



IRCEP 2023

**I International Research
Conference on Entrepreneurial
Processes**

**"ENTREPRENEURSHIP AND
BUSINESS MANAGEMENT -
CHALLENGES. PERSPECTIVES.
SOLUTIONS"**

17.05.2023

RIGA MANAGEMENT COLLEGE
+371 28 007 735; info@managementcollege.eu
Lomonosova street 1 k-4, LV-1019
Riga, Latvia

Conference Online Registration
Form



Conference Programme

10:00–10:30 Registration

Conference registration form - <https://forms.office.com/e/pffbCfH1Ug>

MsTeams conference online link - <https://msteams.link/FJIP>



10:30 –11:30 Plenary Session

Moderator: *Oļegs Nīkadimovs, MBA, Riga Management College, Latvia.*

Welcome speech – Inese Veinberga, Mg. psych.
Conference Chair, Riga Management College, Latvia

Jelena Stepanova, Mg.Soc.Sc., PhD Candidate.
Lecturer. Riga Management College, Latvia
“Team-Based Learning in Business English”

Zanete Garanti, PhD
Associate Professor, Cyprus International University. Nicosia, Cyprus.
“Innovative Marketing and Integrated Marketing Communication”

Galina Berjozkina, Mg. oec., PhD Candidate.
Senior Lecturer, City Unity College Nicosia. Engomi, Cyprus.
“Emerging Technologies in the Sustainable Hospitality Business”

Tereze Korsaka, Mg. oec.
Senior Lecturer. Head of Career Center. BA School of Business and Finance, Latvia
“Transition to Sustainable Financing - an Overview of the Situation Today”

11:30–11:45 Comfort Break

11:45-13:30 Student Research Section

Chairs:

Galina Berjozkina, Mg. oec., PhD Candidate - City Unity College Nicosia. Engomi, Cyprus.

Oļegs Nikadimovs, MBA - Riga Management College, Latvia

- **Lounarda Manyi**

“Impact of Manpower Training on Organisational Productivity: Case Study Mobile Telephone Network Cameroon”

- **Effange Karl Tini**

“Supply Chain and Operations of Pharmaceutical Company Mediplus Sarl”

- **Rajvir Kaur**

“The Impact of Social Media Marketing in Developing the Business Brand Image, a Study on Procter & Gamble, India”

- **Rathnayake Amila Deshapriya**

“Factors Affecting Employee Motivation and Improving Employee Performance in McDonald’s Latvia”

- **Sahil Mehta**

“Improvement of the Management Organization in the Company 'Neo Logistics Sia”

- **Marceline Kalla Seunang**

“Human Resource Management System and It’s Improvement Prospects in Profusion Real Estate Company”

- **Otu Valery Oben**

“The Effect of Credit Risk Management on the Financial Performance of Microfinance Institutions in Buea”

13:45-14:00 Closing section

Moderator:

Oļegs Nikadimovs, MBA, Riga Management College, Latvia.