

August 20, 2020

[Time zone is CET+1, Lithuania time zone <https://bit.ly/3hECiWb>]

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8:30 – 9:00	Registration [Registered conference attendees have received the link.]		
9:00 – 9:15	Welcome speech Dr. Asta Pundziene, Kaunas University of Technology Salomeja Vanagiene, Lithuanian Society of Young Researchers		
9:15 – 10:00	Keynote session 1 Artificiality in Entrepreneurship Dr. Tomas Krilavicius, Chief scientist, Baltic Institute of Advanced Technology Sustainability in Entrepreneurship Dr. Richard Adams, Cranfield School of Management		
10:00 – 10:10	eCoffee [Registered conference attendees have received the link.]		
10:10 – 11:40	[Session panel A]		
	<p>Session 1 [Marketing] Moderators: Agnė Gadeikienė, Aistė Dovalienė</p> <ul style="list-style-type: none"> ▪ Anshita, Yadav, Sanchita Bansal. <i>“Impact of Entrepreneurial Marketing on Business Performance: A Study of Select Indian start-ups”</i> [KEEN_03] ▪ Syed Yaqzan. <i>“Leveraging Social Media’s Unique Affordances for Entrepreneurial Social Capital”</i> [KEEN_19] ▪ Jurgita Radzevičė, Jūratė Banytė. <i>“An integrative framework for the role of irrationality in multichannel consumer behaviour”</i> [KEEN_21] 	<p>Session 2 [Entrepreneurship] Moderators: Jurgita Giniūnienė, Mubarak Muhammad Faraz</p> <ul style="list-style-type: none"> ▪ Aku-Sika Buah, Andrea S. Gubik. <i>“The Role of Entrepreneurship in Economic Growth and Development: A comparative analysis”</i> [KEEN_01] ▪ G.Kavitha, Ankit Katrodia. <i>“Job stress and job insecurity among the employees in food delivery services”</i> [KEEN_31] ▪ Ajita Deshmukh. <i>“Role of Facebook Groups in Education as enterprise”</i> [KEEN_32] ▪ Neringa Gerulaitienė, Asta Pundzienė, Audrius Kabašinskas. <i>“How manager’s emotion</i> 	<p>Session 3 [Platforms] Moderators: Julian Bafera</p> <ul style="list-style-type: none"> ▪ Cansu Durukan, Nazlı Wasti Pamuksuz, Rose Narooz. <i>“Is a goal-driven view on entrepreneurship sustainable in the era of digital transformation? Reflections from the video game industry”</i> [KEEN_07] ▪ Rima Sermontytė-Baniulė, Brigita Maženytė, Gediminas Marcinkevičius, Asta Pundzienė. <i>“Categorization of digital health unicorn platforms: position in value chain and platform openness”</i> [KEEN_18]

	<ul style="list-style-type: none"> ▪ Zakiya Alhasni. “The economic impact of COVID-19 on the Omani tourism sector” [KEEN_06] ▪ Nina Xie. “Will social enterprises showing better image online tend to fall?” [KEEN_04] 	<p><i>regulation can enhance family firm innovativeness?”</i> [KEEN_33]</p>	<ul style="list-style-type: none"> ▪ Lenny Phulong Mamaro. “An empirical analysis of the role of crowdfunding in entrepreneurial finance” [KEEN_10] ▪ Dovilė Kuizinienė, Tomas Krilavičius. “Why Financial distress is topic for machine learning experts?” [KEEN_34]
11:40 – 12.00	<p>eCoffee [Registered conference attendees have received the link.]</p>		
12.00 – 13:30	<p>[Session panel B]</p>		
	<p>Session 4 [Sustainability] Moderators: Richard Adams, Agnė Gadeikienė</p> <ul style="list-style-type: none"> ▪ Ngoc Thu Hang Nguyen. “From startup to scaleup: Building a value-based process model of the sustainable entrepreneurship in the Industry 4.0 sector” [KEEN_09] ▪ Paulius Yamin. “Behavioural change to increase sustainability in the real world” [KEEN_15] ▪ Zahra Afridi, Anees Jani. “Women’s Empowerment through Social Entrepreneurship & Community Services” [KEEN_29] 	<p>Session 5 [Dynamic capabilities] Moderators: Georges Samara, Neringa Gerulaitienė</p> <ul style="list-style-type: none"> ▪ Dovilė Valantiejienė, Jurgita Butkevicienė, Vytautė Šmakova. “Dynamic Capabilities in Social Purpose Organisation during critical event: Case Study analysis” [KEEN_17] ▪ Rosa Milena Munoz Villanueva, Yonni Angel Cuero Acosta, Giovanni Efrain Reyes Ortiz. “Dynamic Entrepreneurial Capabilities: The genesis for ambidextrous SMEs. A Colombian case study” [KEEN_22] ▪ Samsudin Zurina. “The Effect of DC on Export Performance: The Moderating Role of IC” [KEEN_24] ▪ Neringa Gerulaitienė, Sandra Trinkūnienė, Asta Pundzienė. “Trust between doctor and patient during the digital transformation in healthcare” [KEEN_35] 	<p>Session 6 [Artificiality] Moderators: Rima Sermontytė- Baniulė, Asta Pundzienė</p> <ul style="list-style-type: none"> ▪ Wardah Qureshi. “Human Capital Resource Emergence and Capacity Building for Emerging Technologies (Robotics) in the context of Healthcare” [KEEN_20] ▪ Muhammad Faraz Mubarak, Monika Petraitė. “Fostering International Technopreneurial Networks through Blockchain technology” [KEEN_23] ▪ Asta Švarcaitė. “Value co-creation for sustainable consumption in sharing economy platforms” [KEEN_30] ▪ Rėza Mohammadi, Isabelle Guerrero. “Towards an Adapted Performance Measurement Model for health IT Enterprises” [KEEN_11] ▪ Monika Briedienė, Tomas Krilavičius. “Application of Deep Learning for Lithuanian language technologies” [KEEN_36]
13:30 – 14:30	<p>eLunch & Video presentation Behaviour Economics and Entrepreneurship Dr. Agne Kajackaite, Berlin Social Science Center</p>		

14:30 – 15:30	<p>First steps of getting research published: helpful tips for PhD students Dr. Christine Volkmann, Dr. Kazem Mochkabadi, Julian Bafera</p>
15:30 – 15:45	<p><i>eCoffee</i> [Registered conference attendees have received the link.]</p>
15:45 – 16:15	<p><i>Keynote session 2</i></p> <p>Going Beyond the Frontiers of Management Research: Monitoring Changes in Economic and Social Activity with Satellite Remote Sensing Data Michael Hudecheck, Institute of Technology Management, University of St. Gallen</p>
16:15 – 16:45	<p>e-networking session [Registered conference attendees have received the link.] Moderators: Egle Vaiciukynaite, Ieva Anuziene</p>
16:45 – 17:00	<p>Closing of the event & KEEN Best Abstract Awards</p>