



RESEARCH AND BUSINESS CONFERENCE

“Navigating Challenges and
Opportunities of Family Businesses
in Lithuania, Latvia, and Taiwan”

KTU School of Economics and Business

The conference brings together business leaders and academics for an in-depth exploration of the unique challenges and promising opportunities that shape family-owned firms in Lithuania, Latvia and Taiwan. Attendees will gain valuable insights through keynote speeches and expert-led discussions designed to foster family business innovation, resilience, successful generational succession, and sustainable growth.

Date: 11th February, 2025 (Tuesday),
Venue: KTU School of Economics and Business,
206 auditorium (go through Library)
Registration to the conference is required.
[Register here](#) by February 1st.

Time	Activity	Presenter
9:45–10:00	Registration	
10:00–10:10	Welcome speech	KTU SEB Dean Kęstutis Duoba Prof. Dr. Monika Petraitytė, Kaunas University of Technology
10:10– 10:30	Keynote “From Turmoil to Synergism: How Business Leaders’ Human Resource Mental Models and Family Control Impact Employees”	Professor Chiung-Wen Tsao, National University of Tainan, Taiwan
10:30–10:50	Keynote “Caught in or Fuelling the Crossfire? Navigating Family and Business Tensions”	Assoc. prof. Olga Štangej, ISM University of Management and Economics
10:50–11:10	Keynote “Ivabaltė family business case: How to handle crisis?”	Gabija Tarvydytė, Head of Innovation and Business Strategy at Ivabaltė
11:10–11:30	Panel discussion	Panel discussants: Prof. Chiung-Wen Tsao, Assoc. prof. Olga Štangej, Gabija Tarvydytė Moderator: Assoc. prof. Neringa Gerulaitienė
11:30–11:40	Coffee break	

Time	Activity	Presenter
11.40–12:00	Keynote “Family Firm Transition to the Professional Management: From Loyalty to Performance - Is It Possible to Have Both?”	Assoc. prof. Ilona Baumanė-Vitolina, University of Latvia
12:00–12:20	Keynote “The Family Business Puzzle: Exploring Challenges and Pathways Forward”	Gerda Asipavičienė, PCC, ACTC coach, reShape Space co-founder
12.20–12:40	Keynote “KIKa Group: Balancing Tradition and Innovation to Grow a Thriving Family Business”	Tautvydas Cinelis, COO at Kika group
12:40–13:00	Panel discussion	Panel discussants: Gerda Asipavičienė, Assoc. prof. Ilona Baumanė-Vitolina, Tautvydas Cinelis Moderator: prof. dr. Monika Petraité

