



it&m

The 17th
International Scientific
Conference 2019

Information Technologies and Management

25 - 26 April 2019

Programme



**SATBAYEV
UNIVERSITY**

- 13:30 Registration, Room 314
- 14:00 **Dr.sc.admin. Olga Verdenhofs, ISMA Vice-president**
Opening of the 17th International Conference *Information Technologies & Management 2019*
- 14:10 **Professor Romans Djakons, ISMA President**
Greetings to the Conference

PLENARY SESSION, Room 314

The Head of the Session Professor Viktors Gopejenko

- 14:15 **Sam Nemer**
Cross-cultural management/ intercultural communication
- 14:30 **Lev Lapkis**
Latvian Space Industry - yesterday, today and tomorrow
- 14:45 **Maryna Salun, Kateryna Zaslavska**
HE reforms in Ukraine: challenges and possibilities
- 15:00 **Ivars Linde**
What can be expected from university rankings
- 15:30 **Oleh Mozgovyi, Yevhen Panchenko, Nataliia Rudukha**
Strategic tools for the formation of leadership positions of Ukrainian banking business in a global competitive environment
- 15:45 **Coffee break**

Section 1 NANO TECHNOLOGIES, COMPUTER MODELLING AND INFORMATION TECHNOLOGIES, Room 313

The Head of the Session Professor Alexander Mrochko

- 16:00 **Aleksejs Gopejenko, Yuri Zhukovskii, Yuri Mastrikov, Eugene Kotomin, Sergei Piskunov, Pavel Vladimirov**
First principle calculations of Y, Ti, and O solute interactions in fcc-Fe lattice for ODS steels development
- 16:15 **Oleg Lisovski, Sergei Piskunov, Yuri Zhukovskii, Dmitry Bocharov, Stephane Kenmoe, Eckhard Spohr**
Applying formalism of a constrained 2D structure to modelling surfaces of TiO₂ nanotubes with different diameters
- 16:30 **Alytis Gruodis**
Effective substituents of perylene diimides. Quantum chemical study
- 16:45 **J R Kalnins, R Narnickis, A I Vasyunin**
Simulation of interstellar dust mantle and surface chemistry
- 17:00 **E K Shidlovskaya**
Problems in theoretical modelling of nanodevices in the frameworks of embedded molecular cluster model
- 17:15 **Yelena Kozmina, Alytis Gruodis**
Number generation based on the chaotic sequences
- 17:30 **Vladimirs Scigolevs, Roberts Gordins, Arturs Masļenkovs**
Algorithmic methods for increasing security of autonomous operations of robotic research station
- 17:45 **Girts Rimicans, Daniels Aleksandrs Beigarts, Deivs Kevins Gutmanis, Natallia Karatun**
Artificial intelligence
- 18:00 **Gustavs Racenajs, Natallia Karatun**
Choosing microservices over monolithic architecture in HTTP APIs
- 18:15 **Isil Karabey Aksakalli**
Using convolutional neural network for android malware detection
- 18:30 **Viktors Gopejenko, Kristians Kondakovs**
Virtual reality systems in Latvian police
- 18:45 **Konstantin Nechval, Nicholas Nechval**
A novel technique for optimization of airline seat protection levels for multiple nested fare classes of single-leg flights
- 19:00 **Alexandr Kovantsov, Aiga Andrijanova**
Applications of theorems of elementary geometry in mathematical analysis
- 19:30 **Anton Muzichkin, Alexander Mrochko**
Continuous integration and delivery
- 19:45 **Alexander Mrochko**
Modelling of the subsystem of estimation of navigational parameters in automatic vehicle control systems

Section 2 PROBLEM OF INNOVATIVE EDUCATION AND DECISION MAKING, Room 218*The Head of the Session Professor Ivars Linde*

- 16:00 **Tatyana Fedartsova**
Human capital development in higher education: peculiarities of functioning, current developing trends
- 16:15 **Jevgenija Dehtjare, Victoriia Riashchenko**
Marketing mix as a tool to ensure sustainable competitiveness for a private higher education institution in Latvia
- 16:30 **Victoriia Riashchenko, Jevgenija Dehtjare**
Modern universities: the main directions of development strategies
- 16:45 **Svitlana A Moroz**
Management of university marketing activities: factors that influence on choice of place of obtaining higher education (according to the results of a survey of Latvian students)
- 17:00 **Volodymyr M. Moroz, Olexandr V. Moroz**
Management of university marketing activities: factors that influence on choice of place of obtaining higher education (according to the results of a survey of Chinese students)
- 17:15 **Halyna Ostapenko**
Theoretical aspects of pedagogical management in preparing future teachers of physical culture for professional activity
- 17:30 **Canan Nur Karabey**
Obstacles to learning and knowledge sharing in organizations
- 17:45 **Iryna Kalenyuk, Oleg Kuklin**
Scientometric indicators of science development
- 18:00 **Vjaceslavs Orehovs**
Recommendations for the use of computer-aided circuit simulation programs for distance learning
- 18:15 **Oksana Polyakova, Penny MacDonald**
The TREACLE-ALEGRO timeline: from error-annotated corpus to adaptive learning tool

Section 3 DEVELOPMENT OF BUSINESS ADMINISTRATION AND DECISION MAKING, Room 217*The Head of the Session Professor Marga Zhivitere and As. Professor Zaiga Oborenko*

- 16:00 **Stanislavs Miscenko**
Risks-Management in the Restaurant Business of Latvia
- 16:15 **Yuriy Dyachenko**
Cognitive science and technologies in economics and management: from mind-body and free will problems to semantic capital
- 16:30 **Georgi Manolov**
Theoretical foundations of political management in the XX century
- 16:45 **S Dimitrova, S Stoykov, R Marinov**
Qualification profile of human resources in the security sector
- 17:00 **Markina Iryna, Ovcharuk Olena**
Providing information security in the context of anti-crisis management of enterprises
- 17:15 **Marga Zhivitere, Zaiga Oborenko**
Job market for disabled people: issues in Latvia
- 17:30 **Nika Almar**
Theoretical underpinning and development integration of the PIM system into business processes of retail network
- 17:45 **E Sventitskaya, Yu Kochetkov**
Self-employment of the population as a factor of reducing the uneven development of the regions of Latvia
- 18:00 **Inese Spica, Baiba Berzina, Ernests Spics**
Marketing management and e-business environment
- 18:15 **Andrii Chuzhykov**
Brand platforming of the enterprise
- 18:30 **Elena Koptseva, Ivars Linde**
Improving the structure of branch management of a commercial bank
- 18:45 **Tsymbal Liudmyla**
Innovativeness as a New Factor of Global Economy Development
- 19:00 **Sohail Ahmed**
Business model innovation
- 19:15 **Yahno Tetiyana**
The directions of socialization of the national economy of Ukraine as an important condition for its socio-economic
- 19:30 **Adilia Batorshyna, Volodymyr Tokar**
Competitive advantages and challenges of Islamic banking in international business

Section 4 INTERNATIONAL ECONOMICS AND BUSINESS, Room 301*The Head of the Session Professor Viktoriia Riashchenko*

- 16:00 **Nadejda Bakalo**
Testing automatisation in modern web-applications
- 16:15 **Alexandr Belov, Lyudmyla Svistun**
The assessing of science contribution to the state economy
- 16:30 **Raisa Bilovol**
Anti-crisis management service of the enterprise
- 16:45 **Iryna Chernysh**
Benchmarking in the tourism sphere
- 17:00 **Barybina Yanina, Bilinska Olena**
Collaboration as a form of joint tourism activity in Ukraine
- 17:15 **Alla Dmytrenko**
Reforming the account of own capital of enterprises of the government sector
- 17:30 **Alla Glebova**
The process of forming the development strategy of tourism development of the united territorial societies
- 17:45 **Ivanytska Svitlana, Galayda Tatiana**
Developing an effective strategy for managing the personnel potential of the company
- 18:00 **Mila Kozyk**
The essence of adaptive personnel management
- 18:15 **Iryna Krekoten, Oleh Maksymenko**
Mortgage loan securitization in Europe and Ukraine
- 18:30 **Svitlana Kulakova**
Implementation of European corporate social responsibility practice in Ukraine's enterprises
- 18:45 **Volodymyr Kulynych**
Competitiveness of goods and services: theoretical aspects
- 19:00 **Galina Lebedyk**
Organization of administrative account is on enterprises of tourist business
- 19:15 **Oleh Levchenko**
Outsourcing and outstaffing: advantages and disadvantages for business
- 19:30 **Viktoriia Makhovka**
Use of virtual and interactive technologies in the field of tourism
- 19:45 **Olena Zerniuk, Mariana Vasylichenko**
The fast-growing value of project management tools and techniques for achieving long-lasting business success

Section 5 TOURISM BUSINESS AND INFORMATION AND LOGISTICS, TELEMATICS AND TRANSPORT SYSTEMS, Room 216*The Head of the Session As. Professor Aivars Stankevics*

- 16:00 **Regina Navickiene**
Aspects of attractiveness of dark tourism to tourists (as an example of Lithuanian dark tourism objects)
- 16:15 **Natalia Shkuleva, Angelina Borisevich**
Realization of the principles and methods of management in the system of rendering additional sports and tourist services (on the example of "Aqua Weekend")
- 16:30 **Natalia Shkuleva, Nastassia Shkuleva**
Organization of educational process in specialized sports classes in synchronized swimming in the institutions of general secondary education in the republic of Belarus
- 16:45 **Catherine Koryuhina, Tatyana Shamshina**
Service quality improvement in hospitality-related enterprises
- 17:00 **Aleksandra Jovanović**
The impact of application of information-communication technology to increase the efficiency of management in tourism
- 17:15 **Kamila Khafizova, Jevgenija Dehtjare**
The analysis of MICE tourism development in the world and in Uzbekistan
- 17:30 **Kseniya Yakovleva, Elena Lukyanova**
Challenges and prospects for the development of medical tourism in Latvia
- 17:45 **Sandra Demba, Jevgenija Dehtjare**
Marketing Strategies for Hospitality Industry on Example of The Hotel Semarah Metropole
- 18:00 **Roman Artiukh, Anna Dorokhina, Yuriy Oleksandrov**
Matrix models of the structure of goals and works of the project portfolio
- 18:15 **Viktor Kosenko, Nataliia Demska, Elena Persiyanova**
The generalized criterion of the efficiency of data transmission in information and communication networks
- 18:30 **Dmytro Lytvynenko, Igor Nevliudov**
The conceptual model elements of transport system development projects
- 18:45 **Olga Malyeyeva, Natalya Kosenko, Viktoriia Nevliudova**
Algorithmic and optimization models of procurement logistics
- 19:00 **Remigijus Kinderis, Jūratė Danieliene**
Business model complementarity and the factors that determine it in tourism business formations: the theoretical aspect
- 19:15 **Remigijus Kinderis**
The research methodology of the business model complementarity and the factors that determine it in the inbound tourism

Section 6 MAINTENANCE OF MANAGEMENT ALGORITHMS, Room 316*The Head of the Session Professor Rostislav Kopitov*

- 16:00 **Rostislav Kopitov**
Algorithm on adapting the user on methodological research
- 16:15 **Alina Merencova**
Development of the algorithm for the elaboration of the requirements for the creation of the scientific-research club
- 16:30 **Kirill Dubson**
Debugging of the algorithms measuring the image of organisation
- 16:45 **Abdurakhmanov Elyor, Alekseeva Alicia, Mishkina Lidia**
Algorithm adaptation of the organization in the new condition
- 17:00 **Roman Belus, Bogdan Grishko, Denis Lipcinsky, Dinara Muslimova, Ksenia Ogorodnikova**
Maintenance algorithms of unique models of entrepreneurs
- 17:15 **Eliza Molotkova, Veronika Okuna, Nabi Rashidov**
Algorithm for constructing a metasytem
- 17:30 **Varpa Galina**
Development of effective working capital management algorithms through time
- 17:45 **Karina Skucka**
Development of a mission assessment algorithm of an organization
- 18:00 **Gleb Akimov**
Research of organization metadiagnostics algorithms
- 18:15 **Rostislav Kopitov, Karina Skucka, Elena Smirnova, Valerija Tumanova, Galina Varpa, Anna Zasuha**
Specificity of value based algorithms
- 18:30 **Marina Grigorjeva, Rostislav Kopitov**
Building algorithms tuned to the organizational aspects of pricing
- 18:45 **Zhanna Mikryukova**
Development of the reconstruction algorithms of the organization
- 19:00 **Abilkhan Amangeldiyev**
Algorithm requirements for the examination of organizations
- 19:15 **Aleksei Bezmaternykh**
Algorithms for diagnostics of the financial condition of the insurance company
- 19:30 **Azir Mamedrzayev**
Development of algorithms for full-scale protection of the organization
- 19:45 **Dina Kelsina**
Algorithms for recovering a sense of loyalty of the organization
- 20:00 **Alena Tugarina**
Recovery of the activity of an inoperative organization
- 20:15 **Elena Santirasegarama**
Category Wisdom: Expert Thinking Development
- 20:30 **Olga Kamforina**
Investigation of purposeful stability algorithms
- 20:45 **Irina Kazina**
Research of metasytem accompanying algorithms

April 26

- 10:00 **WORKSHOP OF BUSINESS ADMINISTRATION PROBLEMS, Room 313**
The Head of the Session Professor Marga Zhivitere
- 10:00 **Internet Conference Kazakhstan, Ukraine, Bulgaria, 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**