

CONTENTS

1	Sezin Zengin FARIASMARTINEZ	FROM LUXURY TO NECESSITY: THE CONVERGENCE OF COMMUNICATION EXPENDITURE ACROSS INCOME GROUPS IN TURKEY (2002–2022)	6
2	Rasa KIAUŠAITĖ Jolita JUKNIENĖ	INDIVIDUAL ORAL HYGIENE HABITS OF SNACKERS	15
3	Islam Elshan DUNYAMALIYEV	PLATFORM BUSINESS MODELS: ADDRESSING ORGANIZATIONAL, SECTORAL AND SOCIETAL DIMENSIONS IN AN AZERBAIJANI CONTEXT	20
4	Parulkumari BHATI Jelena ZASCRINSKA	BORDERLESS INNOVATION: THE IMPACT OF GLOBALIZATION, TECHNOLOGY, AND EDUCATION ON ENTREPRENEURIAL TRANSFORMATION	25
5	Maryna TOPORKOVA	PROTECTION OF HUMAN RIGHTS IN THE CONTEXT OF GLOBALIZATION PROCESSES	32
6	Mykolas MAŽUKNA	INTEGRATION OF ELECTRIC VEHICLES INTO FREIGHT ROAD TRANSPORT: CHALLENGES AND SELECTION CRITERIA	38
7	Angelina TJURINA	THE IMPACT OF DIGITALIZATION ON THE TRANSFORMATION OF THE ACCOUNTING PROFESSION	42
8	Diana LIPINSKIENĖ Toma KALVAITĖ	THE THEORETICAL RELATIONSHIP BETWEEN SHARED LEADERSHIP AND PROFESSIONAL BURNOUT IN THE EDUCATIONAL CONTEXT	48
9	Iwona LASEK-SUROWIEC Marcin OSKIERKO Sławomir ŻURAWSKI	ARTIFICIAL INTELLIGENCE ACT AND CUSTOMER SAFETY IN THE BANKING SECTOR – LEGAL AND ORGANISATIONAL CHALLENGES	54
10	Algirdas Justinas STAUGAITIS	AI IN INVESTMENT PRACTICES: CHALLENGES OF GLOBALIZATION, TRUST AND LIABILITY	60
11	Gražina PAKALNYTĖ Rimanta PAGIRIENĖ	EDUCATING BILINGUAL CHILDREN IN PRESCHOOL INSTITUTIONS: EXPERIENCES OF AUSTRIAN EDUCATORS	65
12	Vipin PINGAL Domilė AUGULĖ Laura JANUŠONIENĖ	WORLDWIDE ASSESSMENT OF NURSES' KNOWLEDGE IN CARDIAC ARRHYTHMIA INTERPRETATION AND MANAGEMENT	73
13	Asta BUTKUVIENĖ	PROBIOTIC CONSUMPTION PATTERNS AND AWARENESS ABOUT BENEFICIAL AND HARMFUL HEALTH EFFECTS AMONG BIOMEDICAL STUDENTS	80
14	Diana LIPINSKIENĖ Rasa KATKEVIČIENĖ	SHARED LEADERSHIP IN PRE-SCHOOL EDUCATION: THE PARENTS' PERSPECTIVE	87

15	Rasa GLINSKIENĖ Dalia URBONIENĖ	EVALUATION OF THE CHILDREN'S DAY CENTRE'S ACTIVITIES FROM THE CHILDREN'S PERSPECTIVE: SATISFACTION, CHANGES AND OPPORTUNITIES FOR IMPROVEMENT	93
16	Asta BUTKUVIENĖ	THE IMPACT OF OBSTETRIC VIOLENCE ON WOMEN'S HEALTH AND FUTURE DECISIONS	101
17	Mustafa ÇİFTCIOĞLU Oğuzhan DALMAZ	THE DIGITAL TRANSFORMATION OF EDUCATIONAL TOURISM: A COMPARATIVE CASE STUDY OF AKDENİZ UNIVERSITY AND THE UNIVERSITY OF EDINBURGH	108
18	Lina ŠNEIDERAITIENĖ Inguna LAZDINA	TECHNOLOGIES AND DOLOMITE: HOW LOCAL RESOURCES RESHAPE GLOBAL BUSINESS	115
19	Ingrida KUPČIŪNAITĖ Toma NAUMČIUK Ligita ŠERYTĖ	EVALUATION OF DIABETIC FOOT SELF-CARE IN PEOPLE WITH DIABETES MELLITUS	121
20	Andreas AHRENS Jelena ZASCIERINSKA Liudmyla HULIAIEVA Andrii OLIINYK Adem YILMAZ Suzan AVANOGLU Miroslaw SLAWEK Mateusz SZOSTKIEWICZ Stefano CAVAGNETTO Lucie RIVERA Mariya GLADYSH Nataliya ISAYEVA	LABOUR MARKET IN HOST COUNTRIES FOREMPLOYMENT OF MIGRANT WOMEN FROM UKRAINE	128
21	Arūnas TAUTKUS Remigijus KALIASAS	RESEARCH ON THE CONVERSION OF FOOD WASTE INTO BIOGAS	135
22	Donatas AVIŽA	MULTI-CRITERIA EFFICIENCY EVALUATION OF BIO-BASED WALL THERMAL INSULATION MATERIALS FOR ZERO-EMISSION PUBLIC BUILDINGS USING THE ARAS METHOD	142
23	Vida ELIJOŠAITIENĖ Fausta DŽIUGIENĖ	THE MOST COMMON FEARS IN CHILDREN UNDERGOING INPATIENT TREATMENT: THEORETICAL INSIGHTS AND EMPIRICAL ANALYSIS	147
24	Česlovas BARTKUS Inga STASKE	DO DIVIDEND YIELDS EXPLAIN STOCK PRICE CHANGES? AN ANALYSIS OF BALTIC SEA MARKETS	157
25	Jovita KAUPIENĖ Aurimas ČESNULEVIČIUS	RESEARCH OF BEARING CAPACITY OF PILE PRESSED FOUNDATIONS IN DOUBLE-LAYER SOIL	161
26	Marius BARANAUSKAS, Ingrida KUPČIŪNAITĖ, Jurgita LIEPONIENĖ	PERCEIVED STRESS IS INVERSELY CORRELATED WITH BODY FAT IN LITHUANIAN FEMALE NURSES	166



27	Marius BARANAUSKAS, Ingrida KUPČIŪNAITĖ, Jurgita LIEPONIENĖ	SOMATOTYPE MAGNITUDE IN ASSOCIATION WITH NUTRITIONAL INTAKE AMONG LITHUANIAN PROFESSIONAL ROAD CYCLISTS	172
28	Marius BARANAUSKAS, Ingrida KUPČIŪNAITĖ, Jurgita LIEPONIENĖ	AGE, NURSING EXPERIENCE, MARITAL STATUS AND CHILDREN AS RISK FACTORS FOR BURNOUT IN LITHUANIAN PROFESSIONAL NURSES	178
29	Liene AMANTOVA- SALMANE	EVALUATION IN AN ERA OF GLOBAL CHALLENGES: A SYSTEMIC APPROACH TO IMPLEMENTING THE SUSTAINABLE DEVELOPMENT GOALS	184
30	Giedrė PAURIENĖ Teodoras PAURA	STUDENT EVALUATION CULTURE AND ACADEMIC DIGNITY: ETHICAL CHALLENGES IN THE CONTEXT OF GLOBALIZATION	190
31	Sadig Sarvan oglu ISAYEV	ARTIFICIAL INTELLIGENCE AND DIGITAL TRANSFORMATION OF AGRICULTURE: A PATHWAY TO SUSTAINABLE DEVELOPMENT	198
32	Birutė RAGALYTĖ Alma PAUKŠTIENĖ	USING THE MOST POPULAR PHOTO EDITING APPS AND SELECTION CRITERIA AMONG USERS	205
	Information about the authors		211