GÜDEK BEYZA, MIKALAUSKAS IGNAS
Karadeniz Technical University, Vilnius University, Turkey, Lithuania
beyzagudek@ktu.edu.tr

THE DIGITAL TRANSFORMATION PARADOX IN THE ENERGY SECTOR

The proliferation of digital technologies has brought various advantages and disadvantages to the energy sector. This situation has led to the emergence of the digital paradox in literature. This study conducts a bibliometric analysis of studies in the literature using the keywords “emerging technologies” and “energy sector” to shed light on the digital paradox in the literature. In this way, the trends, prominent themes, and focal points in literature have been examined. The research seeks to answer the question of whether the emerging technologies are an advantage or a disadvantage for the energy sector. The findings indicate that, considering regional differences, cybersecurity vulnerabilities, and adaptation challenges, emerging technologies can reduce operational costs and provide sustainability gains. Furthermore, digitalization for the energy sector is recognized as a multidimensional transformation dependent on policy, institutional capacity, and socio-economic context, rather than simple advancement

Key words: *Digital transformation, Energy sector, Emerging technologies, Digital paradox, Cybersecurity*

INGRAM LARAINE KEISHA, JURGELEVIČIUS ARTŪRAS
Mykolas Romeris University, Lithuania
klingram@mruni.eu

BEYOND IDEAS: HOW MANAGERIAL GAPS, DATA ILLITERACY, AND WEAK ANALYTICS CAPABILITIES CONTRIBUTE TO START-UP FAILURE

This study examines early-stage start-up failure within the Lithuanian entrepreneurial ecosystem. Despite the country’s growing entrepreneurial ecosystem, a significant proportion of start-ups fail within the first few years. The purpose of this presentation is to investigate the role of managerial competence, data literacy, and analytics capability in early-stage start-up failure in Lithuania.Using a mixed-methods approach, the study combines quantitative survey data from 120 Lithuanian start-up founders with qualitative interviews and secondary business data from Registrų Centras and Statistics Lithuania. Findings indicate that limited managerial experience, insufficient understanding of business analytics, and low adoption of Python/R-driven decision-support systems significantly increase the likelihood of start-up failure. The results highlight the critical importance of data-driven decision-making, structured performance monitoring, and analytics skill development within entrepreneurial teams. Policy and educational recommendations are proposed to strengthen managerial competence and analytics capabilities in Lithuanian start-ups. The study contributes to entrepreneurship literature by explicitly linking managerial skill gaps with early-stage failure and provides actionable insights for incubators, accelerators, and policy-makers.

Key words: *entrepreneurship, general business administration, IT management, survey methods, management of technological innovation and R&D.*

Kaunas Faculty

ABSTRACT BOOK

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20th Prof Vladas Gronskas International Scientific Conference

Abstract Book

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Annotation

The “20th Prof. Vladas Gronskas International Scientific Conference” conference is an arena for cooperation and scholarly fellowship with young researchers and bachelor, master, and doctoral students from Lithuania and foreign countries. It is an arena for open discussion where young researchers can present and share their scientific insights. This conference encourages internationalization and closer cooperation between science and business. The conference keynote speakers – business representatives – provide participants with new insights and inspiration for further research. The main goal of this scientific gathering is to contribute to a reliable, safe, effective, and sustainable economy and business development. Encouraging entrepreneurship is a crucial condition for economic growth, and this puts forward a new approach to business, creativity, value creation, and innovation. It is precisely in this context that business and science should interact.

Key words: international conference, entrepreneurship, economy and business development

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Editors:

Assoc. Prof. Dr Ingrida Šarkiūnaitė, Vilnius University, Lithuania.
ORCID: https://orcid.org/0000-0002-8786-8157, el. p. ingrida.sarkiunaite@knf.vu.lt

Assist. Prof. Dr Antanas Ūsas, Vilnius University, Lithuania.
ORCID: https://orcid.org/0000-0001-9717-9112, el. p. antanas.usas@knf.vu.lt

ROR: https://ror.org/03nadee84

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