

Nordic Association of Agricultural Science (NJF)
Continuous international scientific conference
“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond” organised by Section of Economy, Education and Society
Programme for the virtual seminar on January 6th, 2021 (Wednesday)
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: COVID 19 and Artificial intelligence.

Speaker: Baiba Rivža, Latvia University of Life Sciences and Technologies

Authors: Baiba Rivža, Peteris Rivža, Latvia University of Life Sciences and Technologies

Annotation: The COVID 19 pandemic is a huge challenge for global science and modern technology. Latvia also has several National Research Programs for Combating COVID. The presentation summarizes information on the applications of artificial intelligence and other modern technologies in the fight against COVID 19, including the work of Latvian scientists. Ten areas of the fight against COVID 19 and the results already achieved are addressed.

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.