



83. Latvijas Universitātes
starptautiskā zinātniskā
konference 2025

**Biznesa un organizāciju vadīšanas
aktualitātes**

**Various Issues of Business and
Organization Management**

Wednesday, 15 January 2025, 16.00 PM,
[Microsoft Teams](#)

Programma/Programme

Vadītājs/Chair: Prof. Andrejs Cekuls		
16.00–16.10	Naibin George <i>Co-author:</i> Sweety Joy C.	IMPACT OF TOTAL QUALITY MANAGEMENT PRACTICES ON ENHANCING CUSTOMER SATISFACTION IN E-COMMERCE
16.15–16.25	Naibin George <i>Co-author:</i> Sweety Joy C.	EVALUATING FLIPKART'S E-COMMERCE PRACTICES: EFFECTS ON CONSUMER BEHAVIOR AND MARKET DYNAMICS
16.30–16.40	Eduards Aksjonenko	PRELIMINARY INSIGHTS: THE ROLE OF MANAGEMENT CONSULTING IN DRIVING DIGITAL TRANSFORMATION FOR SMES
16.45–16.55	Marika Jančenko	DIGITĀLĀ TRANSFORMĀCIJA UN TĀS IETEKME UZ EKONOMIKU
17.00–17.10	Aroon Raj Jesrani	A COMPARATIVE STUDY ON THE PERFORMANCE ASSESSMENT OF SELECTED DEBT AND EQUITY MUTUAL FUND SCHEMES IN INDIA
17.15–17.25	Julija Liodorova <i>Co-authors:</i> Visija Linarte, Ināra Repša	CALCULATION OF LOST PROFITS: THEORY AND PRACTICE
17.30	Noslēgums, diskusijas Conclusions, discussions	