16.00 M Petrova Software solution for implementing a web-based e-journal system in the St Cyril and St Methodius University of Veliko Turnovo

16.10 B Mussin The need to study human resource management approaches on the example of telecommunication enterprises of the Republic of Kazakhstan

16.20 S Sabitova Improvement of entrepreneurs' educational system of the Republic of Kazakhstan

16.30 T Uteubayev, N Kurmanov Motivation of employees' labor activity in companies in Kazakhstan

16.40 T Odinkova, Z Kleschevnikova Problems of innovative development of Latvia

16.50 Z Tutkusheva Preconditions for establishment of the entrepreneurial university in Kazakhstan

17.00 I Kalenyuk Risk-management features in educational system

17.10 M Bezpartochnyi Information systems in management of trade enterprises

17.20 A Kussainov Use of System Dynamics and Simulation in Modelling and Analysis of Vaccine Supply Chain Management

17.30 P Kurmaiev, E Bayramov The directions of providing innovative orientation of the economy transformation

## Section 5 MANAGEMENT AND DECISION MAKING 2 Bld 7, Aud 313

## The Head of the Section Assoc. Professor Victoria Riashchenko

16.00 I Linde Analysis of consistency of calculation of an estimate of the higher education institution ranking

16.10 D Klukins Resource-based transit system as a part of Latvian economy

16.20 N Sachko Psychological culture as an important element of successful sales in the tourist industry

16.30 T Shamshina, C Koryuhina Open education: continuity of approaches and risks

16.40 T Smolskaya Tourism tendencies are at the present stage in the Republic of Belarus

16.50 V Nazarenko Prospects of the river cruise tourism development in Belarus

17.00 I Boisina Improvement of Personnel System in Telecommunications company JSC "Balticom"

17.10 I Spica, B Berzina, E Spics The Investigation of Business e-Environment - a basis for development of e-Business strategy and e-Marketing strategy

17.20 J Dehtjare, V Riashchenko Social Entrepreneurship: issues and trends

17.30 V Riashchenko, M Zivitere, L Kutryeva The problems of development of the Ukrainian tourist market and ways of their solutions

17.40 Zh Kulmagambetova, M Zhivitere Social Franchising of private clinics in Kazakhstan

17.50 I Ter-Saakova Region description according to the parameters of economic characteristics of reporting

18.00 I Gonzalez-Ortiz Management of transport company's logistics risks