

**INTERNATIONAL STUDENT SCIENTIFIC AND PRACTICAL CONFERENCE
FUTURE CREATORS**

*SMK College of Applied Sciences, Lithuania
16th of May 2024*

PROGRAMME

09:00 – 09:05	OPENING OF CONFERENCE
Moderator: <i>Toye Samson Abiodun</i> , Lecture of SMK College of Applied Sciences, Lithuania	
09:05 – 09:10	WELCOME SPEECH
<i>Viktorija Palubinskiene</i> , The director of SMK College of Applied Sciences, Lithuania	
PLENARY SESSION	
09:15 – 09:30	ARTIFICIAL INTELLIGENCE FOR THE TRANSFORMATION OF STUDIES: INSIGHTS OF LITHUANIAN HIGHER EDUCATION TEACHERS <i>Jurgita Virbale</i> , University of Ioannina, Greece
09:30 – 09:45	WAY AI? <i>Egle Sime</i> , CEO LTG Cargo, Lithuania
09:45 – 10:00	STRATEGIC NEUROPSYCHOLOGY INTO BRAND MANAGEMENT <i>prof. dr. Bartolomeo Rafal Bialas</i> , International Expert on Brand Management, Consumer Neuropsychology and Strategic Thinking
SECTION I	
APPLICATION OF INNOVATION IN BUSINESS	
Moderator: <i>Greta Lozoraityte</i> , SMK College of Applied Sciences, Lithuania Click here to join the section	
10:00 – 10:15	KNOWLEDGE MANAGEMENT AND MANAGEMENT TECHNOLOGIES <i>Sai Maneash Chowdary Botla</i> , Aims Institutes, India
10:15 – 10:30	CONSUMER ADOPTION AND PERCEPTION OF NEO BANKING SERVICES IN INDIA: A COMPARATIVE ANALYSIS OF TRADITIONAL AND DIGITAL BANKING <i>Bhumika S M</i> , Aims Institutes, India
10:30 – 10:45	DECIPHERING THE ECONOMIC SIGNIFICANCE OF FILM-INDUCED TOURISM: CASE STUDIES AND STRATEGIC POLICY FORMULATION <i>Naresh R</i> , Aims Institutes, India
10:45 – 11:00	POSSIBILITIES FOR OPTIMIZING INFORMATION SYSTEMS IN A LOGISTICS COMPANY <i>Mykolas Virganavicius</i> , SMK College of Applied Sciences, Lithuania
11:00 – 11:15	THE IMPACT OF ROBOTIC PROCESS AUTOMATION IN LOGISTICS "A CASE OF THE BALTIC AND NORDIC REGIONS" <i>Polina Storozhenko</i> , SMK College of Applied Sciences, Lithuania

<i>11:15 – 11:30</i>	EVOLUTION OF E-COMMERCE IN LITHUANIA <i>Acsah Chinnu Vinu</i> , SMK College of Applied Sciences, Lithuania
<i>11:30 – 11:45</i>	OPTIMIZATION OF SUPPLY CHAIN MANAGEMENT PROCESS IN LITHUANIAN ARMED FORCES VIA INFORMATION SYSTEMS <i>Kasparas Pabalys</i> , SMK College of Applied Sciences, Lithuania
<i>11:45 – 12:00</i>	IMPROVING THE "ABC" FREIGHT TRANSPORTATION PROCESS USING THE PRINCIPLES OF INTERMODAL TRANSPORTATION <i>Erikas Jurjonas</i> , SMK College of Applied Sciences, Lithuania
<i>12:00 – 12:15</i>	IMPROVEMENT OF THE POSITIONING OF VIRTUAL JOB ADVERTISEMENTS IN THE COMPANY JSC "IZOTON" <i>Evelina Kobrina</i> , SMK College of Applied Sciences, Lithuania
<i>12:15 – 12:30</i>	APPLICATION OF TECHNOLOGY AND INNOVATION IN SALES <i>Joris Paulauskas</i> , SMK College of Applied Sciences, Lithuania
<i>12:30 – 12:45</i>	DIGITAL AGE: NEW MEDIA'S IMPACT ON COMMUNICATION, MARKETING AND JOURNALISM <i>Joseffa Lamin</i> , Aims Institutes, India
<i>12:45 – 13:00</i>	<i>Panel discussions and conclusions</i>
SECTION II DIGITAL MEDIA, COMMUNICATION AND NEW MEDIA Moderator: <i>Laura Rupeikyte, Evaldas Cerniauskas</i> , SMK College of Applied Sciences, Lithuania <u>Click here to join the section</u>	
<i>10:00 – 10:15</i>	SOCIAL MEDIA INFLUENCE ON CONSUMER PURCHASE DECISIONS <i>Simonas Misevicius, Oleksandra Ustinova</i> , SMK College of Applied Sciences, Lithuania
<i>10:15 – 10:30</i>	SOCIAL MEDIA INFLUENCE ON POLITICAL OPINIONS AND BRAND PERCEPTIONS IN LITHUANIA <i>Tomas Kirdeika, Edvin Klim, Viktoriia Pitik</i> , SMK College of Applied Sciences, Lithuania
<i>10:30 – 10:45</i>	PUBLICIZING THE DEVELOPMENT PROCESS OF THE EDUCATIONAL PROGRAM <i>CREATURE EXPLORER'S CHAMBERS</i> <i>Ugne Kucaite</i> , SMK College of Applied Sciences, Lithuania
<i>10:45 – 11:00</i>	OPPORTUNITIES FOR HOSPITALITY SERVICE ENHANCEMENT IN TRAKAI CITY AND DISTRICT TOURISM <i>Ernesta Versocka, Romas Prakapas</i> , SMK College of Applied Sciences, Lithuania
<i>11:00 – 11:15</i>	SOCIAL ADVERTISING INFLUENCE ON GENERATION Z <i>Gintare Jurkuvenaite</i> , SMK College of Applied Sciences, Lithuania
<i>11:15 – 11:30</i>	LITHUANIA'S BRAND IDENTITY ON SOCIAL MEDIA <i>Shalin Desai, Chintan Vaghani</i> , SMK College of Applied Sciences, Lithuania

11:30 – 11:45	INFLUENCE OF COLOR PSYCHOLOGY ON CONVERSION RATES: ANALYSIS OF THE <i>OHJERKY'</i> WEBSITE <i>Laura Preiksaityte, Aiste Eglyne</i> , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	EVALUATING THE BRAND PERCEPTION OF LITHUANIAN RESORTS FROM THE VISITORS' PERSPECTIVE <i>Kamile Gritenaite, Regina Navickiene</i> , SMK College of Applied Sciences, Lithuania
12:00 – 12:15	DESIGNING AND INTEGRATING USER EXPERIENCE FOR AN ONLINE PLATFORM OFFERING AUTOMOTIVE REPAIR SERVICES <i>Beatrice Bernotaite</i> , SMK College of Applied Sciences, Lithuania
12:15 – 12:30	BUSINESS DYNAMICS OF BEAUTY INFLUENCER COLLABORATIONS IN TURKEY <i>Byushra Sargyn</i> , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	INFLUENCING CONSUMER BEHAVIOUR THROUGH TREND-BASED BRANDING: APPLE CASE STUDY <i>Yeva Fomina</i> , SMK College of Applied Sciences, Lithuania
12:45 – 13:00	IMPACT OF FASHION VISUAL COMMUNICATION TOOLS ON RESIDENTS OF MAJOR LITHUANIAN CITIES <i>Eivina Saldukaite, Viktorija Ceplike</i> , SMK College of Applied Sciences, Lithuania
13:00 – 13:15	INCREASING CUSTOMER LOYALTY IN THE ONLINE BOOKSTORE <i>KNYGOS.LT</i> <i>Kamile Balciauskaite, Rita Baidokaite</i> , SMK College of Applied Sciences, Lithuania
13:15 - 13:30	SOCIAL MEDIA INFLUENCE ON CONSUMER PURCHASE DECISIONS <i>Oleksandra Ustinova, Simonas Misevicius</i> , SMK College of Applied Sciences, Lithuania
13:30 - 13:45	CURRENT ISSUES AND CHALLENGES IN DEVELOPING CLUB SPORTS IN LITHUANIA: A CASE ANALYSIS OF PUBLIC INSTITUTION <i>KLAIPEDOS NEPTUNAS BASKETBALL CLUB</i> <i>Augustas Baranauskas</i> , SMK College of Applied Sciences, Lithuania
13:45 - 14:00	IMPROVING COMPANY IMAGE THROUGH SOCIAL MEDIA: A CASE ANALYSIS OF <i>NO.13 BEAUTY HOUSE'</i> ON FACEBOOK <i>Evelina Mastaityte</i> , SMK College of Applied Sciences, Lithuania
14:00 - 14:15	IMPACT OF GUERLLA MARKETING IN LITHUANIA <i>Basil Ahmad Syed, Edafe Anderson Ozero</i> , SMK College of Applied Sciences, Lithuania
14:15 - 14:30	<i>Panel discussions and conclusions</i>

SECTION III

AVIATION MANAGEMENT

Moderator: *dokt. Deimante Zilinskiene, Saveen Randula*, Kazimieras Simonavicius University

[Clik here to join the section](#)

10:00 – 10:15	CRISIS MANAGEMENT AND SECURITY PROCEDURES OF A MAJOR EUROPEAN AIRLINE GROUP DURING THE FIRST MONTHS OF THE UKRAINIAN – RUSSIAN CONFLICT <i>Veronika Peffkova</i> , Kazimieras Simonavicius University, Lithuania
10:15 – 10:30	AVIATION INDUSTRY PROMOTION IN TIMES OF ECONOMIC CRISES <i>Amr Hafez</i> , Kazimieras Simonavicius University, Lithuania
10:30 – 10:45	COMPREHENSIVE ANALYSIS OF FINANCIAL CHALLENGES AND STRATEGIES IN PRIVATE AVIATION <i>Vladimir Budesco</i> , Kazimieras Simonavicius University, Lithuania
10:45 – 11:00	INVESTIGATION OF THE IMPACT OF FLIGHT DISRUPTIONS ON PASSENGERS EXPERIENCES <i>Kajus Astijus Kasperavicius</i> , Kazimieras Simonavicius University, Lithuania
11:00 – 11:15	CALEARED FOR TAKEOFF: ENHANCING SAFETY AND EFFICIENCY IN AVIATION MANAGEMENT <i>Shatakshi Jaiswal</i> , Aims Institutes, India
11:15 – 11:30	CALEARED FOR TAKEOFF: ENHANCING SAFETY AND EFFICIENCY IN AVIATION MANAGEMENT <i>Juhi kumari Biyahut</i> , Aims Institutes, India
11:30 – 11:45	FROM RUNWAY TO REVENUE: FINANCIAL MANAGEMENT IN AVIATION <i>Shikha Kanth</i> , Aims Institutes, India
11:45 – 12:00	<i>Panel discussions and conclusions</i>
SECTION IV SUSTAINABLE DEVELOPMENT AND TECHNOLOGY Moderator: <i>Zygimantas Mocka, Pavlo Burak</i> , SMK College of Applied Sciences, Lithuania Clik here to join the section	
10:00 – 10:15	POSSIBILITIES FOR THE DEVELOPMENT OF MULTIMODAL AND INTERMODAL TRANSPORTATION IN THE CONTEXT OF GREEN LOGISTICS <i>HOPTRANS LTD</i> <i>Edvinas Miksta, dr. Daiva Sileikiene</i> , SMK College of Applied Sciences, Lithuania
10:15 – 10:30	IMPLEMENTATION OF ENVIRONMENTAL MEASURES IN THE RAIL BALTICA RAILWAY TRANSPORT INFRASTRUCTURE PROJECT <i>Lukas Butkevicius, dr. Daiva Sileikiene</i> , SMK College of Applied Sciences, Lithuania
10:30 – 10:45	USING THE NAME OF <i>VILNIUS EUROPEAN GREEN CAPITAL 2025</i> TO PROMOTE TOURISM <i>David Krivoguzovas, dr. Daiva Sileikiene</i> , SMK College of Applied Sciences, Lithuania
10:45 – 11:00	WAYS OF EU REGULATIONS, IDEOLOGIES AND PRACTICES TO INFLUENCE THE RENEWABLE ENERGY INDUSTRY AND INFRASTRUCTURE

	<i>Yehor Kuznetsov</i> , SMK College of Applied Sciences, Lithuania
11:00 – 11:15	SUSTAINABLE TRENDS IN FASHION RETAIL: EXPLORING ECO-GLOBALIZATION IMPACTS ON SUPPLY CHAINS, TURKISH CASE <i>Beyza Kalac</i> , SMK College of Applied Sciences, Lithuania
11:15 – 11:30	STAFF TURNOVER IN SOCIAL DECISION MAKING <i>COMPANY X</i> <i>Povilas Navickas</i> , SMK College of Applied Sciences, Lithuania
11:30 – 11:45	MINDFUL CONSUMPTION: INVESTIGATING THE INFLUENCE OF MINDFULNESS PRACTICES ON CONSUMER CHOICES IN NIGERIA <i>Donald Makoji Uchola</i> , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	<i>Panel discussions and conclusions</i>
SECTION V TECHNOLOGICAL SOLUTIONS Moderator: <i>Arnoldas Maceikanec</i> , SMK College of Applied Sciences, Lithuania Click here to join the section	
10:00 – 10:15	NAVIGATING THE AL MAZE: WHAT SEARCH ENGINES DO AND DO NOT TELL US ABOUT PRACTICAL AL USE <i>Olena Holub</i> , Mount St. Joseph University, USA
10:15 – 10:30	DEVELOPMENT OF A RAW MATERIAL ORDERING AND INVENTORY MANAGEMENT SYSTEM FOR CONSTRUCTION COMPANIES <i>Arvydas Norvaisas</i> , SMK College of Applied Sciences, Lithuania
10:30 – 10:45	APPLICATION OF AL PROGRAMMES "CHAT GPT" AND "COPILOT" IN THE COMPANY "EYELEAN" <i>Aukse Buragaite</i> , SMK College of Applied Sciences, Lithuania
10:45 – 11:00	SEO AUDIT AND OPTIMIZATION OF SMALL-SCALE WEBSITES: DGDEKORAS.LT CASE <i>Greta Baguziene</i> , SMK College of Applied Sciences, Lithuania
11:00 – 11:15	CUSTOMER RETENTION STRATEGIES IN A CLOUD-BASED & SUBSCRIPTION-BASED PRACTICE MANAGEMENT SOFTWARE MODEL FOR RADIOLOGISTS <i>Apoorv Salehittal</i> , Aims Institutes, India
11:15 – 11:30	IMPLEMENTATION OF AL IN HEALTHCARE SETTINGS <i>Anusha B P</i> , Aims Institutes, India
11:30 – 11:45	A STUDY ON ADAPTING TO CHANGE: NAVIGATING SKILLS EVOLUTION AND WORKPLACE DISRUPTION IN THE DIGITAL AGE <i>Siyonna Basapathin</i> , Aims Institutes, India
11:45 – 12:00	AL APPLICATION POSSIBILITIES IN SCIENCE AND WORK PROCESSES OF THE SMK COLLEGE OF APPLIED SCIENCES <i>Matas Jonaitis</i> , SMK College of Applied Sciences, Lithuania

12:00 – 12:15	AVA - ARTIFICIAL VOICE ASSISTANT <i>Alexandra Zaicenco</i> , Technical University of Moldova, Moldova
12:15 – 12:30	DIGITAL MEDIA, COMMUNICATION AND NEW MEDIA <i>Sreejitha Sreenivasan</i> , Aims Institutes, India
12:30 – 12:45	AL APPLICATION IN THE SUPPLY CHAIN OF A MANUFACTURING COMPANY <i>Domantas Kudirka</i> , SMK College of Applied Sciences, Lithuania
12:45 – 13:00	THE ROLE OF AL IN PERSONALIZING EDUCATION FOR EVERY STUDENT <i>Tetiana Kolomiets</i> , Bogomolets National Medical University, Ukraine
13:00 – 13:15	<i>Panel discussions and conclusions</i>
SECTION VI ORGANIZATION MANAGEMENT AND CUSTOMER SERVICE Moderator: <i>Mantas Buzunovas</i> , SMK College of Applied Sciences, Lithuania <u>Click here to join the section</u>	
10:00 – 10:15	REAL ESTATE IN EGYPT <i>Mohamed Elnahas</i> , SMK College of Applied Sciences, Egypt
10:15 – 10:30	STRATEGIC MANAGEMENT MECHANISMS AS A RESPONSE TO THE CHANGES IN LAWS OF THE EUROPEAN UNION. THE CASE OF LOGISTICS INDUSTRY IN LITHUANIA <i>Artem Vinichenko</i> , SMK College of Applied Sciences, Ukraine
10:30 – 10:45	THE ECONOMICS OF CONFLICT: ANALYSING THE IMPACT OF WAR ON THE INTERNATIONAL TRADE AND BUSINESS OPERATIONS <i>Ioane Benashvili</i> , SMK College of Applied Sciences, Georgia
10:45 – 11:00	WHAT MOTIVATES STUDENTS TO START A BUSINESS? ANALYSIS OF RESEARCH ON UITM STUDENTS <i>Jakub Boratyn</i> , University of Information Technology and Management in Rzeszów, Poland
11:00 – 11:15	ANALYSIS OF INTERNATIONAL TRANSPORT CHANNELS IN THE ABC COMPANY <i>Klaudija Chvalovaite</i> , SMK College of Applied Sciences, Lithuania
11:15 – 11:30	OPPORTUNITIES FOR IMPROVEMENT OF THE QUALITY OF A FREIGHT FORWARDER'S SERVICES <i>Erik Jakovlev</i> , SMK College of Applied Sciences, Lithuania
11:30 – 11:45	ANALYSIS OF CONSUMER BEHAVIOUR DETERMINED BY CASHLESS POLICY IN NIGERIA <i>Adedamola Mustapha</i> , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	IMPROVING CUSTOMER SERVICE AT THE PARTNERYSTES LOGISTIKA COMPANY

	<i>Dziugas Sunelaitis</i> , SMK College of Applied Sciences, Lithuania
12:00 – 12:15	QUALITY ASSESSMENT OF THE KUEHNE+NAGEL CUSTOMER SERVICE <i>Evelina Kolent</i> , SMK College of Applied Science, Lithuania
12:15 – 12:30	POSSIBILITIES FOR APPLICATION OF LEAN METHODS AT A LOGISTICS COMPANY <i>Dominyka Tunevic</i> , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	<i>Panel discussions and conclusions</i>
SECTION VII MARKETING AND ADVERTISING Moderator: <i>Rasa Emilija Miselyte</i> , SMK College of Applied Sciences, Lithuania <u>Click here to join the section</u>	
10:00 – 10:15	THE INFLUENCE OF ART AND ILLUSTRATION IN MARKETING <i>Jaunius Mereckis</i> , SMK College of Applied Sciences, Lithuania
10:15 – 10:30	THE ROLE OF FESTIVALS AND CELEBRATIONS IN MARKETING CAMPAIGNS <i>Zlata Kazhenava</i> , SMK College of Applied Sciences, Belarus
10:30 – 10:45	THE IMPACT OF LITHUANIAN CULTURAL NORMS ON CONSUMER BEHAVIOUR <i>Paulina Mackevic</i> , SMK College of Applied Sciences, Lithuania
10:45 – 11:00	LOCALIZED VS GLOBALIZED ADVERTISING : WHAT RESONATES WITH LITHUANIAN CONSUMERS? <i>Liza Peker</i> , SMK College of Applied Sciences, Lithuania
11:00 – 11:15	ANALYSIS OF INFLUENCER BEHAVIOR ON BUSINESS PERFORMANCE IN SOCIAL MEDIA MARKETING <i>Katsiaryna Melnikava</i> , SMK College of Applied Sciences, Belarus
11:15 – 11:30	CONSUMER BEHAVIOR IN TIMES OF CONFLICT: THE IMPACT OF THE WAR ON CONSUMER PURCHASING DECISIONS OF UKRAINIANS FROM DIFFERENT REGIONS, EXAMPLE OF KHARKIV AND LVIV <i>Kateryna Ostapiienko</i> , SMK College of Applied Sciences, Lithuania
11:30 – 11:45	ETHNIC QUOTAS IN GOVERNMENT AND CORPORATIONS: PROMOTING DIVERSITY <i>Anthony Ndubuisi Odozi</i> , SMK College of Applied Sciences, Nigeria
11:45 – 12:00	IMPACT OF POLITICAL INSTABILITY ON FOREIGN DIRECT INVESTMENT IN UKRAINE <i>Valerii Shylo</i> , SMK College of Applied Sciences, Lithuania
12:00 – 12:15	ETHICAL CONSIDERATIONS IN LITHUANIAN BUSINESS ADVERTISING <i>Vilte Gabrenaite</i> , SMK College of Applied Sciences, Lithuania
12:15 – 12:30	ETHICAL CONSIDERATIONS IN LITHUANIAN BUSINESS ADVERTISING

	<i>Darius Bernatas</i> , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	LITHUANIAN BRAND IDENTITY ON INTERNATIONAL STAGE <i>Chintan Vaghani</i> , Aims Institutes, India
12:45 – 13:00	THE IMPACT OF USER-GENERATED CONTENT ON BRAND PERCEPTION AND PURCHASE DECISIONS <i>Chayya Verma, Prof. Chandrika Krishnan, Assistant Professor</i> , AIMS Institutes, India
13:00 – 13:15	THE IMPACT OF PERSONAL BRANDING AND COMMUNICATION ON CONSUMER BEHAVIOR <i>Deimante Zvirble</i> , SMK College of Applied Sciences, Lithuania
13:15 - 13:30	IMPACT OF DIGITAL MARKETING ON SMES BUSINESSES <i>Muhammad Bilal</i> , SMK College of Applied Sciences, Lithuania
13:30 - 13:45	ORGANIZING THE EVENT <i>CREATIVITY ON YOUR PALM</i> <i>Pijus Peistaras</i> , SMK College of Applied Sciences, Lithuania
13:45 - 14:00	APPLICATION OF NOSTALGIA MARKETING ELEMENTS <i>Deimante Larionovaite, Saulius Kromalcas</i> , SMK College of Applied Sciences, Lithuania
14:00 - 14:15	IMPACT OF EU POLICIES ON MARKETING STRATEGIES OF LITHUANIAN BUSINESS <i>Alisa Dudenko</i> , SMK College of Applied Sciences, Lithuania
14:15 – 14:30	<i>Panel discussions and conclusions</i>
SECTION VIII COSMETOLOGY AND AESTHETICS Moderator: <i>Pija Plekaviciute</i> , SMK College of Applied Sciences, Lithuania, <i>Dileta Aleksandraviciene</i> , SMK College of Applied Sciences, Lithuania Click here to join the section	
10:00 – 10:15	COSMETICS WITH TRANEXAMIC ACID EFFECT ON FACIAL SKIN, AFFECTED BY PIGMENTATION <i>Egle Urbone</i> , SMK College of Applied Sciences, Lithuania
10:15 – 10:30	THE EFFECT OF CLASSICAL FACIAL MASSAGE AND SONOPHORESIS TREATMENTS WITH PEP-TIDES ON MATURE FACIAL SKIN <i>Viktorija Urbonaite</i> , SMK College of Applied Sciences, Lithuania
10:30 – 10:45	EFFECT OF BACUTILIS SERUM INTRODUCED BY SONOPHORESIS ON WRINKLED SKIN <i>Ruta Une Andriukaityte</i> , SMK College of Applied Sciences, Lithuania
10:45 – 11:00	THE COMPLEX EFFECT OF SALICYLIC AND GLYCOL ON THE SKIN OF THE FACE AFFECTED BY RASHES <i>Rasa Tataruniene</i> , SMK College of Applied Sciences, Lithuania
11:00 – 11:15	THE COMPLEX EFFECT OF VACUUM MASSAGE CUPS AND BROWN ALGAE EXTRACT ON THE THIGH AREA DAMAGED BY CELLULITE

	Monika Bliudziuvienė, Egle Tumienė , SMK College of Applied Sciences, Lithuania
11:15 – 11:30	THE EFFECT OF A CLASSIC MASSAGE WITH GRAPE SEED OIL ON OLD-STANDING SKIN OF THE FACE, NECK AND DÉCOLLETÉ Simona Timofejevaite, Egle Tumienė , SMK College of Applied Sciences, Lithuania
11:30 – 11:45	THE EFFECTIVENESS OF FACIALS WITH AZELAIC ACID FOR ROSACEA-AFFECTED SKIN Gintare Rutkiene , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	THE EFFECT OF FACIALS WITH LACTIC ACID AND VITAMIN C ON FRECKLED SKIN Kamile Andruskeviciute , SMK College of Applied Sciences, Lithuania
12:00 – 12:15	THE COMPLEX EFFECT OF CLASSICAL MASSAGE AND MOISTURIZING FACIALS WITH ALGAE ON DEHYDRATED SKIN Enrika Budryte , SMK College of Applied Sciences, Lithuania
12:15 – 12:30	COMPLEX EFFECT OF MOISTURIZING FACIALS WITH LACTIC ACID ON DEHYDRATED SKIN Karina Siaulytyte , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	THE EFFECT OF FACIALS WITH ALGAE ON DEHYDRATED SKIN Ieva Syvyte , SMK College of Applied Sciences, Lithuania
12:45 – 13:00	THE EFFECT OF FERULIC ACID ON MATURE SENSITIVE FACIAL SKIN Vita Grigalaite SMK College of Applied Sciences, Lithuania
13:00 – 13:15	COMPLEX OF STABILIZED VITAMIN C AND POINT MASSAGE FOR MATURE FACIAL SKIN WITH SIGNS OF HYPERPIGMENTATION Gabriele Raukstaite , SMK College of Applied Sciences, Lithuania
13:15 - 13:30	THE COMPLEX EFFECT OF CLASSICAL FACIAL MASSAGE, GARDENIA EXTRACT, HYALURONIC ACID AND CERAMIDES ON A WOMAN'S FACIAL SKIN WITH MIMIC WRINKLES Gabriele Dambrauskaite SMK College of Applied Sciences, Lithuania
13:30 - 13:45	THE EFFECT OF FACIALS WITH A COMPLEX OF POLYHYDRIC ACIDS ON OILY DEHYDRATED AND RASH-CONTAINING MALE SKIN Kamilė Ricickaite, Egle Tumienė , SMK College of Applied Sciences, Lithuania
13:45 - 14:00	THE EFFECT OF THE COMPLEX REMEDIES WITH MANDELIC ACID AND THE ACTIVE SUBSTANCE DMAE ON FACIAL SKIN, AFFECTED BY PHOTSENSITIVITY Agne Siauciuniene, dr. Simona Sutkuvienė , SMK College of Applied Sciences, Lithuania
14:00 - 14:15	SUSTAINABLE COSMETIC SOLUTIONS FOR THE HOSPITALITY INDUSTRY

	<i>Sania Patil, dr. Hemant Kumar, Myskina Devi, Aswathi Shaiju, Sanjay R,</i> AIMS Institutes, India
14:15 - 14:30	THE EFFECT OF THE AMOUNT OF WATER TAKEN AND MANUAL TREATMENT WITH VITAMIN C ON FACIAL SKIN <i>Goda Markaitene, Rasa Krasauske,</i> SMK College of Applied Sciences, Lithuania
14:30 - 14:45	THE EFFECT OF WELLNESS PROGRAMS AND VACUUM MASSAGE TREATMENT ON CELLULITE-AFFECTED SKIN <i>Viktorija Ausraite, Monika Kavaliauskiene,</i> SMK College of Applied Sciences, Lithuania
14:45 - 15:00	EFFECTS OF RED WINE EXTRACT TREATMENTS OF FACIAL SKIN: A CASE STUDY <i>Paulina Avgul, Austeja Dirzaitė,</i> SMK College of Applied Sciences, Lithuania
15:00 – 15:15	<i>Panel discussions and conclusions</i>
SECTION IX HEALTH AND QUALITY OF LIFE Moderator: <i>Monika Klimasauskaite,</i> SMK College of Applied Sciences, Lithuania <u>Click here to join the section</u>	
10:00 – 10:15	HEALTH TECHNOLOGY, HEALTHCARE MANAGEMENT AND QUALITY OF LIFE <i>Rakshitha S,</i> AIMS Institute, India
10:15 – 10:30	REVOLUTIONIZING HEALTHCARE: CHANNELING TECHNOLOGY FOR A HEALTHIER TOMORROW <i>Kaifa Bano Qureshi,</i> AIMS Institute, India
10:30 – 10:45	APPLICATION OF PERSONAL DATA PROTECTION IN PRIMARY HEALTH CARE INSTITUTIONS <i>Inesa Tupikovskiene,</i> SMK College of Applied Sciences, Lithuania
10:45 – 11:00	ASSESSMENT OF EMOTIONAL STATE AND MOTIVATION OF NURSING STUDENTS AT SMK COLLEGE OF APPLIED SCIENCES USING A MODIFIED SOS SCALE <i>Kamilis Sematovic,</i> SMK College of Applied Sciences, Lithuania
11:00 – 11:15	PAIN SYNDROME MANAGEMENT THROUGH ALTERNATIVE MEDICINE IN ONCOLOGY PATIENTS: A QUESTIONNAIRE VALIDATION STUDY <i>Karina Sadovskyte,</i> SMK College of Applied Sciences, Lithuania
11:15 – 11:30	EMOTIONAL SYMPTOMS OF PREMENSTRUAL SYNDROME AND WOMEN'S QUALITY OF LIFE <i>Rasa Stasyte,</i> SMK College of Applied Sciences, Lithuania
11:30 – 11:45	HEALTH RELATED QUALITY OF LIFE OF CARDIOVASCULAR DISEASE PATIENTS

	<i>Inesa Supinskiene</i> , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	DEVELOPMENT OF ADDICTION AND CHRONIC DISEASES: THE IMPACT OF TOBACCO CONSUMPTION ON HEALTH <i>Aiste Kazlauskaitė</i> SMK College of Applied Sciences, Lithuania
12:00 – 12:15	THE EFFECT OF THE LUCAS 2 CARDIAC MASSAGE SYSTEM ON THE JOB SATISFACTION OF HEALTHCARE PROFESSIONALS IN INTENSIVE CARE UNITS: A QUESTIONNAIRE VALIDATION STUDY <i>Bozena Vaskan</i> , SMK College of Applied Sciences, Lithuania
12:15 – 12:30	EVALUATION OF SEBASTIAN KNEIPP'S WELLNESS METHODOLOGY AS AN ACTIVE TOURISM ACTIVITY <i>Ugne Jursyte</i> , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	STRENGTHENING THE PARENT-CHILD BOND THROUGH ENTERTAINMENT EVENTS <i>Deimante Tamosaityte</i> , SMK College of Applied Sciences, Lithuania
12:45 – 13:00	<i>Panel discussions and conclusions</i>
SECTION X HUMAN RESOURCES CHALLENGES Moderator: <i>Iveta Buniute, Gabrielius Rudzianskas</i> , SMK College of Applied Sciences, Lithuania <u>Clik here to join the section</u>	
10:00 – 10:15	UNDERPAID: THE EFFECTS OF UNDER-COMPENSATION ON WORKERS, SOCIETY, AND ECONOMY, US CASE STUDIES <i>Amiororo Afolabi</i> , SMK College of Applied Sciences, Lithuania
10:15 – 10:30	EVALUATING THE POPULARITY, ATTRACTIVENESS AND AWARENESS OF SOCIAL ENTREPRENEURSHIP AMONG LITHUANIAN STUDENTS <i>Lizaveta Sakhouskaya</i> , SMK College of Applied Sciences, Lithuania
10:30 – 10:45	POSTGRADUATE AND UNDERGRADUATE STUDENTS: DIFFERENCES IN ENTREPRENEURIAL POTENTIAL <i>Aziza Zharylkassinova</i> , University of Information technology and Management in Rzeszow, Poland
10:45 – 11:00	EXAMPLE OF TIBIAL VARUS DEFORMITY CORRECTION USING A TENSION BAND PLATE AND ARTHROSCOPICALLY-ASSISTED PHYSEAL BAR RESECTION: A CASE REPORT <i>Pankaj Kumar Rai</i> , O.O Bogomolets National Medical University, Ukraine
11:00 – 11:15	HUMAN RESOURCES CHALLENGES IN GLOBAL COMPANIES: A LITHUANIAN CASE STUDY <i>Polina Soia</i> , SMK College of Applied Sciences, Lithuania
11:15 – 11:30	THE PERSON'S RIGHT TO PRIVACY <i>Justina Urbelionyte</i> , SMK College of Applied Sciences, Lithuania
11:30 – 11:45	PROBLEMATIC ASPECTS OF COMPENSATION FOR DAMAGE INCURRED AS A RESULT OF CRIMINAL PROCEDURE VIOLATIONS

	<i>Gabriele Vitkeviciene</i> , SMK College of Applied Sciences, Lithuania
11:45 – 12:00	CAREER OPPORTUNITIES AT THE VILNIUS AIRPORT <i>Akvile Augustinaviciute</i> , SMK College of Applied Sciences, Lithuania
12:00 – 12:15	IMPACT OF SEASONALITY OF EVENTS ON THE CITY OF KLAIPEDA <i>Greta Lozoraityte</i> , SMK College of Applied Sciences, Lithuania
12:15 – 12:30	THE DEMAND FOR CREATIVE INDUSTRIES PROFESSIONALS IN TODAY'S BUSINESS <i>Smilte Lisovskyte</i> , SMK College of Applied Sciences, Lithuania
12:30 – 12:45	REDUCING EMPLOYEE TURNOVER THROUGH SOCIALLY RESPONSIBLE SOLUTIONS: THE CASE OF COMPANY X <i>Povilas Navickas</i> , SMK College of Applied Sciences, Lithuania
12:45 – 13:00	THE IMPORTANCE OF PERSONAL CONTRIBUTION OF EMPLOYEES TO THE MEANINGFUL WORK AT THE EP GROUP FRANCE MULTINATIONAL COMPANY <i>Simona Bartkeviciute</i> , SMK College of Applied Sciences, Lithuania
13:00 – 13:15	<i>Panel discussions and conclusions</i>