Nordic Association of Agriculture Science (NJF)
Continuous international scientific conference
"Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond" organised by Section of Economy, Education and Society
Programme for the virtual seminar on <mark>June 7th, 2023 (Wednesday)</mark>
13:00 to 14:30 Eastern European time (12:00 to 13:30 Central European time)
The link for joining the conference event presented at the end of this programme

Presentation 1

Title: **The Potential of Classification Algorithms in the Socioeconomic and Resource-Based Determination of the Success Perceptions of Farmers**

Speaker: **Furkan Yigit**, University of Helsinki
Authors: **Furkan Yigit, Leena Rantamäki-Lahtinen, Timo Sipiläinen**, University of Helsinki
Annotation: Strategic management of farms is closely related to the socioeconomic characteristics of farmers and the utilization of resources in the process of creating competitive advantage. This study provides perspectives about the success perceptions of farmers from a socioeconomic and resource-based view using classification algorithms. Among the features that are of high importance in the classification in general, the most frequent variables were found to be external labor as the socioeconomic feature and profitability as the resource feature. The comparison between the unsupervised classification algorithms indicated that C5.0 performed better than CHAID (Chi Square Automatic Interaction Detection) and RF (Random Forest). Classifications of the success perceptions of family farmers differ from solo farmers in most of the features. Even though profitability and skills for exploiting opportunities are the key features in classifying financial success, as they are common among all farmers, there are distinctions for family farmers as well. Relevance such as self-determination success-organizational culture and emotional success-collaboration/networking skills refer to farming being a concentric business. This study provides unique insights for family farming as well, as most success perceptions are related to the resources available, but family-related means of success are associated with socioeconomic features.

Keywords: socioeconomic, resource-based view, classification, farmer, success

Presentation 2

Title: **Elimination of imperfection in fundraising data for philanthropic organizations**

Speaker: **Laila Kundzina,** Latvia University of Life Sciences and Technologies

Authors: **Laila Kundzina, Baiba Rivza, Peteris Rivza,** Latvia University of Life Sciences and Technologies

Annotation: The philanthropic organizations of universities founded by the Latvian state submit various reports on their achievements and future plans: a balance sheet submitted to the Revenue Service and a report submitted to the Public Benefit Status Commission.
Unfortunately, the information available on these information sites varies and is not complete in order to provide a complete picture of philanthropic organizations and individuals who wish to familiarize themselves with the activities of these organizations. There is the need that Saeima supplement the "Law on Annual Reports and Consolidated Annual Reports" for philanthropic organizations with the following additional information that they should fill out with 14 proposals.
This will make it possible to include diverse cooperation offers for different gender, age and income groups in fundraising campaign strategies. Philanthropic organizations could evaluate the value of investments to increase fundraising trends if they had the ability to evaluate the dynamics of public relations and marketing costs.

Keywords: Fundraising, data collection, philanthropic organizations.

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