

# The 20th International Scientific Conference INFORMATION TECHNOLOGIES AND MANAGEMENT

**21<sup>st</sup> – 22<sup>nd</sup> April 2022**

## **PROGRAMME**

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

**[www.ismaitm.lv](http://www.ismaitm.lv)**



## Programme and Timetable

**21<sup>st</sup> April 2022**

**ISMA University of Applied Sciences** (*Bld. 7, Room 314*)

**13.30** Registration

**14.00** Opening of the 20th International Conference Information Technologies & Management 2022  
Greetings to the Conference  
**Professor Deniss Djakons, ISMA Rector**

**Plenary Session** (*Bld. 7, Room 314*)

**The Head of the Session assoc. Professor Jevgenija Dehtjare**

**14.15** Business model complementarity and the factors that determine it in tourism industry  
**Remigijus Kinderis**

**14.30** The ecosystem of higher education in the global space  
**Iryna Kalenyuk**

**14.45** Sustainable Restaurant Business: Study of the Models Implementation.  
**Stanislavs Miscenko**

**15.00** Coffee break

**Section 1** (*Bld. 7, Room 314*)

**SCIENTIFIC RESEARCH WORKSHOP 1**

**The Head of the Session Professor Viktors Gopejenko**

**15.30** Workshop 1. Publication of Scientific Article. Step by Step  
**Inese Trushina**

**16.20** Coffee break

**Section 2** (*Bld. 7, Room 314*)

**NANO TECHNOLOGIES, COMPUTER MODELLING  
AND INFORMATION COMMUNICATION TECHNOLOGIES**

**The Head of the Session Professor Viktors Gopejenko**

**16.30** Construction of the model for ab initio calculations of chalcopyrites  
**A. Gopejenko, J. Grechenkov, D. Bocharov, A.I. Popov, M. G. Brik, S. Piskunov**

**16.45** Diarylfluorene compounds containing different substituents: problems of DFT simulation  
**Alytis Gruodis, Renata Karpicz**

- 17.15** Theoretical modelling of nanodevices in the frameworks of embedded molecular cluster model: Problems and perspectives  
**E K Shidlovskaya**
- 17.30** A kubernetes ci/cd pipeline with integration of clair for the security purpose  
**Rajaguru Selvaraj, Viktors Gopejenko**
- 17.45** 6G networks: new generation cellular communication  
**Alexander Gubar, Vladyslav Khotunov, Kateryna Kholupnyak**
- 18.00** State information policy. Cyber security as a component of Ukraine's national security  
**Roman Efimenko, Vladyslav Khotunov, Kateryna Kholupnyak**
- 18.15** Automated tests as part of SD and ST life cycles  
**Kadola Mykhailo, Alexander Mrochko**

**Section 3** (*Bld. 7, Room 316*)

**MODERN TRENDS IN THE TOURISM INDUSTRY DEVELOPMENT**

**The Head of the Session Julija Mironova**

- 16.30** Modern Threats to Human Security in the Global Dimension  
**Nataliya Kuznetsova**
- 16.45** COVID-19 pandemic impact on tourism industry in Uzbekistan  
**Musinjonova N., Dehtjare J.**
- 17.00** Modern indicators of the efficiency of the agricultural enterprise  
**Vasyl Grydnyov**
- 17.15** Development of ethnic tourism in Greece  
**Veronika Ivanova, Julija Mironova**
- 17.30** Goals and development of tourism in Saudi Arabia  
**Sarvinoz Tursunova, Julija Mironova**
- 17.45** The importance of company recognition in Latvian insurance companies  
**Leitendorfs R., Dehtjare J.**
- 18.00** Improving system of staff motivation at KTDC, Idukki, Kerala  
**Soy S., Dehtjare J.**
- 18.15** Creating competitive advantage through online marketing for DMC company in Latvia  
**Dragunova A., Dehtjare J.**

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**Section 4** (*Bld. 7, Room 314*)

**SCIENTIFIC RESEARCH WORKSHOP 2**

**The Head of the Session Professor Victoria Riashchenko**

**14.00** Workshop 2. Work with Bibliography in Academic Research during Studies  
**Zaiga Oborenko, Marga Zivitere**

**15.00** Coffee break

**Section 5** (*Bld. 7, Room 314*)

**DEVELOPMENT OF BUSINESS ADMINISTRATION DECISION MAKING  
AND INNOVATIVE EDUCATION**

**The Head of the Session assoc. Professor Jevgenija Dehtjare**

**15.30** A demand in changing approach to the educational process in Latvia.  
**Dehtjare J., Mironova J**

**16.15** Intellectual Capital Management at the Scientific Institutions  
**Inese Spica, Baiba Berzina, Ernests Spics, Rozite Katrina Spica**

**16.30** Impact of the pandemic on the development of digital technologies in the  
charitable sector  
**Vadim Shiryayev**

**16.45** Innovative directions of the T&CS market development  
**Perminov Stanislav, Valentina Djakona**

**17.00** Social Media Marketing: Advantages and Disadvantages of Online Store  
Promotion Strategies  
**Antipina N., Djakona V., Kuznetsova N.**

**17.15** Improving of the branch management structure of a commercial bank  
**Elena Koptseva, Ivars Linde**

**17.30** Overview of the main subjects of the US and Europe market of university press  
**Jekaterina Korjuhina, Anastasiia Khmil**

**17.45** Ensuring national security of the bsbm countries in the current geopolitical  
situation  
**Antonina Djakona, Kaspars Ķikste**

**18.00** The ecosystem of higher education in the global space  
**Iryna Kalenyuk, Deniss Djakons**

**Section 6** (Bld. 7, Room 316)

**Productmaking: Beyond Traditional Algorithms**

**The Head of the Session Professor Kopitov Rostislav, Kelsina Dina**

- 16.00** A Approach to Measuring University Branch Efficiency  
**Djakons Romans**
- 16.15** Complete Guide to Improving System Operability  
**Kopitov Rostislav**
- 16.30** Design Loyalty Methodology  
**Kelsina Dina**
- 16.45** Business Monitoring Tools  
**Santhirasegaram Elena**
- 17.00** Metasystem Product's Specifications  
**Kazina Irina**
- 17.15** A Complete Guide to Overcoming Obstacles  
**Akimov Gleb**
- 17.30** Beyond Productivity Algorithms  
**Amangeldiyev Abilkhan, Mikrjukova Zanna**
- 17.45** Guide to Measuring Full Lifecycle Business Operability  
**Gailis Vadim, Kamforina Olga**
- 18.00** Software Product Control  
**Kelsina Dina, Rostislav Kopitov, Irina Pyasetska**

**Section 6**

**Productmaking: Beyond Traditional Algorithms**

**The Head of the Session Professor Kopitov Rostislav, Vsevolods Karajevs**

- 18.30** An Approach of Define Open Organization's Productivity  
**Djakons Romans, Karajevs Vsevolods, Kelsina Dina, Kopitov Rostislav**
- 18.45** System Products Maintenance  
**Odina Mukhammadieva**
- 19.00** Decision Making Program Examination  
**Galamovs Renats**
- 19.15** Unsustainable Process Products: Recognising & Resolving  
**Karajevs Vsevolods**
- 19.30** Loss Prevention Guide  
**Grinberga Sevil**
- 19.45** Beyond Organizational Reconstructing

**Kalejevs Andrejs**

- 20.00** Beyond Contribution Value Algorithms  
**Djakons Romans, Kopitov Rostislav**

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- 10.00** Internet Conference Kazakhstan, Ukraine  
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