



VILNIUS UNIVERSITY
BUSINESS SCHOOL

INTERNATIONAL STUDENT SCIENTIFIC CONFERENCE

PROGRAMME





VILNIUS UNIVERSITY
BUSINESS SCHOOL

Programme

Plenary Opening Session

Moderator: Lect. Jaroslav Urbanovič

Location: Room 114

- ↘ **9:30 – 10:00** **Registration**

- ↘ **10:00 – 10:05** **Conference Opening**
VU Business School Director Dr. Birutė Miškinienė

- ↘ **10:05 – 10:20** **The Importance of Research Competencies in the Age of
Business Transformation**
TBC

- ↘ **10:20-10:40** **Application of AI in Assessing the Social Impact of Health
Investments: Digital Economy Instruments for Optimizing
Public and Private Financial Returns through the Integration
of Deep Tech Solutions, Market Trend Forecasting, and
Clinical Implementation Models**
Md Mashrur Alam, VU BS Graduate

- ↘ **10:40-11:00** **An Ethical and Multicultural Analysis: The Volkswagen Case**
Anton Mohylnyi, Sofiia Dvortsova, Rahul Manoj, Joyal Shaji
VU BS Graduates

- ↘ **11:00-11:15** **Break**



Plenary session

AI & Digital Transformation Location: Room 114		Sustainability, Governance & Innovation Location: Room 306	Human, Education & Intercultural Dynamics Location: Room 102
Moderators: Assist. Dr. Santautė Venslavienė, Assoc. Prof. Dr. Julija Gavėnaitė-Sirvydienė		Moderators: Lect. Ingrida Gelminauskienė	Moderators: Lect. Rūta Kalytienė
11:15 – 11:30	Rahat Sultana <i>Management of Reverse Engineering–Based Closed-Loop AI Algorithms: Modeling Clinical Reliability and Economic Value in Mental Health Diagnostics</i>	José Miguel Mata Hernández <i>Entrepreneurship and Value Creation in the Web3 Ecosystem: A Framework for Assessing the Viability of Decentralised Applications</i>	Povilas Apanavičius, Nojus Grigonis, John DiCarlo, Anastasiia Maslenko, Ellabelle Flores Purcell <i>Insights of Intercultural Communication and Multicultural Diversification in Sweden</i>
11:30 – 11:45	Leen Hazem Essa Mansour, Bushra Bani Issa, Sondos Feras Dakhel, Salsabeel Mohammad Matlaq <i>High-Accuracy Classification of Autism Spectrum Disorder in Adults Using Machine Learning</i>	Türkcan Karatop <i>A Literature Review of Organizational Culture and Strategic Communication for Sustainability Leadership in Digital Projects</i>	Rūta Glodenytė, Aistė Tamaliūnaitė, Gerda Mockutė, Fausta Klimavičiūtė, Paulina Kuprelytė <i>Pietų Korėjos tarpkultūrinės komunikacijos subtilybės ir iššūkiai tarptautinio verslo aplinkoje</i>
11:45 – 12:00	Shumaila Arif, Dr. Warda Qureshi <i>Beyond Symbolic CSR: Socioemotional Wealth, Institutional Pressures, and CSR Integrity in Family Firms – Evidence from Lithuania</i>	Martynas Katilauskas <i>The Environmental and Climate Impacts of the Russia–Ukraine War: Implications for Sustainable Recovery, Innovation and Future Skills</i>	Vanesa Krochina <i>Empowering Business Students Through Internationalization: A Multi - Institutional Study on Fostering Global Competence on and off Campus</i>
12:00 – 12:15	Benediktas Terminas <i>AI-Generated UGC vs. Human-Created UGC: A Comparative Analysis of Paid Advertising Performance for E-Commerce Brands</i>	Edgar Michalovski, Nojus Kražauskas, Matas Melnikovas, Rokas Kiltinavičius, Augustas Simonaitis <i>How Will Lithuania Implement the Necessary Innovations to Become the 'Guiding Star' of the European Green Deal by 2050?</i>	Qais Fadel Ghazi Al-Hazaimh <i>The role of school principals in leading and guiding students</i>
12:15 – 12:30	Syed Mudassar Hussain Kazmi, Syed Muhammad Taha Tirmizi <i>Digital transformation and Customs</i>		Emā Balaikaitė, Ugnė Ašmonaitė, Viktorija Noreikaitė, Dorota Zacharevič <i>Tarpkultūrinės komunikacijos ypatumai Lotynų Amerikos regione: Dominikos Respublikos atvejo analizė</i>
Break 12:30 – 13:00			



Plenary session

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13:00 – 13:15	Hakim Cyusa, Awais Ahmed Khan <i>Customs documentation challenges in developing countries: what they can learn from Lithuanian and EU formality standards</i>	Jurgis Raudonis, Rugilė Vaičiulytė, Augustė Visackaitė, Emilija Markelionytė <i>Vyresnio amžiaus žmonių skaitmeninė atskirtis: iššūkiai ir technologiniai sprendimai skaitmeninei įtraukčiai skatinti</i>
13:15 – 13:30	Gayathri Mundangampurath Rajesh, Joy Amal <i>Navigating import–export procedures: a comparative analysis of EU-customs territory and practices in emerging countries</i>	Gediminas Pocius, Julius Majauskas, Vilius Trybė, Nedas Buividis, Žygis Dubaka <i>Praktinių ir teorinių tarpkultūrinės komunikacijos aspektų samplaika JAV kontekste</i>
13:30 – 13:45	Rugilė Vaičiulytė, Emilija Markelionytė <i>Anatomy of Modern Internet Scams: Deepfakes, Romance Schemes, MLM Schemes, and Investment Scams</i>	Tasneem Alfreahat, Yousef Alfreahat Rafeeq <i>A Multi-Agent AI System for Psychological and Educational Support for Children in Crisis Zones</i>
13:45 – 14:00	Rokas Damulis <i>Algorithmic Pricing as Digital Hub-and-Spoke Collusion: Shared Data, Pricing Software and Competition Law</i>	