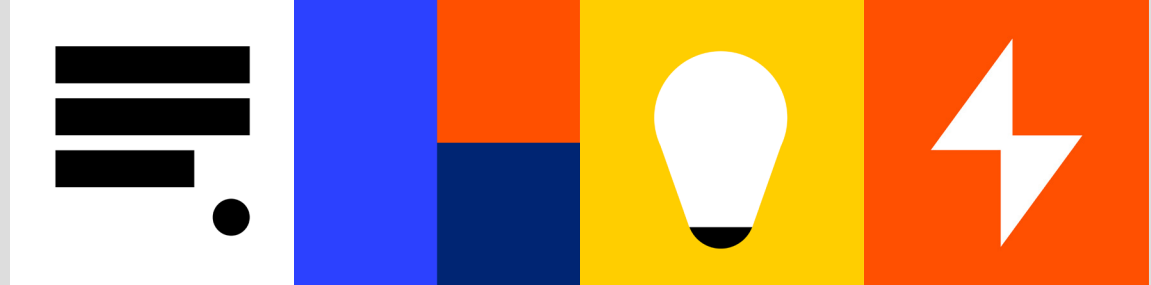


SMK



1st SMK INTERNATIONAL SCIENTIFIC CONFERENCE Societal Interactions: Rethinking Modern Issues

9th of December, 2021

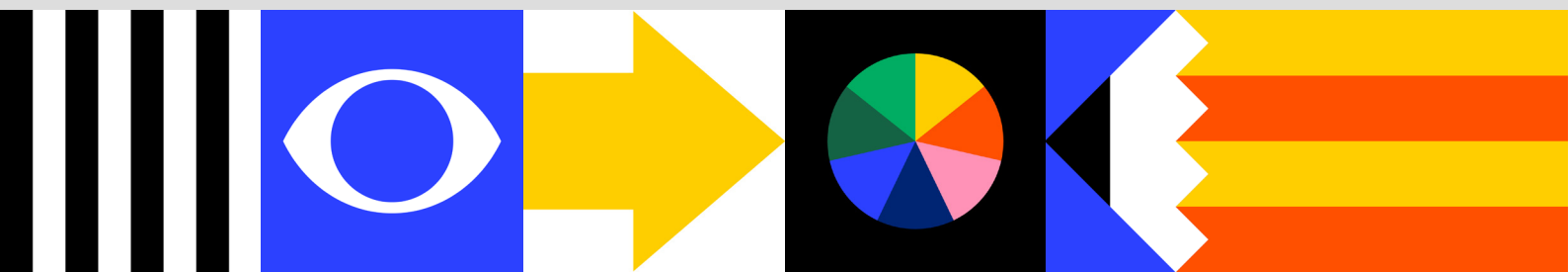
10:00-14:00 (GMT+2)

Watch on YouTube



PROGRAMME

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| 10:00 – 10:10 | OPENING CEREMONY Viktorija Palubinskiė <i>Director of SMK University of Applied Social Sciences</i> |
| 10:10 – 11:30 | PLENARY SESSION |
| 10:10 – 10:30 | (INTER) NATIONAL AND INSTITUTIONAL TRANSFORMATIVE APPROACHES ENABLING INTEGRATION AND STIMULATION OF SOCIETAL IMPACT Aurelija Povilaikė <i>Representative of the Research Council of Lithuania (LMT)</i> |
| 10:30 – 10:50 | VALUE CONFLICTS IN CONTEMPORARY LITHUANIAN SOCIETY dr. Rūta Žiliukaitė <i>Assoc. Prof. of Sociology, Vilnius University, Faculty of Philosophy</i> |
| 10:50 – 11:10 | IDENTITY NARRATIVES OF LITHUANIAN ACADEMIC YOUTH IN THE DIGITAL AGE dr. Giedrė Vaičekauskienė, dr. Miglė Černikovaitė, Raimondas Paškevičius <i>SMK, VMU, MRU, Lithuania</i> |
| 11:10 – 11:30 | BREAK |



SECTION I



HEALTH AND WELLNESS EMPOWERMENT

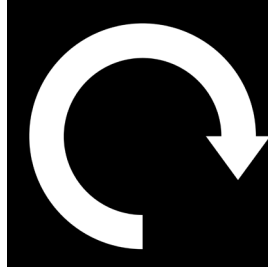
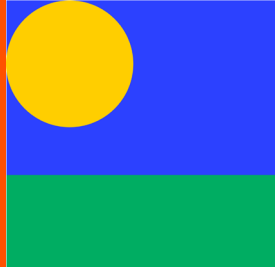
Moderator: **dr. Inga Iždonaitė-Medžiūnienė**

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| 11:30 – 11:45 | EFFECTS OF WATER INTAKE ON HUMAN HEALTH: BENEFITS AND RECOMMENDATIONS dr. Inga Iždonaitė-Medžiūnienė <i>SMK, Lithuania</i> |
| 11:45 – 12:00 | POISON IN THE WELL(-BEING) – IT IS TIME TO TREAT THE WATER, NOT THE WORKER: SOCIO-ECOLOGICAL MANAGEMENT OF THE EMPLOYEE'S EXOSYSTEM Samuel Boyce <i>Manchester Metropolitan University, UK</i> |
| 12:00 – 12:15 | CHANGES IN DRY SKIN MOISTURE LEVEL DURING A MASSAGE AND HYALURONIC ACID TREATMENT COMPLEX Austėja Diržaitė <i>SMK, Lithuania</i> |
| 12:15 – 12:30 | RESEARCH OF THE WELL-BEING OF THE ACADEMIC COMMUNITY DURING THE SECOND QUARANTINE Laima Leščinskienė, Laima Milkintaitė <i>Šiauliai State University of Applied Science, Lithuania</i> |
| 12:30 – 12:45 | COSMETIC CARE FOR PIGMENTED SKIN Emilija Zaleskytė <i>SMK, Lithuania</i> |
| 12:45 – 13:00 | MINDFULNESS PRACTICE IN YOUTH' LIFE: HOW IT COULD HELP TO DEAL WITH MODERN WORLD dr. Aleksandra Batuchina <i>SMK, Lithuania</i> |
| 13:00 – 13:15 | EFFECTS OF MASSAGE THERAPY ON A WOMAN WITH DYSFUNCTION OF THE LOWER JAW JOINT. CASE STUDY Monika Kavaliauskienė <i>SMK, Lithuania</i> |
| 13:15 – 13:30 | CONCEPTUALIZATION OF SALUTOGENESIS AND PATHOGENESIS IN THE CONTEXT OF HEALTH Gintarė Aukštikalnytė <i>SMK, Lithuania</i> |



CREATIVE ECONOMY AND TOURISM

Moderator: **Jurgita Virbalė**

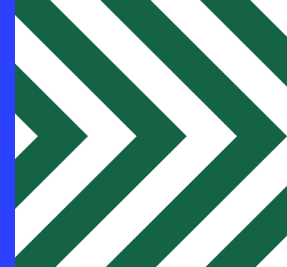
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| 11:30 – 11:45 | <p>PERSPECTIVES AND PROBLEMS FOR WATER TOURISM IN THE CURONIAN LAGOON</p> <p>dr. Klaidas Perminas SMK, Lithuania</p> |
| 11:45 – 12:00 | <p>SKILLS AND COMPETENCES OF FUTURE TOURISM SPECIALISTS</p> <p>dr. Andželika Bylaitė, Ernesta Jonaitienė, Vilma Kalinovienė SMK, Lithuania</p> |
| 12:00 – 12:15 | <p>ROLE OF INNOVATIVE MOBILE TECHNOLOGIES IN TOURISM INDUSTRY TRANSFORMATION</p> <p>Tomas Tamulevičius SMK, Lithuania</p> |
| 12:15 – 12:30 | <p>AN INTERDISCIPLINARY PROJECT AS AN INCLUSIVE LEARNING APPROACH: THE CASE OF A DIGITAL FASHION PROJECT</p> <p>dr. Rasa Levickaitė KSU, Lithuania</p> |
| 12:30 – 12:45 | <p>IMPLEMENTING THE PRINCIPLES OF CORPORATE SOCIAL RESPONSIBILITY AS A GOOD BUSINESS MANAGEMENT PRACTICE</p> <p>Regina Andriukaitienė LSU, Lithuania</p> |
| 12:45 – 13:00 | <p>NON-SPEECH SOUND DATABASE FOR LITHUANIAN LANGUAGE</p> <p>Gintarė Laucienė SMK, Lithuania</p> |
| 13:00 – 13:15 | <p>SOCIALLY RESPONSIBLE COMPANY. FIRST STEPS AND FINAL GOALS</p> <p>Brigita Gudonė SMK, Lithuania</p> |
| 13:15 – 13:30 | <p>FREEDOM OF EXPRESSION, THE PUBLIC RIGHT OF KNOWLEDGE, AND THE PROTECTION OF PERSONAL DATA</p> <p>Indrė Zagreckienė SMK, Lithuania</p> |
| 13:30 - 13:45 | <p>A CONCEPT OF REFLECTIVE AND NON-REFLECTIVE LEARNING CONTINUUM</p> <p>Jurgita Virbalė SMK, Lithuania</p> |

SECTION III



BUSINESS TRENDS AND LEGAL ISSUES

Moderator: **Rita Karabanovienė**

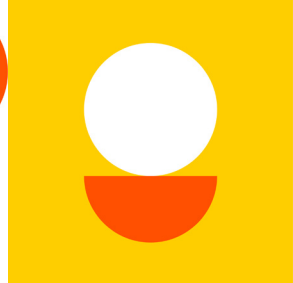
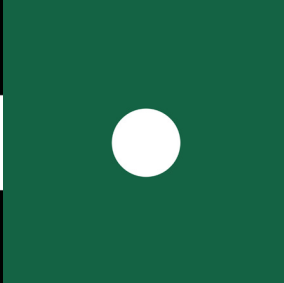
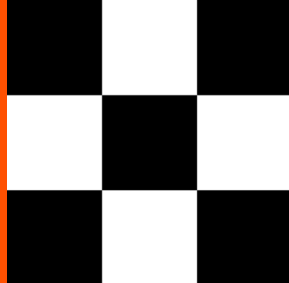
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| 11:30 – 11:45 | THE BREAKTHROUGH OF Q-COMMERCE DURING THE COVID-19 PANDEMIC dr. Miglė Černikovaite <i>SMK, MRU, Lithuania</i> |
| 11:45 – 12:00 | AN APPROACH FOR A HOLISTIC HYBRID MODELLING OF BUSINESS MODELS IN THE FIELD OF ENTREPRENEURSHIP Prof. Dr. habil. Christian-Andreas Schumann, Anna-Maria Nitsche, Fabienne Schützner <i>Westfälische Hochschule Zwickau, Deutschland</i> |
| 12:00 – 12:15 | PROBLEMS OF LITHUANIAN TRANSPORT COMPANIES IN THE INTERNATIONAL CONTEXT Indra Mūgienė, dr. Edita Gelbūdienė <i>SMK, Lithuania</i> |
| 12:15 – 12:30 | KLAIPĖDA PORT LOADING COMPANIES' SOLUTIONS CREATING SUSTAINABLE LOGISTICS Jūratė Cikienė <i>SMK, Lithuania</i> |
| 12:30 – 12:45 | MANIFESTATIONS OF MOBBING IN COMPANIES, INSTITUTIONS AND ORGANIZATIONS - (UN) REASONABLE PERFORMANCE OF WORK FUNCTIONS - PSYCHOLOGICAL PRESSURE, DISCRIMINATION? Andželika Šakinienė <i>SMK, Lithuania</i> |
| 12:45 – 13:00 | LEGAL PREVENTION OF FIRE AS A NATURAL DISASTER: THEORETICAL APPROACH Rolandas Medžiūnas <i>SMK, Lithuania</i> |
| 13:00 – 13:15 | THEORETICAL AND PRACTICAL ASPECTS OF EXCEEDING NECESSARY DEFENSE Nerija Kovalenkoviėnė <i>SMK, Lithuania</i> |
| 13:15 – 13:30 | INNOVATIVE CROPPING SYSTEM AS CLIMATE-SMART SOLUTIONS IN GREEN AGRICULTURE dr. Armine Abrahamyan, dr. A. Melikyan, T. Aloyan, dr. H. Khachatryan <i>Armenian National Agrarian University, Armenia</i> |
| 13:30 - 13:45 | NON-COMPETE AGREEMENTS AND NON-DISCLOSURE AGREEMENTS IN EMPLOYMENT RELATIONSHIPS dr. Vaidotas Granickas <i>SMK, Lithuania</i> |
| 13:45 - 14.00 | THE LEGAL REGULATION OF EU'S INTERNATIONAL TRADE POLICY AFTER 2021: TRANSFORMATIONS, EXPECTATIONS, AND CHALLENGES Gediminas Valantiejus <i>SMK, Lithuania</i> |
| 14:00 -14.15 | THE LEGAL REGULATION OF EU'S INTERNATIONAL TRADE POLICY AFTER 2021: TRANSFORMATIONS, EXPECTATIONS, AND CHALLENGES Diana Šateikienė <i>SMK, Lithuania</i> |

SECTION IV



EDUCATIONAL TRENDS FOR HUMAN DEVELOPMENT

Moderator: **dr. Edita Gelbūdienė** and **Diana Garlytska**

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| 11:30 – 11:45 | ONLINE EDUCATION DURING THE COVID-19 PANDEMIA IN SPAIN: UNIVERSITY OF MURCIA CASE dr. Juan Antonio Buendía Sánchez <i>University of Murcia, Spain</i> |
| 11:45 – 12:00 | OPPORTUNITIES FOR MEDIA AND INFORMATION LITERACY EDUCATION IN GENERAL EDUCATION SCHOOL dr. Nida Ambrasė, Liepa Popescu <i>SMK, KTU, Lithuania</i> |
| 12:00 – 12:15 | BLENDED LEARNING: ATTITUDES AND PREFERENCES TO ONLINE TEACHING DURING THE PANDEMIC OF COVID-19 PERIOD Neda Radosavlevikj <i>South East European University, North Macedonia</i> |
| 12:15 – 12:30 | THEORETICAL BACKGROUND FOR THE DEVELOPMENT OF MENTAL TOUGHNESS SKILLS IN YOUNG ATHLETES Eimantas Pocius, prof. dr. Romualdas Malinauskas <i>LSU, Lithuania</i> |
| 12:30 – 12:45 | TEACHING IN CONTINUING EDUCATION AND BACHELOR OF ARCHITECTURE IN A MIXED MODE dr. Sebastiano Maltese <i>SUPSI, Switzerland</i> |
| 12:45 – 13:00 | EMPOWERING SUSTAINABLE FEMALE ENTREPRENEURSHIP – AN OVERVIEW OF THE FIT PROJECT Alexandra Chimona <i>Institute of Entrepreneurship Development, Greece</i> |
| 13:00 - 13:15 | SUCCESS INDICATORS IN ONLINE LEARNING: CASE OF SEE UNIVERSITY IN MACEDONIA Ermira Idrizi <i>South East European University, Macedonia</i> |
| 13.15 - 13.30 | EDUCATIONAL ASSISTANCE FOR WOMEN AFTER SURVIVAL OF A CRISIS SITUATION dr. Edita Gelbūdienė <i>SMK, Lithuania</i> |
| 13.30 - 13.45 | REMOTE STUDIES DURING A PANDEMIC: THE CASE OF COLLEGE STUDENTS Nida Ambrasė, Edita Butrimė <i>SMK, Lithuania</i> |
| 14:45 | END OF CONFERENCE |