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CAREER MANAGEMENT IN ORGANISATIONS: WHAT'S NEW?

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Abstract

Purpose – by systematically collecting and analysing recently published scientific articles to identify trends and hot topics in the field of organizational career management.

Design/methodology/approach – The methods of systematic review, bibliometric and content analysis were applied in this study. Using specified keywords we searched the Clarivate Analytics Web of Science (WoS) Core Collection for relevant articles published from 2020 to 2022. The search was conducted using field tag “Topic” in order to search for keywords in title, abstract, author keywords and, Keywords Plus. We restricted our search to English language peer-reviewed and open access scientific articles. Then by reading titles and abstracts we excluded not relevant articles based on pre-specified exclusion criteria. In total 86 articles were included for the content analysis.

Finding – the findings of this study indicate that the vast majority of the recent papers related to organisational career management were empirical in nature. The most productive researchers in this line of study were from England and China. The journals with the most publications were the *Frontiers in Psychology* and *Sustainability*. The content analysis revealed that the majority of papers fall into these thematic categories, which can be considered as the most relevant career-related topics in 2020-2022 – women careers, sustainable careers, the impact of the pandemic on careers, international careers, organisational career development practices, and employees career resources

Research limitations/implications – several methodological aspects of this study can be considered as limitations. In order to draw sound conclusions in terms of recent trends in the field of organisational career management, the longer period (5 years timespan) selected for systematic review could fit better with the aim of this research. Furthermore, this study used one academic journal database for the articles search. Nevertheless, our used database WoS is considered as the most trusted and powerful research engine delivering best-in-class publications.

Practical implications – this paper aimed to analyse scientific papers published in the last three years (2020-2022) on the organisational career management to identify the key points in this line of study which can be valuable for further research.

Originality/Value – this article contributes to the career management field by reviewing the latest articles, identifying top research streams and evaluating the state of the field of recent years.

Keywords: organisational career management, career development, systematic review, content analysis, bibliometric analysis.

Research type: research paper

BUILDING UP BRAND MEANING FOR CONSUMERS THROUGH SOCIAL, INDIVIDUAL, MENTAL, AND SPIRITUAL DIMENSIONS

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Abstract

Purpose – to reveal peculiarities of brand meaning creation for consumers through social, individual, mental, and spiritual dimensions.

Design/methodology/approach – the brand meaning dimensions for consumers are analyzed, systematic and logical analysis of scientific literature is performed.

Finding – the analysis and synthesis of the scientific literature allowed to identify the main features and practices of brand meaning building.

Research limitations/implications – the scope of the present paper is limited because it is only a primary attempt to develop an understanding of brand meaning creation for consumers through social, individual, mental, and spiritual dimensions. Also, empirical investigations are needed in order to prove the literature review findings.

Practical implications – the results of this study can be useful for public relations managers, marketing and communication strategists, communications and marketing scientists in making decisions that would help to create brand meaning for consumers.

Originality/Value – based on the results of the analysis of scientific literature sources, the author of the article identified the main dimensions of building the brand meaning and their features and practice.

Keywords: brand, relationship, self-expression, spirituality, lifestyle.

Research type: a literature review.

FACTORS INFLUENCING THE INTEGRATION OF HEALTH CARE AND SOCIAL SERVICES AT THE OUTPATIENT LEVEL IN LITHUANIA

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Abstract

The Lithuanian Progress Strategy “Lithuania 2030” enshrines the vision and development priorities of the state, and the measures for their implementation, which must be implemented by 2030. One of the development directions in the strategy is the development of personal health care services and the promotion of a healthy lifestyle. In order to achieve this strategic goal, it is planned to: improve the quality of health care services, increase patients' health literacy and involvement in the treatment process, increase the efficiency and resilience of the healthcare system, move from inpatient to model care, strengthen primary health care and outpatient health care. to increase the availability of care services, and to implement a long-term care model that integrates nursing and social services (Council implementing decision, 2021). The document states that the implemented long-term care model could help to make more efficient use of available resources in Lithuania: reduce the need for medical staff, ensure the availability and quality of long-term care services, reduce the burden on the health care system and facilitate patient care for informal caregivers. The current quality indicators of the outpatient and inpatient health care in Lithuanian state that the efficiency of the health care system could be significantly increased by moving from inpatient to outpatient health care services (OECD, 2019). Lithuania needs stronger long-term care (LTC) system to meet current and future needs. The share of the population aged 65 years and over is expected to grow from 20% in 2019 to 32% in 2050, about 30% of older Lithuanians have LTC needs. The governance of long-term care is fragmented between the Ministry of Health, the Ministry of Social Security and Labor, and the municipalities. About 2.9% of older people received home social/assistance care services in 2020 from social services and over 7.3% of older people received at least one outpatient home nursing service. OECD (2022) is argued that the provision of health and social services cannot meet the growing demand for these services, as more than 30% of over 65 older people have a need for a variety of care services. Legislation providing for the joint provision of nursing and social care exists but does not

appear to be implemented in practice (OECD, 2022). The current gap between legislation on health care and social services can be seen as a conflict between health care and social services, which currently hinders the integrated organization and delivery of these services. Researchers acknowledge that fragmentation of health and social care services in Lithuania is evident: a lack of collaboration between the team of GPs and social workers providing services to patients at home, which is particularly pronounced in the provision of care for elderly patients with dementia (Kontrimiene et al. 2021). The authors point out that the path towards service integration is not an easy task, as cooperation often depends on the characteristics of personal care providers rather than the correct implementation of legal requirements, and it is proposed to promote effective cooperation mechanisms between providers, effective partnership-based cooperation mechanisms that go beyond formal health and social care.

The aim of this study is to analyze the contradictions in the organization and provision of health care and social services at the outpatient level in Lithuania, to identify measures and proposals to address these contradictions, to find out the components of the model of integrated outpatient health care and social services, cooperation mechanisms, implementation measures impact on the quality of services.

Design/methodology/approach. The empirical study was conducted by applying a semi-structured individual expert interview. The interviews were conducted in February-March 2021. The selection of experts was carried out using the purposeful sampling method. Selection criteria: professional experience in organizing, providing, and analyzing care services at the outpatient level; representation of stakeholders to cover all aspects of policy formulation and implementation. Fifteen selected experts (representatives of policymakers and implementers, service providers, and researchers) participated in the study. Qualitative data were analyzed according to the method of qualitative content analysis, in order to increase the accuracy of text coding and to facilitate the coding standardization process, the qualitative analysis information Nvivo was used.

Results. Based on the results of the analysis of scientific literature and data of other studies the main data categories were distinguished: the legal framework, and the need for a change which was influenced by the increased need for outpatient care services. These findings were the basis for a semi-structured interview of experts to elaborate on the problems and solutions that will help to integrate health care and social services at the outpatient level. Analyzing the quantitative parameters of the interviews – the frequency of statements in each category, it can be seen that the issues of integrated health care and social services and their solutions are the most relevant for the informants (237 statements). Decisions on the organization of services at the state level (110 statements) and on the financing of services (96 statements) and the coordination of services (88 statements) were less frequently discussed.

Informants point out that integrated health care and social services are needed not only for patients but also for informal caregivers. Informants primarily emphasize patient-centered, coordinated services that require sustainable, politically validated, and statutory health care and social services organized, coordinated, and delivered on a team basis. The

development of integrated health care and social services for patients at home requires a political consensus on the prioritization of these services, as the integration of these services is a long process lasting parliamentary term, therefore it is necessary to establish a political solution. Assessing the importance of the service funding mechanism, our study revealed that service funding does not currently meet the needs of patients and providers, so it is proposed to combine available resources and have a separate funding fund for integrated health and social services, with a flexible, non-restrictive funding system. Our study showed that the fund should consist of the National health insurance fund, state and municipal budget funds for the provision of social services, and individual funds, reviewing targeted nursing and care benefits paid directly to patients. Our study emphasizes the need to expand the range of services provided to patients at home, reduce bureaucratic requirements for social services, strengthen self-help services, and at the same time reduce the burden of care on patients' relatives. Our study found that the provision of integrated health care and social services should be delegated to the primary chain of personal health care and that nurses should be used to coordinate services. It is emphasized that services must be provided in a coordinated and collaborative way to meet the needs of the patient and their relatives. The study focused on the availability of additional personal health care services at home for people with mental health problems (Alzheimer's, dementia) and their relatives, while proposing to address the situation by setting up mobile teams of mental health professionals and helping and supporting patients' relatives. The biggest challenge is to ensure the dissemination of information between providers, to obtain and pass on information on the health status of the patient being cared for at home on time and on the spot. The lack of funding for services has not been seen as the only challenge facing integrated health and social care or long-term care. Our study found that: the complex organization of services, especially the restriction of the social sector by complex bureaucratic formalities, hinders the development of long-term care services, as well as integrated health care and social services for patients at home; the lack of properly coordinated services increases the burden of care on informal caregivers, suggesting that better coordination tools are needed between the social and health sectors; informants perceived society to be alienated and distant from the elderly, to integrate people with disabilities into society, and to understand the importance of the need for care services. Particular attention is paid to the importance of public education and information, involvement of members of the public in the provision of integrated health care and social services to patients at home, education to the public about chronic diseases, services provided, involvement of members in to educate the public by demonstrating the benefits of these services to the patient and their immediate environment.

Research limitations/implications. The model of long-term care is still being developed (defined in the strategic development documents) in Lithuania, at present, there is no integration of health care and social services at the outpatient level in Lithuania, and there is no experience in organizing and providing such integrated services, therefore it is not possible to boil them in detail, as the level of integration is only in the first stage.

Practical implications – The results of the research may be useful in the development and practical implementation of integrated health care and social services for long-term care patients in Lithuania in the implementation of the long-term care model provided in our states’ and international organizations’ strategic documents.

Originality/Value – There is a lack of research evaluating the principles of organizing integrated health care and social services at the outpatient level and long-term health care in our region countries, therefore our research will contribute to the development of research on these services in Lithuania and the region.

Keywords: integrated health care and social care services, coordinated care, long-term care.

Research type: research paper.

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MAPPING THE RELATIONSHIP BETWEEN KNOWLEDGE OF COGNITION AND REGULATION OF COGNITION AND WHY IT MATTERS

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Abstract

Purpose – The current study was designed to investigate the state of research in metacognition at Iranian universities.

Design/methodology/approach – The data analysis results, using a systematic literature review to include 110 published papers between 2011-2019 searched on Scopus and ERIC databases, suggest an abundance of undiscovered points in this area. Considering the title, reading the abstract, and reading the whole article were the main steps in choosing the papers. In the first instance, 110 articles in the Iranian context were found. Then, after meticulously reading the abstract, fifty papers were selected for full-text analysis. Finally, a total of twenty-two papers were considered in our study. As the researcher managed to take into account all publications in the stipulated databases, they are considered a solid representation of the study subject.

Finding – The results showed that the most popular themes which are associated with metacognitive awareness are skills and language learning strategies while the least common ones are efficacy, technology, and problem-solving. Some other subjects are also discussed in these papers such as self-confidence, academic achievement, autonomy, performance, cognitive strategies and cooperative learning, which are the most common sub-themes. Also, metacognitive practices consisting of prompts, reflective writing, interactive-reflective activities and modeling emerge. Admittedly, three roles for metacognitive awareness, measured quantitatively and qualitatively and instructional roles can be found. Reading, writing and listening respectively are mostly analyzed in the selected papers.

Research limitations/implications – Relatively, some missing points have emerged: (i) In most of the studies metacognitive awareness is considered in English as a foreign language context whereas, in a wide range of fields in social sciences, art and history can

be treated as the context of research. (ii) Some studies related to metacognitive instruction are interlocked with other sorts of instructions, which impacts an accurate measurement of metacognitive awareness. (iii) In most of the studies, raising learners' metacognitive awareness is taken into account while the need to evaluate and raise lecturers' metacognitive awareness is insufficiently considered. (iv) Most of the studies are on the regulation of cognition whereas research on knowledge of cognition is ignored. (v) Metacognitive training and instruction with explicit explanation especially for lecturers are absent. The application of technology in metacognitive learning could also be enhanced.

Practical implications – The results of this paper not only contribute to both lecturers and researchers in the field of metacognitive teaching and learning in Iran and globally but also guide the scholars on what to search for in the future in this field.

Originality/Value – There is very little comprehensive research in the Iranian university setting to overview and analyze the previous studies. Hence, this research is new and unique.

Keywords: Metacognitive awareness, Regulation of cognition, Metacognitive practices, Metacognitive roles, Iranian Universities

Research type: Systematic overview

METHODOLOGICAL ASPECTS OF CUSTOMER SATISFACTION SURVEYS: HOW IMPORTANT ARE RESPONDENT SELECTION CRITERIA?

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Abstract

Purpose – Based on theoretical analysis and case review, the paper aims to reveal the challenges of respondent selection criteria for customer satisfaction research. In this paper, academic literature of qualitative and qualitative-quantitative research is analyzed and interpreted, revealing the importance of respondent selection criteria for customer satisfaction surveys.

Design/methodology/approach – The research paper is based on qualitative content analysis, synthesis of academic literature, and comparative method.

Finding – The paper showed that carefully considered, selected, and validated respondent selection criteria are essential for obtaining increased accuracy of customer satisfaction survey results.

Research limitations/implications – This paper has potential limitations due to lacking bibliometric analysis of qualitative survey methodologies as well as more thorough academic literature analysis of interlinkage between respondent selection criteria and the accuracy of survey results. Findings of this paper require to be verified in a wider selection of customer satisfaction surveys.

Practical implications – The conducted analysis resulted in significant findings towards reliability and consistency evaluation of customer satisfactions surveys. Findings can also be applied in practice during qualitative, survey based interviews, related to other areas than customer satisfaction.

Originality/Value – To ensure that the survey is not filled out randomly, but it is filled in thoughtfully, and that the findings are meaningful, researchers need to select respondents carefully, with a set of selection criteria. Respondent selection is one of the key aspects of qualitative survey and is widely discussed in academic literature. The analysis of a set of qualitative customer satisfaction surveys has shown that respondents sometimes lack consistency in their answers, which may result in ambiguities of survey

results. Therefore, respondent selection criteria are crucial for survey quality and significance of the results. In this paper, the importance of respondent selection criteria is demonstrated with the help of a qualitative-quantitative survey method AHP (Analytic Hierarchic Process). The potential challenges and limitations that interfere with the obtainment of meaningful results in customer satisfaction surveys are discussed.

Keywords: methodology; customer satisfaction; survey; respondent selection; AHP.

Research type: case study.

A NEW APPROACH TO THE SYMBOLIC CONSUMPTION OF LUXURY GOODS IN THE POST-COVID ERA- CONCEPTUAL OVERVIEW

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Abstract

Purpose –This is a conceptual paper that relates to the behavioural changes of the symbolic consumers amid the COVID-19 pandemic. The author is seeking to find out a new conceptual framework for the existing theory of symbolic consumeristic attitudes and behavioural transformations that affected luxury purchasing habits after the pandemic time. This theoretical study is known for the purchase intentions of luxury brands also by comparing the influences of perceived values and social influence.

Design/methodology/approach – the study will use the relevant literature on behavioural changes but since COVID-19 is a new pandemic, an absence of approach related to the pandemic is expected. Nevertheless, the conceptual framework developed in this study which was carefully considered by the authors will be tested in the future to ensure that it can become a theory. The methodology used by the study is based on the literature search and secondary data to come out with the suggested framework. The expected findings of the study of the consumers are based on their behavioural reactions in the post-pandemic era.

Finding – The results indicate that self- dissidence boosts consumers’ propensity to commit to symbolic consumption of branded luxuries (fake or unique) that can serve the social function of self-expression to relieve distress. The study also proposes different purposes of status and apparent consumption as there is often a theoretical overlap of these constructs in literature.

The results show that luxury symbolism positively influences self-consistency, social approval, and self-esteem as more has an impact on self-affirmation and customer loyalty.

Research limitations/implications – Luxury marketers should focus on bind elements of their brands, such as their popularity, and how they enhance social connectedness when tailoring their brand communication to isolated consumers. No data have been found about symbolic consumers recently also as about their self-esteem and personal value in Europe (the just USA and China).

Practical implications – A conceptual review may leave uncertainties due to the lack of an appropriate number of research clarifying theoretically relevant referees. The author illuminates these unclarities, as well as study limitations.

Originality/Value — The findings provide beneficial perspicuity for marketing practitioners to design effective positioning and marketing strategies; also for the academics to have a constructive view of the consumers' cognitive structures during the COVID-19 pandemic.

Keywords: symbolic consumers, consumer behaviour, luxury, pandemic.

Research type: general overview.

THE CONCERNS OF MEDICAL WASTE MANAGEMENT DURING COVID-19 PANDEMIC

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Abstract

The COVID-19 pandemic had a significant impact not only to the social, legal, behavioural and medical fields, but to the environment and to a waste management system as well. The COVID-19 pandemic “reported 356 million cases globally with a staggering rise in biomedical waste. India has recorded a rise of 200 tons per day of biomedical waste generation” (Kaushal, R., et al., 2022), therefore the situation of the increase of plastic in biomedical waste, was caused by the raising numbers of usage of gloves, PPE kits, masks etc., which were used to cope with the spread of the pandemic. According to the Olaniyi F. C., et al., “The nonenforcement of medical waste management are currently unable to cope with the enormous amount of the medical waste. Medical waste are being generated and illegal dumping in unapproved sites” (2018), thus after the pandemic this problem has increased significantly.

Purpose - the purpose of this research is to identify the main concerns of the medical waste management during the COVID-19 pandemic and to point out the challenges of medical waste disposal system dysfunctions, by addressing what kind of practices must be implemented to prevent the negative effects of ineffectively managed medical waste, not only in involving countries, but by analysing this issue globally.

Design/methodology/approach – the research review paper is based on qualitative-comparative document analysis method for comparing researches data, statistical data, publications and legislation policies of different countries.

Finding – the challenges of medical waste disposal management must be addressed and the practices must be corrected to forestall the adverse effects of poorly managed medical waste. There is a need to develop a medical waste policies to improve in the management of such waste. Therefore, there are some discussions, of several ways for treating the problems of the increasing of medical waste, which were analysed in scientific literature. Thus, according to Rajneesh Kaushal, et al. “Plasma gasification has emerged as an attractive and viable option to treat biomedical waste” (2022), which is generated during the diagnosis, treatment or immunization of human beings, and which numbers have also increased during the pandemic. Also, the artificial intelligent is one of the solutions to be used for more effective medical waste management (Madhav A.V. S., et. al., 2021). Jinquan Ye, et. al., indicates, that policy recommendations provide a scientific basis for controlling medical waste pollution “If it is disposed by distillation sterilization, it will produce a large amount of wastewater and waste residue. The strict control of medical wastewater discharge, reduction and transformation of the emitted acidic gases, and attention to the emission of metallic nickel in exhaust gas and chloride in soil should be applied” (2022). Therefore, more studies must be initiated to find the most efficient solutions for such waste management, thus, in failure to address this issue with effective approach, in case the medical waste, resulting from COVID-19, will be completely incinerated, it will have a large impact on the air quality.

It should be pointed out, that safe waste management protects the society, and the environment, so the handling poorly the medical waste management during the pandemic, by exhibiting poor waste segregation, transportation, storage, and disposal, could lead to environmental and occupational risks, air pollution and health problems in near future.

Research limitations/implications – to indicate the main concerns of medical waste management during COVID-19 pandemic, it is crucial to investigate and point out the main dysfunctional areas, which are to blame for ineffective management of such waste, whether it is due to gaps of legislation policies implementation, human errors, technological shortages,

inadequacy of consumer, malfunction of restrictions, corruption or lobbying possibilities or other circumstances.

Practical implications – the comparative analysis and research review results provides the main grounds on further discussions concerning possibilities for improvement of medical waste management during COVID-19 pandemic and afterwards, and applying additional measures, such as artificial intelligence to enhance collection, disposal and more affective sorting of medical waste in future perspective.

Originality/Value – thus, there are several scientific research carried out in which the concerns of medical waste management during COVID-19 pandemic were analysed for the past few years, therefore no practical decisions were applied or implemented so far. The absence of a national policies to pursue the medical waste management practices are identified as the main problem. Poor practices were reported in various countries from the point of medical waste generation to disposal. The dysfunctional areas should be analysed with more detailed approach, by pointing out the solutions which could solve this issue and be applied globally as well as in involving countries. The accuracy of applicable instruments, could lead to less polluted air, the better environment and a lower incidence of various diseases, as a result of exposure to polluted air and environmental factors.

Keywords: medical waste, policies, pollution, waste management.

Research type: research review paper.

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MANDATORY PATERNITY LEAVE. IS IT WELCOME BY WORKING MEN IN LITHUANIA?

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Abstract

Purpose – to disclose the opinion of working men about the plans to introduce a law changes on mandatory paternity leave in Lithuania.

Design/methodology/approach – the analysis and synthesis of scientific literature, law documents, statistical data, interview.

Originality/Value – in May, 2022 there were interviewed 7 working men (expecting for a baby).

Finding – despite the fact that there are more and more discussions about the importance of gender equality, but working parents are still facing with the stigma that growing children is the duty of mothers, and fathers should work and earn money to satisfy the family needs (all 7 men mentioned this, but not everyone agreed (5 disagreed) with this statement). In other hand, 3 from 7 interviewed men do not will to have a mandatory paternity leave as their salaries are higher than 2 average wages and their family would face with the ceiling of allowance (as it is setted as max 2 average wages).

Research limitations – the opinion of women growing children is not less important if the mandatory paternity leave would implemented (there is a statement that a family will lose the allowance if the father would not take a mandatory paternity leave). Moreover, it is not enough to interview just some men to find out public opinion. It would be better to proceed the extensive quantitative research

Practical implications – the results of quantitative research could be taken into account by politicians to improve the law by letting families to choose if they want to have a paternity leave or just ordinary vocation period to care their children and do not lose the financial support.

Keywords: family, children, maternal leave, paternity leave, parental leave, mandatory paternity leave, shared parental leave, gender equality.

Research type: general review.

THREATS TO THE RESILIENCE OF ORGANIZATIONS AND MEASURES TO OVERCOME THEM - THE CASE OF LITHUANIAN REGIONS

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Abstract

The notice defines the threats and difficulties faced by organizations operating in the regions of Lithuania during emergencies. Measures that help organizations overcome difficulties are revealed. The study is conducted in social service organizations, as these organizations work with one of the most vulnerable customer groups.

Purpose – identify measures to overcome difficulties and ensure the resilience of organizations.

Design/methodology/approach – a questionnaire survey was conducted to collect empirical data, and the method of quantitative research was used. The participants of the research are the heads of organizations providing social services.

Finding – the research allowed to identify the most common threats and the difficulties faced by organizations providing social services in the regions of Lithuania during extreme situations.

Research limitations/implications – the results of this study may be useful in strengthening organizations' resilience to threats during emergencies.

Practical implications – the results of this study may be useful in strengthening organizations' resilience to threats during emergencies.

Originality/Value – the problem of difficulties in organizations is a topical phenomenon these days. The study identifies the challenges faced by organizations and the measures that help organizations to overcome them and strengthen their resilience.

Keywords: Resilience; organizations; Lithuanian regions;

Research type: research paper.

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Is world really changing as fast as we think? Or is it event changing at all? Social transformations is a delicate topic for researchers. We invited young researchers to look at processes which cause social transformations (or prove the static of societal tradition) in their country and share their findings.



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