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STAKEHOLDER PERCEPTIONS AS KEY DRIVERS IN THE ASSESSMENT OF GOOD GOVERNANCE OF SPORT ORGANISATIONS

Good governance has gained significant importance in sport and especially in the relationship between sport organisations, public funding bodies, stakeholders and the general public. What is needed is empirical evidence for the benefits of good governance, taking into account Board and top management views, but also stakeholder perspectives. This presentation proposes stakeholder perceptions as key drivers of good governance assessments, arguing that the implementation of good governance principles has two primary outcomes: 1) improved Board structure and quality, and 2) perceptions of trust, justice and legitimacy, which act as mediating environmental conditions that enable or hinder organisational operations and performance. While current assessment frameworks capture the first, they fail to address the second. In conclusion, it puts forward a complementary assessment framework combining formal compliance and perceptual dimensions to evaluate good governance outcomes and quality.

Key words: *good governance, sport organisations, stakeholder perceptions, governance outcomes*

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APPLICATION OF ARTIFICIAL INTELLIGENCE PERSONALIZATION SOLUTIONS IN CULTURAL SERVICES RECOMMENDATION PLATFORM

The rapid development of artificial intelligence (AI) has significantly transformed service industries, particularly in personalization and user experience management. However, the application of AI-based personalization in the cultural services sector remains limited, despite increasing challenges such as information overload, fragmented cultural consumption, and declining participation in live cultural activities, especially among young audiences. The aim of this study is to develop an empirically grounded theoretical model for the application of AI personalization solutions in cultural services recommendation platforms. The research is based on a mixed-method approach, combining secondary data analysis, quantitative survey, and qualitative focus group research. The findings reveal that youth cultural consumption is increasingly fragmented and shaped by digital environments, while participation in live cultural activities remains limited. AI-based personalization is identified as a potential solution to reduce information overload and increase the relevance of cultural services.

Key words: *artificial intelligence (AI), personalization, cultural services, recommendation systems, user behavior*

Kaunas Faculty

ABSTRACT BOOK

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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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