

THE 12TH INTERNATIONAL CONFERENCE

CULTURE AND CREATIVITY

17TH-18TH NOVEMBER 2017 KAUNAS, LITHUANIA

PROGRAM

17th NOVEMBER

10.00-11.00	REGISTRATION (VKS Room, Muitinės str. 12, Kaunas Faculty, Kaunas)
11.00-11.10	OPENING OF THE CONFERENCE (VKS Room, Muitinės str. 12) Assoc. Prof. Kęstutis Driaunys, Dean of Kaunas Faculty, Vilnius University Prof. Virginija Jurėnienė, Head of CCI Research Group (Institute of Economics, Finance and Management)
11.10-13.00	PLENARY SESSION (VKS Room, Muitinės str. 12) Chair - Prof. Dr. Loreta Ulvydienė
11.10-11.50	'Culture and the city: toward participatory governance and an inclusive creative economy' Dr. Tom Fleming, TF Consultancy, UK
11.50-12.00	COFFEE BREAK
12.00-12.40	'Creativity on the Internet: chosen aspects' Prof. Dorota Siemieniecka, Nicolaus Copernicus University
12.40-13.00	Discussion (topic will be announced later)
13.00-14.20	LUNCH (Restaurant "Forto Dvaras", Rotušės a. 4)
14.20-17.50	PARALEL SESSIONS (see next page)
17.50-18.00	COFFEE BREAK
18.00-18.50	FINAL DISCUSSION AND CLOSING OF THE CONFERENCE 'Kaunas European Capital of Culture 2022: how to achieve long-lasting development / challenges and possibilities' (VKS, Muitinės str. 12) Moderator - Assoc. Prof. Cristina Farinha, University Porto Participants: Dr. Tom Fleming, TF Consultancy, Prof. Virginija Vitkienė, Head of Kaunas Contemporary Capital 2022
19.00	GALA DINNER (Restaurant "Senieji Rūsiai", Vilniaus str. 12)



PARALLEL SESSIONS

PARALLEL SESSION 1

New Development Trends in Cultural and Creative industries

V. Žulys room, Muitinės str. 12

Chair – Assoc.Prof. Raminta Pučėtaitė, Vilnius University

- 14.20-14.40 **Marge SASSI (Estonia)**
Factors Influencing: The Planning And Measurement Practices Of Organizational Performance In Cultural And Creative Industries
- 14.40-15.00 **Gyuchan JEON (South Korea)**
Creation, Formation of K-Pop, and its Implication on Creativity
- 15.00-15.20 **Larysa ASMOLOUSKAYA (Belarus)**
The Approaches To Reform Of Budget Financing In The Cultural Sector In Belarus

PARALLEL SESSION 2

New Creative Trends in Organisation Management and Tourism

VKS room, Muitinės str. 12

Chair – Prof. Dorota Siemieniecka, Nicolaus Copernicus University

- 14.20-14.40 **Magdalena ZALEWSKA-TURZYŃSKA (Poland)**
Communicating Changes In Organization - Indication On Organizational Culture Of Polish Companies (Research Results)
- 14.40-15.00 **Gilberto MARZANO (Latvia)**
Providing Tourists With A Smart Travel Diary
- 15.00-15.20 **Andrius Jonas KULIKAUSKAS (Lithuania)**
A Cognitive Framework For Innovation Based On Gamestorming

15.20-15.30

COFFEE BREAK

- 15.30-15.50 **Mirosław GREWINSKI (Poland)**
Technologies and Social Innovations - Challenges For Education And Training Systems
- 16.10-16.30 **Sandra MURINSKA (Latvia)**
What Does It Mean Creativity In Journalism?
- 16.30-16.50 **Joanna LIZUT (Poland)**
Emerging Innovation in Social Services
- 16.50-17.10 **Jūratė DABRAVALSKYTĖ-RADZEVIČĖ (Lithuania)**
The Meaning of Intercultural Competence in Cultural and Creative Industries
- 17.10-17.30 **Skaistė JURĖNĖ, Virginija JURĖNIENĖ (Lithuania)**
Innovation-promoting Regional Environment in the Creative Industries Sector
- 17.30-17.50 **Discussions**

- 16.10-16.30 **Sigita PAUŽAITĖ (Lithuania)**
Branding Models for Artists and Arts Organizations
- 15.30-15.50 **Dovilė JANKAUSKAITĖ (Lithuania)**
Linking Immigrant Cultural Diversity Management and Innovation on Organizational Level
- 16.30-16.50 **Martynas RADZEVIČIUS (Lithuania)**
Conceptualizing the Visitor Experience at Dark Heritage Sites
- 16.50-17.10 **Rasa PRANSKŪNIENĖ (Lithuania)**
What About Submerging Interactivity?
- 17.10-17.30 **Sabahudin HADŽIALIĆ (Bosnia and Herzegovina)**
Media literacy – the inspirational, real interactive way out
- 17.30-17.50 **Discussions**



18th NOVEMBER

Forum of Young Researchers in Culture and Creative industries

VKS room, Muitinės str. 12

Chair – Prof. Virginija Jurėnienė

Forum language - Lithuanian

10.00-10.10 OPENING OF THE FORUM

Prof. Virginija Jurėnienė, Head of CCI Research Group (Institute of Economics, Finance and Management)

PARALLEL SESSION 1

VKS room, Muitinės str. 12

Chair – Prof. Virginija Jurėnienė, Vilnius university

10.10-10.30 **Eglė DMUKAUSKAITĖ (Lithuania)**

Business Development Model in Creative Hubs

10.30-10.50 **Goda GAJAUSKAITĖ (Lithuania)** Postmodernistinės sąmonės fenomenas

10.50-11.10 **Rūta JANČIULYTĖ (Lithuania)**

Value Creation for Art Products In Artist's Residencies

11.10-11.30 **Laura SAUNORIENĖ (Lithuania)**

Socialinės atskirties mažinimo galimybės meno ir kultūros kontekste: Šakių miesto atvejis

11.30-11.50 **Ugnė PAVLOVAITĖ (Lithuania)**

Corporate Image Development in Cultural Centers

PARALLEL SESSION 2

V. Žulys room, Muitinės str. 12

Chair – Assoc. Prof. Raminta Pučėtaitė, Vilnius University

10.10-10.30 **Eleonora SAZANSKYTĖ (Lithuania)**

The Role of Manager in Motivating Creative Workers

10.30-10.50 **Rusnė JANKŪNAITĖ (Lithuania)**

Modelling for Critical Success Factors in International Cultural Project

10.50-11.10 **Inesa PILVELYTĖ, Aistė URBONIENĖ (Lithuania)**

Application of Employee Motivation Measures in a Regional Theatre: Case Analysis

11.10-11.30 **Agnė BUROVIENĖ (Lithuania)**

Social Marketing in Theatre

11.30-11.50 **Aušra KAZOKAITĖ (Lithuania)**

Sociokultūrinių procesų valdymas miesto centruose

11.50-12.20

FINAL DISCUSSION AND CLOSING OF THE FORUM

Chair – Assoc. Prof. Raminta Pučėtaitė

