



Jelena Popova

Nationality: Latvian **Date of birth:** 01/02/1968 **Gender:** Female

Phone number: (+371) 29109381 **Email address:** yelenagp@gmail.com

Work: 1, Lomonosov Str., LV1019 Riga (Latvia)

WORK EXPERIENCE

Associate Professor

Transport and Telecommunication Institute [2019 – Current]

City: Riga | Country: Latvia

Researcher

Transport and Telecommunication Institute [01/06/2020 – Current]

City: Riga

Expert of Latvian Council of Sciences in Economics and Business and in Natural Sciences fields

[2021 – Current]

EDUCATION AND TRAINING

Doctor of Economics

Baltic International Academy [2016]

Address: 1/4, Lomonosov Str., Riga (Latvia)

Master of Social Sciences in Economics

Transport and Telecommunication Institute [2010]

Country: Latvia

Bachelor of Economics

Transport and Telecommunication Institute [2007]

Country: Latvia

Master of Pedagogy and Psychology

Riga Aviation University [1995]

Country: Latvia

Master of Philology

Latvian State University [1991]

Country: Latvia

LANGUAGE SKILLS

Mother tongue(s): Russian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Latvian

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Office / Microsoft Word / Microsoft Excel / Microsoft Powerpoint / Outlook / Zoom / Skype / Facebook / Google Drive / Google Docs / Power Point

PUBLICATIONS

[2023]

[Effects and Externalities of Smart Governance](#)

[2023]

[ICO as Crypto-Assets Manufacturing within a Smart City](#)

[2023]

[Operational Mapping of Salinization Areas in Agricultural Fields Using Machine Learning Models Based on Low-Altitude Multispectral Images](#)

[2022]

[Impact of Smart Economy on Smart Areas and Mediation Effect of National Economy](#)

[2022]

[UTAUT Model for Smart City Concept Implementation: Use of Web Applications by Residents for Everyday Operations](#)

[2022]

[Aspects of E-Scooter Sharing in the Smart City](#)

[2022]

[Smart City: Sharing of Financial Services](#)

[2022]

[Factors Affecting the Growth of Demand on Carsharing Services Within Smart City](#)

[2022]

[Analysis of the Correlation between Mass-Media Publication Activity and COVID-19 Epidemiological Situation in Early 2022](#)

[2022]

[Review of Artificial Intelligence and Machine Learning Technologies: Classification, Restrictions, Opportunities and Challenges](#)

[2021]

[Decision-Making within Smart City: Waste Sorting](#)

[2021]

[Economic Basis of Digital Banking Services Produced by FinTech Company in Smart City](#)

[2021]

[Review of Some Applications of Unmanned Aerial Vehicles Technology in the Resource-Rich Country](#)

[2021]

[STRATEGIES OF THE UNIVERSITIES IN MANAGING THE INTELLECTUAL CAPITAL WITHIN THE SMART CITY CONCEPT: NARRATIVE LITERATURE REVIEW](#)

[2020]

[Economic or financial substantiation for smart city solutions: a literature study](#)

[2020]

[Impact of the Human Capital Factors on the Country Competitiveness](#)

[2019]

[FOREST STOCK AS A RENEWABLE ENERGY RESOURCE WITHIN THE FRAMEWORKS OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN LATVIA: PROS AND CONS](#)

[2017]

[Relations between Wellbeing and Transport Infrastructure of the Country](#)

[2014]

[Pervasive Impact of Corruption on Social System and Economic Growth](#)

[2014]

[Interdependence of social model factors and corruption](#)

[2014]

[Development of Product Promotional Strategy Considering the Risk of Non-demand](#)

[2015]

[Effect of considering the initial parameters on accuracy of experimental studies conclusions](#)

[2014]

[Social model type as a determinant of human capital](#)

[2023]

[Risk-Based Approach for Selecting Company Key Performance Indicator in an Example of Financial Services](#)

Informatics 2023, 10, 54. <https://doi.org/10.3390/informatics10020054>

[2023]

[Soil Salinity Estimation for South Kazakhstan Based on SAR Sentinel-1 and Landsat-8,9 OLI Data with Machine Learning Models](#)

Remote Sens. 2023, 15(17), 4269; <https://doi.org/10.3390/rs15174269>

[2023]

[Determination of Reservoir Oxidation Zone Formation in Uranium Wells Using Ensemble Machine Learning Methods](#)

Mathematics 2023, 11(22), 4687; <https://doi.org/10.3390/math11224687>

[2024]

[Exploring the health care system's representation in the media through hierarchical topic modeling](#)

Mukhamediev, Yelis, Yakunin, Popova, & Mussabayev, (2024). Cogent Engineering, 11(1), 2324614.

PROJECTS

[2020 – Current]

Dr.oec., Researcher Post-doctoral Research Project id. N. 1.1.1.2/16/I/001.

Research project No. 1.1.1.2/VIAA/3/19/458 "Development of Model of Smart Economy in Smart City"

[2019 – 2022]

Dr.oec., Researcher Enhancing Green Economy in 3 countries of Asia, Grant agreement 598470-EPP-1-2018-DE-EPPKA2-CBHE-JP - ENV2

HONOURS AND AWARDS

[2017] Baltic International Academy

The Best Professor

[2018] Baltic International Academy

The Best Professor

[2020] Baltic International Academy

The Best Professor

[2013] International Conference of Economics and Management, Lithuania

The Best Presenter of the Conference

ORGANISATIONAL SKILLS

Editorial Board Member Journal Green, Blue and Digital Economy

ACADEMIC ACTIVITIES

[Current]

Member of Committee

Bachelor Theses Defence

[Current]

Member of Committee

Master Theses Defence

[Current]

Scientific Supervisor of 5 doctoral theses

[Current]

Scientific Supervisor

Master Theses

[Current]

Scientific Supervisor

Bachelor Theses

[Current]

Reviewer

Master Theses

MOBILITY

[2023]

Research Staff

Mastercard, Waterloo, Belgium

[2023]

Research Staff

Up and Ahead: Skills for a More Resilient EU Workforce, Brussels, Belgium

[2023]

Research Staff

BlackCatCard and Financial Institution Papaya, Rome-Malta

[2023]

Research Staff

The International company "**UAB Levipharm**", Lithuania

[2023]

Research Staff

FinTech company **DigiNord**, Estonia

[2022]

Research Staff

International University of Central Asia, Kyrgyz Republic, Tokmok (Bishkek)

[2022]

Research Staff

Lithuanian Sports University (LSU), Kaunas, Lithuania

[2022]

Research Staff

BlackCatCard and Financial Institution Papaya, Rome-Malta

[2022]

Research Staff

The International company "**GT Corporation SE**", Estonia

[2022]

Research Staff

Etiline Kosmeetika OÜ, Estonia

[2019]

Research Staff

Erasmus (Romania, Sibiu, Lucia Blaga University)

[2018]

Academic Staff

Erasmus (Turkey, Istanbul)

[2015]

Academic Staff

Erasmus (Poland, Lublin)

[2007]

Academic Staff

Erasmus (Slovakia, Banska Bistrica)

SCIENTIFIC ACTIVITIES

[Current]

Peer Reviewer

*In total, reviewed 16 scientific articles for journals indexed in WoS and Scopus databases: **Sustainability, International Journal of Environmental Research and Public Health, Future Internet, Applied Sciences***