

**Nordic Association of Agricultural Science (NJF)**  
**Section of Economy, Education and Society**  
**Programme for the virtual seminar on November 4<sup>th</sup>, 2020**  
**12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)**  
**Web address: <https://ac.vdu.lt/vk1>**

**Presentation 1**

**Title:** Changes in employment in the Lithuanian labour market and measures to overcome the negative consequences of COVID-19.

**Speaker:** Kristina Gesevičienė, Vytautas Magnus University

**Authors:** Phd student Kristina Gesevičienė and Phd student Jevgenija Česnauskė, Vytautas Magnus University

**Annotation:** Constantly high unemployment creates huge costs for individuals and the economy as a whole. Although EU countries, Lithuania as well managed to keep an average unemployment rate quite low for previous several years, COVID-19 pandemic forced government to implement restrictions that immediately affected the growth of unemployment. In turn, rise in unemployment causes serious losses for the economy. Several measures were introduced to overcome the negative consequences of COVID-19 for labour market. The EU introduced measures to manage the risk of unemployment in an emergency, which are designed to help protect people working during a coronavirus pandemic. Lithuania has also adopted an economic stimulus package, which focuses on stimulating the economy affected by the coronavirus - preserving jobs and business liquidity. The analysis of statistical data leads to conclusion that the measures taken were not sufficient enough – Lithuania has one of the largest jump in unemployment in the European Union – we have not been able to manage the rise in unemployment as well as other EU members.

**Presentation 2**

**Title:** Factors influencing e-commerce development in SME sector in Latvia.

**Speaker:** Ina Gudele, Latvia University of Life Sciences and Technologies

**Authors:** PhD student Ina Gudele, Latvia University of Life Sciences and Technologies

**Annotation:** The study has been carried out over the last 4 years with a view to finding factors, which would have the most beneficial effect on the use of e-commerce in the small and medium-sized enterprise sector in Latvia. The study draws on a survey of SME business, a survey of experts and in-depth interviews, a quantitative and qualitative analysis carried out, using the Analytic Hierarchy Process to assess various factors affecting the activities of this sector in a digital environment. The following findings show that education and understanding of processes in the digital environment are among the main factors that could have a positive impact on the use of e-commerce for the development of SME business.

The author proposes a number of solutions to improve the situation in the business sector mentioned in Latvia.