

- 13.30 – 14.00 **Lina Pratkevičiūtė** (Vilnius University, Lithuania)
Art galleries management features
- 14.00 – 14.30 **Gintarė Žaltauskaitė** (Vilnius University, Lithuania)
Advertisement gives the face to the city
- 14.30 – 15.00 **Agnė Kairytė** (Vilnius University, Lithuania)
Integrated marketing communication in art galleries
- 15.00 – 15.30 **Artūras Vodčicas**
Strategic change management in cultural organizations
- 15.30 – 16.00 **Coffee break**
- 16.00 – 16.30 **Aušrinė Andziulienė** (Vilnius University, Lithuania)
Public relations tools in cultural events: theoretical approach
- 16.30 – 17.00 **Aušra Andrė Stonytė** (Vilnius University, Lithuania)
Organization of recreational activities in cultural centres
- 17.00 – 17.30 **Agnė Rapulskytė** (Vilnius University, Lithuania)
Organizing non-formal education in cultural organizations
- 17.30 – 18.00 **Vaida Navickaitė** (Vilnius University, Lithuania)
External communication management of cultural project

NOVEMBER 21 (MDS, MUITINĖS STR. 12, KAUNAS)

- 10.00 – 13.00 **Round table**
Old Town – Present and Prospects
A round table discussion on old town with participation of representatives of the city community and policy makers will be moderated by **Prof. Dr. Habil. Robertas Jucevičius**, (Kaunas University of Technology, Lithuania) and **Aistė Grybauskienė** (Kaunas Old Town Club).

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The 1th International Conference

Kaunas

November 20-21, 2014



CREATIVE URBAN DEVELOPMENT: CULTURE, BUSINESS, COMMUNITY

Vilnius University
Kaunas Faculty of Humanities

University of Latvia
Faculty of Humanities and Faculty of Social Sciences

Kaunas Old Town Club

NOVEMBER 20 (MDS, MUITINĖS STR. 12, KAUNAS)

08.30 – 09.00	Registration
09.00 – 09.30	Opening of the Conference Prof. Dr. Jadvyga Krūminienė , Vice Dean of Kaunas Faculty of Humanities, Vilnius University Assoc. Prof. Dr. Donatas Pilinkus , Head of Department of Philosophy and Culture Studies, Kaunas Faculty of Humanities, Vilnius University Music performance: Sandra Veverskytė and Lukas Katinas
09.30 – 12.00	Plenary Session
	Chair Assoc. Prof. Dr. Donatas Pilinkus
09.30 – 10.15	Prof. Dr. Paul Long , Birmingham City University, UK <i>Researching place, culture and creativity</i>
10.15 – 10.45	Discussion
10.45 – 11.30	Prof. Dr. Habil. Robertas Jucevičius , Kaunas University of Technology, Lithuania <i>Culture dimension in the concept of smart city</i>
11.30 – 12.00	Discussion
12.00 – 13.00	Lunch (at the University, Tarybos Rūsų, Muitinės str. 12)
13.00 – 15.00	Parallel Sessions
15.00 – 15.30	Coffee break
15.00 – 18.00	Parallel Sessions
18.00	Conference Dinner (at the University, Tarybos Rūsų, Muitinės str. 12) Music performance: Aistė Mikutytė, the folk ensemble “Uosinta”

PARALLEL SESSION 1 (MDS, MUITINĖS STR. 12, KAUNAS)

Creativity in the city: conceptual and methodological issues
Chair Prof. Dr. Paul Long

13.00 – 13.30	Prof. Dr. Tatyana Markova (Ural State University of Economics, Russian Federation), Prof. Dr. Elena Zaborova (Ural Federal University, Russian Federation), Dr. Irina Glazkova (Ural State University of Economics, Russian Federation), <i>Authority and city population: aspects of cooperation at the municipal level</i>
13.30 – 14.00	Dr. Viktorija Žilinskaitė (Vilnius University, Lithuania) <i>Participatory creativity: visibility, acknowledgement and challenges of estimation</i>
14.00 – 14.30	Dr. Jekaterina Lavrinec (Vilnius Gediminas Technical University, Lithuania) <i>Community art initiatives as a tool for the neighbourhoods regeneration</i>
14.30 – 15.00	Dovilė Jankauskaitė (Vilnius University, Lithuania) <i>City Branding: creating a unique identity</i>
15.00 – 15.30	Coffee break

15.30 – 16.00	Martynas Radzevičius (Vilnius University, Lithuania) <i>Cultural heritage preservation and promotion through development of creative industries</i>
16.00 – 16.30	Dr. Andrius Martinkus (Vilnius University, Lithuania) <i>The applicability of the creative city concept in Lithuania</i>
16.30 – 17.00	Monika Inčerytė (Vilnius University, Lithuania) <i>Understanding creative space: methodological approach</i>
17.00 – 17.30	Dr. Gilberto Marzano (Rezekne Higher Education Institution, Latvia) <i>Place attachment and place identity: their contribution to the place branding</i>
17.30 – 18.00	Dr. Audronė Rimkutė (Vilnius University, Lithuania) <i>Implementation and evaluation of city cultural policy</i>

PARALLEL SESSION 2 (13, MUITINĖS STR. 12, KAUNAS)

City community and cultural organizations: multidisciplinary approach
Chair Assoc. Prof. Dr. Raminta Pučėtaitė

13.00 – 13.30	Prof. Dr. Virginija Jurėnienė, Dr. Aistė Urbonienė (Vilnius University, Lithuania) <i>Role of cultural centres in cities</i>
13.30 – 14.00	Marija Semjonova (University of Latvia, Riga) <i>Painting the urban self in Gundega Repše's novel Shout of Stannary (2002)</i>
14.00 – 14.30	Dr. Ina Pukelytė (Vytautas Magnus University, Lithuania) <i>Serving community: communicative strategies in Lithuanian National Theatres</i>
14.30 – 15.00	Dr. Raminta Pučėtaitė, Laura Markūnaitė (Vilnius University, Lithuania) <i>Impact of ethical organizational culture on organizational innovativeness: the case of Kaunas museums</i>
15.00 – 15.30	Coffee break
15.30 – 16.00	Dr. Donatas Pilinkus (Vilnius University, Lithuania) <i>Leadership in cultural organizations</i>
16.00 – 16.30	Andrej Bereta (Vice President of NGO ARTIKAL, Serbia) <i>Curating environment with dedicated creative force</i>
16.30 – 17.00	Rita Keri (Corvinus University of Budapest, Hungary), Katalin Soos (Eötvös Loránd University of Budapest, Hungary) <i>Social dynamics as outcomes of a creative process</i>
17.00 – 17.30	Mariana Sueldo (Vilnius University, Lithuania) <i>Rituals, cultures and organizations</i>
17.30 – 18.00	Dr. Aurelija Novelskaitė (Vilnius University, Lithuania) <i>Art gallery. Contribution to the city</i>

PARALLEL SESSION 3 (BIRŽIŠKOS AUD., MUITINĖS STR. 12, KAUNAS)

Cultural management issues
Chair Lina Verbauskienė

13.00 – 13.30	Eglė Matulionytė (Vilnius University, Lithuania) <i>Promotion peculiarities of radio station</i>
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