

Foreword

In keeping with the scholarly traditions of Vilnius University Kaunas Faculty, the 17th “Prof. Vladas Gronskas International Scientific Conference” was held in December 2022. The conference was held online. This international conference is an arena for cooperation and scholarly fellowship, with young researchers, bachelor, master and doctoral students from Lithuania as well as Uzbekistan, Egypt, Latvia, Ukraine, Nigeria, Cameroon, Azerbaijan, Pakistan, Iran, Turkey, Ghana, Spain, Thailand, Israel, Azerbaijan, Georgia, Jordan, Lebanon participating in the different conference sections.

The main goal of this scientific gathering has always been to contribute to the reliable, safe, effective and sustainable economy and business development. Thus, the organizing committee strives to create a suitable platform for well-grounded and open discussion where young researchers have the opportunity to present and share their insights.

Encouraging entrepreneurship is a crucial condition for economic growth and this puts forward a new approach to business, creativity, value creation, and the implementation of innovations. It is precisely in this context where business and science should interact. To reinforce this relevant bond, the guest speakers of the plenary session were selected amongst experienced practitioners – Alessio Alonne (sociologist / VR specialist, teacher and tech artist, Inforelea, Italy), Emma Selene Ixchel Iturriaga Sauco (communication consultant, human development advisor, professional trainer, Inforelea, Italy), Giedrė Grimalauskienė (public relations project manager, public relations, employer branding, GO Vilnius, Lithuania).

This conference encourages internationalization and a closer cooperation between science and business. Hopefully, there has been some useful take-away for both academia and business conference participants: new insights and inspirations for further scientific research and possible solutions to boost Lithuanian economy.

On behalf of the Scientific Committee

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