

April 14

ISMA University, Bld. 7

Section 5 PURPOSEFULNESS AND STABILITY, Room 316

The Head of the Session Professor Kopitov Rostislav

- 16:00 **A Aghamiryan, R Kopitov** Preventive measures for the improving stability of an organization
- 16:15 **M Antonova** Development of business value assessment procedures taking into account the dynamics of the organization's life cycle
- 16:30 **D Balode-Samofala** Implementation of the newest tendencies in hospitality industry
- 16:45 **A Kalyagin** Mechanisms accompaniment of product in the conditions of continuous suggestion on his improvement
- 17:00 **O Kuriats** Design-thinking technology
- 17:15 **D Zasuhina** Realization of innovative ideas
- 17:30 **S Miscenko** Holographic model of enterprise structure goals & solutions
- 17:45 **Coffee Break**
- 18:15 **M Grigorjeva** The problem of the choice of methods for calculating transfer prices
- 18:30 **A Amangeldiyev** Evaluation of business planning technologies
- 18:45 **A Tretyakov** Procedure of the full-scale effective business administration
- 19:00 **L Tihomirova** Assessment of influence of intangible assets to create effective organizations
- 19:15 **J Rutka** Diagnostics technology of business design
- 19:30 **A Dmitrijevs** Capitalization rate calculation taking into account social capital
- 19:45 **O Kamforina, R Kopitov** Recovery of business stability features or business resumption plan

April 15

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- 10:00 **WORKSHOP OF BUSINESS ADMINISTRATION PROBLEMS, Room 313**
The Head of the Workshop Professor Marga Zhivitere
- 10:00 **Internet Conference Kazakhstan, Ukraine, Bulgaria**
The Head of the Session Professor Victor Gopeyenko
- 12:00 **Discussion and section's concluding remarks**
- 12:30 **Conference summary and Decision making**

IT&M
2016

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VENTSPILS AUGSTSKOLA



**KAZAKH TECHNICAL
UNIVERSITY**



Riga, Latvia

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13:30 Registration, Room 314

14:00 **Assoc. Professor Denis Dyackon, ISMA Rector**
Opening of the 14th International Conference
Information Technologies & Management 2016

14:10 **Professor Roman Dyackon, ISMA President**
Greetings to the Conference

PLENARY SESSION, Room 314

The Head of the Session Professor Yuri Shunin

14:15 **Yu Shunin, L Alfonta, D Fink, A Kiv, A Mansharipova, R Muhamediyev, Yu Zhukovskii, T Lobanova-Shunina, N Burlutskaya, V Gopeyenko, S Bellucci**
Modelling and simulation of electric response of nanocarbon nanocomposites and nanoporous polymer based structures for nanosensor devices

14:45 **Ermile Meskhia** Rural Tourism in Georgia

15:15 **Ivars Linde** Entrepreneurship in Latvia and Europe - Education at School

15:45 **Coffee break**

Section 1 NANOTECHNOLOGIES, Room 313

The Head of the Session Professor Victor Gopeyenko

16:00 **Yu F Zhukovskii, O Lisovski, S Piskunov, R A Evarestov**
Suitability of doped [0001]-oriented ZnO nanowires of different sizes for photocatalytic applications: DFT-LCAO simulations

16:15 **A Gopejenko, Yu F Zhukovskii, S Piskunov, E A Kotomin**
First principle calculations of PZT varying Zr and Ti concentrations

16:30 **M Sokolov, Yu Mastrikov, A Gopejenko, Yu F Zhukovskii, E A Kotomin**
Ab initio modelling of Y-O complexes in α -Fe matrix

16:45 **A Platonenko, Yu F Zhukovskii, S Piskunov, E A Kotomin**
Ab initio calculations of charged point defects in corundum

17:00 **E K Shidlovskaya** Theoretical modelling of nanodevices in the frameworks of embedded molecular cluster model

17:15 **T Burlęga, G Saulis, A Gruodis**
Modelling of calcein solution in aqua: *ab-initio* study

17:30 **M Pašakinskas, G Saulis, A Gruodis**
Evolution of vitamin complex C..K3: *ab initio* study

17:45 **J R Kalnins** Group and phase velocity demonstration model

18:00 **A Mrochko** Nanotechnologies in the development of electronic components information systems

18:15 **V Gopeyenko, Yu Shunin, D Fink, A Kiv**
3D modelling of the glucose detection nanoprocess

18:30 **T Lobanova-Shunina, Yu Shunin**
Convergence of nano-bio-info-cogno-socio-humano sciences and technologies for societal benefit and justice

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Section 2 COMPUTER MODELLING AND

INFORMATION TECHNOLOGIES, Room 301

The Head of the Session Professor Alexander Mrochko

16:00 **M Nurgazy, Yu Shunin** IBM Watson: natural language question answering system

16:15 **I Stefanišina, A Mrochko** Modernization of payment card data management system in bank "Skynet"

16:30 **A Berdibek, Yu Shunin** Reducing the number of road traffic crashes by using of smart cars

16:45 **N Urmanov, Yu Shunin** Advantages and features of "smart house" technologies

17:00 **V Georgieva, Yu Shunin** "Arduino" – open-source physical computing Input / Output board

17:15 **N Karatun, A Brolisha** The future of preservation and rejuvenation of cultural heritage

17:30 **N Karatun, I Krumina** "Virāža - Z" branding

17:45 **V Jermakov, V Gopejenko** Navigation system based on the augmented reality on a cruise ship

18:00 **V Lapatsky, V Gopejenko** Navigation system based on augmented reality for educational institution

18:15 **E Polikarpovs, V Gopejenko** 3D modelling of the nanoprocesses

18:30 **A Karvelis, A Mrochko** Development of IT infrastructure for hosting services company

18:45 **M Neroba, A Mrochko** Design of an information system for a metal-processing company

19:00 **A N Kovantsov** Projection network for systems of differential equations

19:15 **S Bratarchuk, Z Potilicina** Approaches to registration and processing laser ray reflection data in seismic monitoring of city buildings

Section 3 MANAGEMENT AND DECISION MAKING, Room 314

The Head of the Session Professor Ivars Linde

16:00 **K Levkov, I Shopova** Tourism openness and visa policy of Bulgaria

16:15 **R Navickiene** IT Technology in alterative form of tourism - Geocaching

16:30 **J Bojorovienė, R Kinderis** Image and reputation formation conceptualization of higher education institution

16:45 **N Stoyanova** Implementation of information services for tourism

17:00 **S Alieksieieva** Preparation of designers to the development of professional career

17:15 **V Vasilienė-Vasiliauskienė, J Butvilienė, T Butvilas**
Project-based learning: the complexity and challenges in higher education institutions

17:30 **O Lukashina, A Baikov** The limits of employer's economic freedom in establishing the amount of wages & salaries

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Section 4 DEVELOPMENT OF BUSINESS ADMINISTRATION, Room 217

The Head of the Session Professor Marga Zhivitere and Professor Victoria Riashchenko

16:00 **I Buzko, Y Dyachenko, M Petrova, N Nenkov, D Tulenina, K Koeva** Artificial intelligence technologies in human resource development

16:15 **V Riashchenko, T Odinokova** Prospects for the development of innovative economy in Latvia

16:30 **I Spica, B Berzina, E Spics** The service marketing and management

16:45 **O Fedorova** Social media technology deployment in B2C

17:00 **N Ardalina, M Ahmadejeva** Some modernization aspects of management system of educational institutions and additional professional education

17:15 **C Koryuhina, T Shamshina** Edutainment: challenges and risks

17:30 **L Kalyta** Creating value for the organization by organizing an effective human resource operation model

17:45 **M Elubayeva, O Golub, G Kabduyeva** Professional competence in the public health education

18:00 **G Kabduyeva, M Elubayeva, O Golub** Principles of recruitment and personnel management

18:15 **M Zhivitere, E Konstantinova, Z Oborenko, M Bespartochnyi**
Developing employers' and employees' professional competencies: in education system for tourism

18:30 **K Liepiņa, J Dehtjare** The use of the new technologies on the Latvian market of escape rooms

18:45 **G Petruhno, J Dehtjare** Current trends and perspectives of catering industry development in Latvia

19:00 **K Yakovleva** Knowledge technologies: medical product in tourism

19:15 **I Boisina** Improvement of personnel system in telecommunications company JSC "Balticom"

19:30 **V Teplyakov, I Spica** Web-site as an Internet-marketing tool for commercial health care organizations

19:45 **V Solodarenko, V Riashchenko** Implementation of business activity in the sphere of organisation and holding of festivals and contests on the basis of ISMA