II SĒJUMS
SATURS
CONTENTS

Information Technologies

Muhammad Ramzan Ali, Liga Peiseniece, Elina Mikelsone **15**
THE MEDIATING ROLE OF GREEN WORK COMMITMENT IN THE RELATIONSHIP BETWEEN GREEN HR PRACTICES, AI ELEMENTS, AND ENVIRONMENTAL SUSTAINABILITY: A QUANTITATIVE ANALYSIS

Laylo Bakhronkulova, Muhammad Ramzan Ali, Zulfiya Khabirova, Akimjonov Azimjon, Alimova Zebo, Abdumajidova Muslima **23**
ARTIFICIAL INTELLIGENCE IN CYBERSECURITY: THREATS, DEFENSES, AND FUTURE DIRECTIONS

Todor Balabanov, Dimitar Dimitrov **31**
REVIEW OF THE CYBERSECURITY IMPACT AND LIMITATIONS OF THE USE OF ARTIFICIAL INTELLIGENCE IN TRANSPORT

Fayzi Bekkamov, Mumin Babajanov, Mansur Berdimurodov **37**
USING BAYESIAN METHODS TO PREDICT USERS' INFORMATION NEEDS IN A DIGITAL LIBRARY

Hristina Boycheva **43**
DIGITAL TOURISM MARKETING CHANNELS: A POST-COVID COMPARATIVE ANALYSIS OF CONSUMERS' PREFERENCES

Sarvinoz Berdibekova, Sherbek Normatov, Dildora Juraeva, Mehriniso Qudratova, Laylo Sayfieva **49**
ANALYSIS OF USER SATISFACTION OF ACADEMIC DIGITAL LIBRARIES: A CASE OF UZBEKISTAN

Linda Luīze Barbare, Aleksejs Jurenoks, Magone Una Rauba, Zane Viskere **57**
METHODOLOGY FOR ANALYSING LMS DATA TO PREDICT STUDENT DROPOUT RISK IN HIGHER EDUCATION

Linmu Cui, Aldis Bulis **65**
DRIVERS AND BARRIERS TO AI ADOPTION IN RETAIL ENTERPRISES: A SYSTEMATIC LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Bora Dogan, Yanka Baneva, Yordanka Eneva, Elena Ivanova **77**
EVALUATION OF THE DIAGNOSTIC ACCURACY OF TWO AI MODELS FOR ANALYZING MAMMOGRAPHIC IMAGES

Bora Dogan, Yordanka Eneva, Yanka Baneva, Elena Ivanova **83**
COMPARATIVE ANALYSIS OF THE CAPABILITIES OF TWO ARTIFICIAL INTELLIGENCE MODELS FOR CHEST X-RAY IMAGE INTERPRETATION

Dimitar Dimitrov, Todor Balabanov **93**
METHODOLOGICAL ASPECTS AND LIMITATIONS FOR ENSURING SAFETY IN TRANSPORT MANAGEMENT USING ARTIFICIAL INTELLIGENCE

Dimitar S. Dimitrov, Iliyan Y. Iliev **99**
THE RISK OF PERSONAL SMART DEVICES IN THE OPERATIONAL SECURITY FOR MILITARY BASES, PERSONNEL AND MISSIONS

Dimitar Dimitrov, Dimitar Nikolov **107**
LEVERAGING YARA AND SIGMA RULES TO DETECT CHINESE STATE-SPONSORED HACKING GROUPS OF THE “TYPHOON” TYPE

Dimitar Dimitrov, Evgeni Andreev **115**
CHINA'S STRATEGIC COMPETITION IN CYBERSPACE. VOLT TYPHOON AND SALT TYPHOON AS A PROJECTION OF POWER, A MORE AGGRESSIVE POSTURE AND A FUTURE BEYOND ESPIONAGE

Dimitar Dimitrov, Georgi Penchev, Konstantin Poudin, Georgi Pavlov, Atanas Dimitrov, Vasil Pavlov, Tzvetomira Penkova, Nikola Petrov **123**
ILLEGAL TRADE IN TOBACCO PRODUCTS INDICATOR

Eugene Eteris, Ingrida Veikša **129**
ARTIFICIAL INTELLIGENCE (AI) IN THE LEGAL PROFESSION: EUROPEAN APPROACH

Vasyl Frytsiuk, Iurii Kshyvak, Iryna Baranovska, Olena Teplova, Anna Novosadova, Anna Khilya **137**
DIGITAL ECOSYSTEMS FOR MUSIC TEACHER TRAINING: ICT, SOCIAL MEDIA, AND ONLINE LEARNING ENVIRONMENTS

Peter Grabusts, Jurijs Musatovs, Ērika Teirumnieka **145**
MODELING THE DISTRIBUTION OF LAKE REEDS USING GIS

Stanka Hadzhikoleva, Todor Rachovski, Emil Hadzhikolev, Ivan Ivanov **151**
THE ROLE OF GENERATIVE ARTIFICIAL INTELLIGENCE IN PROGRAMMER TRAINING: OPPORTUNITIES AND CHALLENGES

Rosen Iliev, Denislav Ushovski **157**
MODELING THE PROCESS OF EXTRACTING SENSOR DATA FROM THE TERRAIN USING GENERALIZED NETS

Ivan Ivanov, Kalin Petrov, Todor Rachovski, Desislava Petrova **165**
METHODOLOGICAL AND APPLIED ASPECTS OF ARTIFICIAL INTELLIGENCE IN ENERGY CONSUMPTION PREDICTION

Refat Ibraimov, Maxbuba Sultonova **171**
THE INFLUENCE OF CLIMATE CHANGE ON THE INTEGRAL FUNCTION OF DISTRIBUTION OF HORIZONTAL MINIMUM VISIBILITY DISTANCE

Iryna Kyrychenko, Yehor Nesterenko, Anastasiya Chupryna, Loreta Savulioniene, Paulius Sakalys **177**
APPLICATION OF CLUSTERING METHODS IN RECOMMENDER SYSTEMS FOR USER BEHAVIOR ANALYSIS

Ilmārs Kangro, Harijs Kalis **181**
SPECIAL HYPERBOLIC TYPE APPROXIMATION AND FOURIER METHOD FOR SOLVING 3-D STATIONARY DIFFUSION PROBLEM

Saranya Kanna Baskar, Velga Vēvere **189**
NATIONAL STRATEGIES FOR DIGITIZATION OF HIGHER EDUCATION: A COMPARISON BETWEEN LATVIA AND LITHUANIA

Svitlana Kizim, Oksana Voloshyna, Liudmyla Bondarchuk, Mykyta Sapohov, Tetiana Melnychuk **197**
INNOVATIVE APPROACHES TO THE ORGANIZATION OF DISTANCE LEARNING WITH THE USE OF DIGITAL TECHNOLOGIES IN DOMESTIC AND INTERNATIONAL EDUCATIONAL PRACTICES

Svitlana Kizim, Oksana Voloshyna, Irina Sarancha, Svitlana Nahorniak, Olena Stoliarenko **205**
ORGANIZATION OF ADAPTIVE TRAINING USING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE CONTEXT OF WAR

Nikolay Komitov, Veselin Mengov, Georgi Komitov, Evelin Shopov **213**
JOYSTICK CONTROL OF A 3D PRINTED ROBOTIC MANIPULATOR FOR STUDENT LEARNING

Tatyana Krumova **217**
PATIENT CLIENT CONSUMER BEHAVIOR IN PHYSICAL AND ONLINE PHARMACIES. A COMPARATIVE ANALYSIS OF PHARMACEUTICAL CARE AND ARTIFICIAL INTELLIGENCE

Iryna Kyrychenko, Artem Oliinyk, Kirill Smelyakov, Loreta Savulioniene, Paulius Sakalys **221**
COMPARATIVE ANALYSIS OF HEURISTIC ALGORITHMS FOR OPTIMIZING THE DISTRIBUTION OF MEDICAL EQUIPMENT IN A CRISIS

Oleg Latyshev, Nikolay Todorov Dolchinkov **225**
APPLICATION OF DIGITAL TELECOMMUNICATION ENVIRONMENT TO SOLVE LEGAL ISSUES

Georgi Markov, Borislav Nikolov **231**
DETECTION AND MITIGATION OF MALICIOUS ACTIVITIES BASED ON DNS QUERY ANALYSIS

Stela Mincheva, Veselka Stoyanova **237**
RESEARCH ON THE IMPACT OF THE USER EXPERIENCE FOR THE SUCCESS OF A VIRTUAL PRODUCT: BULGARIAN TRAVEL AGENCY WEBSITES

Ventsislava Nikolova-Minkova **243**
HISTORICAL DEVELOPMENT OF TECHNOLOGIES IN THE FIELD OF ARTIFICIAL INTELLIGENCE

Laura Ozoliņa, Arnis Cīrulis, Lauris Taube **251**
VEGETATION REALISTIC VISUALIZATION IN VIRTUAL REALITY SCENARIOS

Olha Palamarchuk, Iryna Haba, Halyna Shulha, Anna Khilya, Iryna Sarancha **257**
NEUROPLASTICITY AND DIGITAL TOOLS IN LIFELONG LEARNING: COGNITIVE CHALLENGES AND OPPORTUNITIES

Simeonka Petrova **265**
ANALYZING E-COMMERCE OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE EUROPEAN UNION: DEPENDENCIES AND TRENDS IN THE CONTEXT OF DIGITALIZATION

Mekhriniso Qudratova, Marat Rakhmatullayev, Sherbek Normatov, Laylo Sayfieva, Sarvinoz Berdibekova **271**
EXPANDED SELECTING CRITERIA OF RESEARCH DATABASES FOR UNIVERSITY LIBRARIES

Agnese Reine **277**
THE INTERSECTION OF ARTIFICIAL INTELLIGENCE AND EMPLOYMENT LEGAL RELATIONS: BALACING EMPLOYER INTERESTS WITH FUNDAMENTAL RIGHTS IN AI-DRIVEN EMPLOYMENT PRACTICES

Stefko Burdzhiev, Maria-Magdalena Burdzhieva **285**
NUCLEAR WEAPONS - CONSEQUENCES FOR THE BIOSPHERE IN CASE OF THEIR POTENTIAL USE

Bohdan Rozputnia, Liudmyla Shevchenko, Volodymyr Umanets, Serhii Yashchuk, Yuliia Sabadosh **293**
METHODOLOGICAL APPROACHES TO USING ARTIFICIAL INTELLIGENCE TO DEVELOP CREATIVE SKILLS IN FUTURE DESIGNERS

Zhaneta Savova, Antoniya Tasheva, Rosen Bogdanov **299**
ON THE SYSTEMATIC ENCODING OF P-ARY REED-SOLOMON CODES WITH AN ARBITRARY PRIME P

Laylo Sayfieva, Sherbek Normatov, Mekhriniso Qudratova, Sarvinoz Berdibekova, Temur Khudayberganov **307**
ASSESSING THE NEED AND POSSIBILITY OF USING RECOMMENDER SYSTEMS IN UNIVERSITY LIBRARIES

Igor Schukin, Raisa Smirnova **313**
THE METHOD OF COMPLETE BIFURCATION ANALYSIS FOR PREDICTING THE BEHAVIOR OF COMPLEX SYSTEMS

Mariya Shirokopetleva, Olena Shevchenko, Daria Pervieieva, Loreta Savulioniene, Paulius Sakalys **321**
A COMPARATIVE ANALYSIS OF NATIVE IOS FRAMEWORKS FOR DEVELOPING GRAPHICS SCENES IN AUGMENTED REALITY APPLICATIONS

Georgi Stanchev, Vanya Katsarska **329**
APPLICATION OF TURBO CODES IN UNMANNED AERIAL SYSTEMS

Dilyana Stoicheva **337**
IMAGE RECOGNITION IN THE TRAFFIC SIGN SYSTEM - SEMIOTIC AND LINGUISTIC ASPECTS

Svetlomir Stankov, Desislava Velinova **345**
APPLICATION OF A LARGE LANGUAGE MODEL FOR AIR POLLUTION ANALYSIS BY USING A RAG SYSTEM

Diyora Talipova **353**

MATHEMATICAL METHODS FOR EVALUATION OF WEBOMETRIC INDICATORS OF INFORMATION LIBRARY CENTERS

Oļegs Uzhga-Rebrov **359**
DECISION MAKING DECISION MAKING BASED ON FUZZY PREFERENCE RELATIONS

Velga Vevere, Inga Shina, Malalgodapitiya Gamage Darika Nirujani Nanayakkara, Iveta Linina, Rosita zvirgzdina **367**
INTEGRATING DIGITAL TECHNOLOGIES TO ENHANCE CSR STRATEGIES FOR RETAIL COMPANIES IN LATVIA

Roberts Volkovičs **375**
DATA CENTRE MONITORING MODEL UTILIZING ARTIFICIAL INTELLIGENCE, MACHINE LEARNING AND ANOMALY DETECTION ALGORITHMS

Roberts Volkovičs **383**
POLLUTION DETECTION MODEL UTILIZING ANOMALY DETECTION TECHNIQUES PERFORMING ANALYSIS OF SATELLITE DATA

Roberts Volkovičs **389**
MODEL FOR PROCESSING HISTORICAL TIMESERIES AND ESTABLISHING RULESET FOR ANOMALY DETECTION IN CURRENT SENSOR DATA AND GENERAL-PURPOSE FORECASTING FOR SMART FARMING IN LATVIA

Ibrohim Yuldoshev, Dilmurod Tuhtanazarov, Turdali Jumayev, Anvarjon Mahkamov **395**
MODELING AND NUMERICAL SOLUTION OF LIQUID FILTRATION PROCESSES IN MULTILAYER OIL FIELDS