

2021 FORUM

April 15, 2021

RESPONDING TO COVID-19 WITH INNOVATION AND ASSESSING OPPORTUNITIES FOR TRANSFORMATION

Forum Programme

Time zone of Lithuania: GMT+3

10:00 – 10:20	<p><i>Forum Opening</i> <i>Moderator Introductions</i> Giedrė Brazdauskaitė, Muhammad Sohail, Andrius Valickas <i>Dean's Welcome</i> Nida Mačerauskienė, Faculty of Business Management, Vilniaus kolegija, Lithuania.</p>
10:20 - 10:40	<p><i>Covid-19 Impact on Digital Transformation</i> Can Burak Nalbantoğlu, Istanbul Ayyansaray University, Turkey.</p>
10:40 – 11:00	<p><i>Teleworking and Online Opportunities in (post-)COVID-19 Resilience Era</i> Eddy Bruno Esien, Charles University, Czech Republic.</p>
11:00 – 11:20	<p><i>The Effects of Digital Studying and Working on Ethical Attitudes</i> Cathrin Ruppe, Münster School of Business, University of Applied Sciences, Germany.</p>
11:20 – 11:40	<p><i>The Dark Sides of Virtual Classroom in Pandemic.</i> Jessica Lichy, IDRAC Business School, France.</p>
11:40 - 12:00	<p><i>Post-Covid Workplace: Innovations and Possibilities</i> Martyna Gaidelė, GO-ERP, Head of Marketing, Lithuania.</p>
12:00 – 12:20	<p><i>New Challenges for Institution Reputation during COVID Crisis</i> Valdas Dambraiva, Vilniaus kolegija, Lithuania.</p>

12:20 – 13:00 Forum Break

13:00 – 13:20	<p><i>Post-Covid Retail: Emerging Consumer Trends and Expectations</i> Asta Gerdauskaitė, ICA Gruppen Group Sourcing, Sweden.</p>
13:20 – 13:40	<p><i>The Impact of the First and Second Waves of the COVID-19 Crisis on Marketing and Advertising Industry in Lithuania.</i> Miglė Eleonora Černikovitė, Vilniaus kolegija, Lithuania</p>
13:40 – 14:00	<p><i>Tourism Trends and Innovation during COVID-19 Epidemic: a Critically-Balanced Approach.</i> Miha Bratec, University of Primorska, Slovenia.</p>
14:00 – 14:20	<p><i>Covid-19 Challenges for Local Tourism Entrepreneurs in Lithuania.</i> Agnė Vaitkuvienė, Lithuanian Rural Tourism Association, President, Lithuania.</p>
14:20 – 14:40	<p><i>Impact of Covid-19 on Meeting Industry</i> Petras Staselis, Lithuanian Association of Meetings and Events, Board member, Lithuania.</p>
14:40 – 15:00	<p><i>Pandemia as Complexity: What Kind of Response is Adequate?</i> Andrius Valickas, Vilniaus kolegija, Lithuania.</p>