18th prof. Vladas Gronskas
International Scientific Conference

1 December, 2023
Kaunas, Lithuania
We are pleased to invite you to the 18th prof. Vladas Gronskas International Scientific Conference! The conference will be held live at Vilnius University Kaunas Faculty, Lithuania on the 1st of December 2023.

The conference is an excellent opportunity for Master and Ph.D. students as well as other researchers working in the fields of social science and applied informatics to share their discoveries, discuss science-related topics and establish academic contacts!

**Registration:** until 10th November 2023  
**Conference language:** English  
**Venue:** Vilnius University Kaunas Faculty, Muitinės Str. 8, Kaunas, Lithuania

### KEYNOTE SPEAKERS

**“Relations Between the Lithuanian and English Languages in Business Event Communication”**  
Ieva Šukytė  
Head Of Development, “Buhalterijos centras”, UAB  
Member, BNI Santaka

**“Can we empower neurotechnologies to increase sustainable consumer behavior?”**  
Gintarė Dagytė-Kavoliūnė  
Senior Marketing Project Manager, Go Vilnius  
PhD candidate, Vilnius University

**“What you need to know before you start export to Asia?”**  
Ernesta Varnelienė  
Head of Exports Asia, “MV GROUP Production”, AB  
Markets expertise Taiwan, Vietnam, Cambodia, and others
About the conference

Date: 1\textsuperscript{st} December 2023

Registration deadline: until 10\textsuperscript{th} November 2023

Sections:
- Development of Business, Innovation, and Entrepreneurship
- Solutions and improvement of challenges in Accounting and Finance
- Principles of Sustainability and Sustainable Development
- Organizational Ethics and Responsibility
- Information and Communication Technologies in Finance, Management, and Marketing Solutions

Conference Fee:
Speaker: 99 EUR (for the VU, Ukrainian students/representatives – 79 EUR). *
Listener: 39 EUR (free for the VU and Ukrainian students). *

Conference program:
09:30 – 10:00 REGISTRATION

10:00 – 10:10 OPENING OF THE CONFERENCE
10:10 – 11:15 Plenary session
11:15 – 11:30 Coffee break

11:30 – 15:30 PARALLEL SESSIONS IN SECTIONS:
11:30 – 12:45 First part
12:45 – 14:15 LUNCH BREAK
14:15 – 15:30 Second part
15:30 – 16:00 Coffee break

16:00 – 16:30 AWARDS FOR THE BEST PRESENTATION FROM EACH SECTION and CLOSING OF THE CONFERENCE

*For more information, please visit: https://www.knf.vu.lt/gronskas-international-conference
Conference Scientific Committee

Prof. Dr. Remigijus Ėčigis, Vilnius University, Lithuania
Prof. Dr. Veselin Draskovic, University of Montenegro, Montenegro
Prof. Dr. Edmundas Jasinskas, Vinius University, Lithuania
Prof. Dr. Dalia Kriščiūnienė, Vinius University, Lithuania
Prof. Dr. Asta Mikalauskienė, Vinius University, Lithuania
Prof. Dr. Kristina Rudžionienė, Vinius University, Lithuania
Prof. Dr. Dalia Štreimikienė, Vinius University, Lithuania
Prof. Dr. Mine Afacan Fındıklı, Istinye University, Turkey
Prof. Dr. Rūta Ėčiūtienė, Kaunas University of Technology, Lithuania
Assoc. Prof. Ilona Kiaušienė, Vinius University, Lithuania
Assoc. Prof. Ali Balkani, Istanbul University, Turkey
Assoc. Prof. Rasa Pušinaitė-Gelgotė, Vinius University, Lithuania
Assoc. Prof. Ingrida Šarkiūnaitė, Vinius University, Lithuania
Assoc. Prof. Rumiana Zlateva, Konstantint Preslavsky University Shumen, Bulgaria
Assoc. Prof. Giedrius Romeika, Vinius University, Lithuania
Dr. Indrė Ščiuhauskė, Vinius University, Lithuania
Lect. Dr. Beatrice Leustean, University POLITEHNICA of Bucharest, Romania
Dr. Rasa Bartkutė, Vinius University, Lithuania

Conference Organizing Committee

Project Manager – Assoc. Prof. Ingrida Šarkiūnaitė, Vinius University, Lithuania
Director of the Institute of Social Science and Applied Informatics – Dr. Giedrius Romeika
Doctoral student Aistė Kukytė
Doctoral student Mariam Karadze
Doctoral student Viltė Lubytė

IT Manager – Juozas Stočkus

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The conference is organized by Vilnius University Kaunas Faculty,
Institute of Social Sciences and Applied Informatics

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