



TALLINNA TEHNIKAÜLIKOO
TALLINN UNIVERSITY OF TECHNOLOGY



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



CRACOW
UNIVERSITY
OF ECONOMICS



Silesian University in Opava
School of Business Administration in Karvina

CONFERENCE PROCEEDINGS

Scientific Conference

Contemporary Issues in Business, Management and Education '2015

Selected Papers

12-13 November 2015

Vilnius, Lithuania

Organized by

Vilnius Gediminas Technical University
(Faculty of Business Management)

In co-operation with:

Babes-Bolyai University
Beijing Jiaotong University
Bialystok University of Technology
Brno University of Technology
Cracow University of Economics
Eastern Macedonia and Thrace Institute of Technology
Nicolaus Copernicus University
Riga Technical University
Silesian University in Opava
Tallinn University of Technology
Tomas Bata University in Zlín
University of Applied Sciences Upper Austria
University of Finance and Management in Warsaw

The proceedings of the Scientific Conference “Contemporary Issues in Business, Management and Education ‘2015” contain selected papers form 9 sections: Internationalization Processes: Contemporary Challenges; Financial Risk Management of Business Development; Modern

Business Management Problems and Perspectives; Sustainable Economic Development; Informational Society: Challenges, Solutions and Tendencies; Contemporary Issues of Economics and Management Studies: Problems and Perspectives; Logistics Business Processes; Future-Oriented Approach in Management; Current Issues in Logistics and Management Engineering

All papers were reviewed.

Scientific committee

Prof. J. Stankevičienė, Lithuania (Chairman)
Prof. J. Boehlke, Poland
Prof. F. Chromjaková, Czech Republic
Dr M. Ćwiklicki, Poland
Prof. J. Ejdys, Poland
Dr M. Gavriletea, Romania
Dr A. Kocmanová Czech Republic
Prof. N. Lace, Latvia
Dr T. Lankauskienė, Lithuania
Prof. M. Lisiński, Poland
Dr D. I. Maditinos, Greece
Prof. J. Nazarko, Poland
Dr T. Põlajeva, Estonia
Dr J. Raudeliūnienė, Lithuania
Dr M. Staniewski, Poland
Dr M. Szarucki, Poland
Dr I. Šimberová, Czech Republic
Dr M. Tang, China
Dr M. Tvrdoň, Czech Republic
Prof. T. Wallner, Austria

Organizing committee

Dr Toma Lankauskienė (Chairman)
MSc Marina Vitkauskaitė (Secretary)

Prof. Borisas Melnikas
Dr Raimonda Martinkutė Kaulienė
Dr Kristina Garškaitė Milvydienė
Dr Renata Korsakienė
Dr Ilona Skačkauskienė
Prof. Vida Davidavičienė
Dr Rolandas Drejeris
Prof. Joanna Ejdys
Dr Katarzyna Kuźmicz