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STRATEGIC MANAGEMENT IN CREATIVE INDUSTRY ORGANIZATIONS: SPECIFICS IN STRATEGIC DECISION MAKING

In the article it is analysed strategic problem solving process in creative industry organizations. Author indicated problem that no specific management approach where used in operations of those companies and organizations in creative industries are managed with the traditional methods disregarding the specific character of the creative industries operation. The goal of the paper is to improve strategic decision process in creative industry organizations by applying new models of decision making process that takes in account specific features of the creative industries. Identified specific features of creative industries are divided into 5 groups: continuous innovations; unique products and processes; difficult-to-forecast demand; artistic contents of the product; self-management and self-managing staff.

**Keywords:** Creative industries, strategic management, strategic decision-making, strategic planning.

Remigijus CIVINSKAS, Erika LAURUŠONYTĖ
CONSULTING IN THE PROCESSES OF ADMINISTERING THE EU STRUCTURAL SUPPORT IN LITHUANIA

The goal of the study is to analyze the role of advisors and consulting firms in the administration processes of the EU structural support and to research their relationship with customers and other stakeholders. The theoretical background based on the relationship between principal and agent as well as the problems arising from such relationship are analyzed. Also attention is given to the theoretical analysis of the stakeholders which reveals the relationship network of the EU structural support administration as well as the roles and influence of its participants. Data of the qualitative research (method of the individual interview) is the background of the empirical analysis.

**Keywords:** business consulting; administering of the EU structural support; principal–agent relationship; policy.

Kristina LEVIŠAUSKAITĖ, Inga KONCEVIČIENĖ, Siuzana ŠČERBINA-DALIBAGIENĖ
THE INFLUENCE OF CORPORATE GOVERNANCE REGULATION ON THE CAPITAL MARKETS PERFORMANCE: THE EU CASE

The paper focuses on economic consequences of corporate governance regulation in EU countries. The study examines the impact of the introduction of new EU directives regulating corporate governance issues to the EU countries capital markets performance. The analysis is based on the Takeover directive. In order to assess capital markets performance changes before and after the transposition of abovementioned directive, the trends of stock-price indexes, market capitalization and turnover in selected EU countries were analyzed.
Keywords: corporate governance, regulation, capital markets, EU.

Vytautas LIESIONIS, Agnė ĖPEAITĖ

VOCATIONAL TRAINING INSTITUTIONS IMAGE FORMING THEORETICAL MODELLING

The paper presents the image of vocational training institutions concept and importance, identified and analyzed factors, which determine image forming in vocational training institutions. In the paper are outlined the importance of image to operational efficiency in vocational training institutions. Theoretical study result – built-up model of forming vocational training institutions image, which helps to determine the main factors of the image in vocational training institutions and to see how it work together. Review of scientific literature shows that there is still science-based studies lack of vocational training institutions image, and there are not presented specific measures of image formation / development.

Keywords: vocational training institution image, vocational training, vocational training institution, image.

Žilvinas MALINAUSKAS, Aurelija GANUSAUSKAITĖ

EXECUTIVES COACHING CONCEPTUALIZATION

In the article there is analyzed the phenomenon of executives coaching definitions and concept formation. In the article displayed a compendium of definitions of executives coaching and definitions of the analytical results in terms of objective and process criteria.

Keywords: coaching phenomenon, executive coaching, conceptualization.

Nijolė PETKEVIČIŪTĖ, Šarūnas KUPINAS

CULTURAL DIMENSIONS IN COMMUNICATION AND NEGOTIATIONS: CASE OF SMALL BUSINESS ENTERPRISE

In this article cross cultural communications are analysed via small company example. Cultural research results shows that cultural dimension plays an important role in communications and negotiations process. It also analyzes the style of negotiations leading to crop-specific cultural factors and cultural background of staff.

Keywords: culture, cross-cultural communication, cross-cultural negotiation, verbal and non-verbal communication.

Saulius PIVORAS, Nora SKABURSKIENĖ

ALTERNATION OF EXTERNAL QUALITY ASSURANCE: CASE OF LITHUANIAN HIGHER EDUCATION
The article discusses the alternation of external quality assurance. The paper presents conception of quality assurance, describes changes of quality assurance systems in three foreign countries while analysing factors boosting the alternations, peculiarities of Lithuanian external quality assurance and possible directions of alternation. **Keywords:** quality assurance of higher education, external quality assurance, internal quality assurance, higher education.

Miglė ŠONTAITĖ
REPUTATION OF LITHUANIA BASED BUSINESS ORGANIZATIONS: EVALUATION OF CUSTOMERS’ VIEW

This article analyzes reputation of business organizations that perform in Lithuania by empirically evaluating and comparing it from the view of customers. After conceptualization of theoretical aspects of corporate reputation measurement, research results of reputation measurement of business organizations that perform in Lithuania are presented. **Keywords:** corporate reputation, corporate reputation measurement, customers.

Jolita VVEINHARDT, Ieva SKINDARAITĖ
DIAGNOSTIC MEASUREMENTS OF CLIMATE CONDITION IN ORGANIZATION: PARAMETER OF SOCIO-DEMOGRAPHIC FEATURES

In the article evaluation results of climate condition in organization are presented. Twelve criteria of climate in organization have been chosen for evaluation, which were analyzed through the prism of seven characteristic of socio-demographic employees. 61 employees from all departments of the organization took part in the interview. **Keywords:** climate in organization, climate condition, climate criteria, socio-demographic characteristics.