

European Integration and Baltic Sea Region: Diversity and Perspectives – 2015

International Scientific Conference

CONFERENCE PROGRAMME

Dedicated to the Latvian Presidency of the Council of the European Union
11-13 June, University of Latvia, Riga, Latvia



Organised by

Doctoral School “European Integration and Baltic Sea Region Studies (EIBSRS)”
Doctoral School “Political, Social and Economic Process Analysis in Post-soviet Area”
Doctoral School “Current Issues of Theology and Religious Studies”
Doctoral School “Insuring International Competitiveness of National Economy”
Doctoral School “Lettonica and Intercultural Studies”
Baltic Sea Region University Network
Latvian European Community Studies Association (LECSA)
State Research Program *EKOSOC-LV*

Programme

Thursday, June 11, 2015

17.30 – 19.30 Registration

18.00 Opening Cocktail hosted by Chair of the Conference Program Committee
Indriķis **Muižnieks**, Vice Rector for Research, University of Latvia –
Venue Raiņa bulv. 19, Cafe *Daily*

Friday, June 12, 2015

9.00 Registration and coffee

10.00 – 12.00 Opening and Plenary Session (Raiņa bulv. 19, Small Aula)
chaired by Tatjana **Muravska**, Jean Monet Chair ed personam

12.00 – 14.00 Lunch and Networking

13.00 – 14.00 Poster Session

14.00 – 15.30 Parallel Sessions

15.30 – 16.00 Coffee Break

16.00 – 17.15 Parallel Sessions

17.15 – 18.15 Round table “Role of Doctoral Schools in Strengthening of
Interdisciplinary Research” of Doctoral School leaders and
representatives moderated by Indriķis **Muižnieks**, Vice Rector for
Research, University of Latvia

Round table participants Tatjana **Muravska**, Valdis **Tēraudkalns**,
Juris **Rozenvalds**, Ērika **Šumilo**, Ina **Druviete**

18.30 – 19.15 Reception in Riga the City Council hosted by Juris **Radzevičs**,
Managing Director of Riga Municipality

19.30 – 21.30 Conference informal part and networking, hosted by Juris **Krūmiņš**,
Vice Chairperson of University of Latvia Senate, State Research
Program EKOSOC – LV Project Supervisor
in Rīgas Latviešu biedrības nams, Līgo zāle.

Musical impromptu by professor Valdis **Muktupāvels**

Saturday, June 13, 2015

10.00 – 14.00 Field trip (bus leaves from main building of University of Latvia
Raiņa bulv. 19 at 10.00) to places and facilities – best practice of
EU funding use: new campus of University of Latvia in Torņakalns
guided by project manager Imants **Klāvs** and Botanical Garden of
University of Latvia guided by director Anda **Sparinska** and vice
director Signe **Tomsone**

Detailed Conference Programme for Friday, June 12, 2015

Opening and Plenary Session 10.00 – 12.00 (Raiņa bulv. 19, Small Aula)

Mārcis **Auziņš**, Rector of the University of Latvia

Inna **Šteinbuka**, Head, Representation of the European Commission in the Republic of Latvia – EUROPEAN COMMISSION PRIORITIES IN THE BALTIC CONTEXT

Keynote speakers

Juris **Krūmiņš**, Dr.habil.oec., Full Member of the Academy of Sciences of the Republic of Latvia – DEMOGRAPHIC CHANGES AND CHALLENGES OF THE THREE BALTIC COUNTRIES

Baiba **Rivža**, Dr.habil.oec., Full Member of the Academy of Sciences of the Republic of Latvia, Zane **Buldergerga**, Dr.oec. – EUROPEAN FUNDING FOR SUPPORT OF YOUNG RESEARCHERS

Klaus **Rozenthal**, Dr. Dr.h.c. Dr.h.c., Professor, Paderborn University – KNOWLEDGE TRIANGLE AS WAY TO COMPETITIVENESS

Parallel Sessions (in alphabetic order)

14.00 – 15.30 and 16.00 – 17.15

1. Challenges of Population Development and Migration

(Raiņa bulv. 19, Senate hall)

Section chairs: Juris **Krūmiņš**, Zaiga **Krišjāne**, Dovile **Krupickaite**

Baiba **Švāne**, Jānis **Krūmiņš**

COMPARING MIGRATION PATTERNS IN THE POST-SOCIALIST METROPOLITAN AREA: THE CASE OF RIGA

Mihails **Kozlovs**

COMPARATIVE ANALYSIS OF MIGRATION'S ECONOMIC EFFECTS IN SERBIA, LATVIA AND MOLDOVA IN LAST DECADE

Armands **Pužulis**, Karīna **Jansone**

STANDARDIZATION OF HOUSING – RIGA APPROACHES

Olga **Rajevska**

ACQUISITION OF PENSION RIGHTS IN THE BALTIC STATES PENSION SYSTEMS

Ināra **Dundure**

PROPOSAL OF SUSTAINABLE OLD AGE PENSION SYSTEM

Anna **Žigalova**

CONSUMPTION TRENDS IN LATVIA IN FOOD AND DRINK INDUSTRY

2. Cognitive Science and Communication

(Raiņa bulv. 19, auditorium 3)

Section chairs: Jurgis Šķilters, Guido Sechi

Inese **Aleksejeva**

AN EMPIRICAL STUDY OF LATVIAN CONSUMER'S ATTITUDES AND PERCEPTIONS TOWARD GENETICALLY MODIFIED ORGANISMS (GMO)

Tom **Sander**, Romana **Olexová**

SOCIAL CAPITAL IN VIRTUAL AND REAL NETWORKS

Liene **Viļuma**

FROM USABILITY TO USER EXPERIENCE: CONCEPTUALIZATION AND RELATIONSHIP

Juris **Baldunciks**

GAMIFICATION USE IN MARKETING, ITS POSSIBLE APPLICATIONS IN LATVIA

3. Education and Language Policy (Raiņa bulv. 19, Small aula)

Section chairs: Ina **Druviete**, Dainuvīte **Blūma**, Gustav **Kristensen**

Kerttu **Kibbermann**, Gunta **Kļava**

LANGUAGES IN LATVIAN HIGHER EDUCATION: NORMATIVE AND STRATEGIC DOCUMENTS

Renāte **Rumaka**

INTERNATIONALIZATION OF HIGHER EDUCATION AND STUDENT MOBILITY TRENDS IN THE BALTIC STATES

Santa **Sproģe-Rimša**

IMPACT OF PRIVATIZATION ON HIGHER EDUCATION: ECONOMIC CONSEQUENCES. CASE OF LATVIA

Daniela **Grignoli**, Margherita di **Paolo**, Tinie **Kardol**, Liesbeth De **Donder**, Dorien **Brosens**, Maurice de **Greef**, Dieter **Zisenis**, Rosemarie **Klein**, Sanja **Cesar**, Anamarija **Tkalčec**, Radu **Constantinescu**, Alina **Vlăduț**, Avram **Sorin**, Titela **Vilceanu**, Liesbeth **Goossens**, Ilze **Buligina**, Biruta **Sloka**, Petra **Herre**

THE DEVELOPMENT OF A EUROPEAN LEARNING MODEL FOR INTERGENERATIONAL LEARNING GUTS (GENERATIONS USING TRAINING FOR SOCIAL INCLUSION IN 2020)

Ināra **Kantāne**, Biruta **Sloka**, Ilze **Buligina**, Ginta **Tora**, Juris **Dzelme**

VOCATIONAL EDUCATION AND LABOUR MARKET DEMANDS IN KURZEME REGION

Ilze Buligina, Biruta Sloka, Ināra Kantāne, Anita Līce

WORK-BASED LEARNING: EMPLOYERS PREPAREDNESS FOR INVOLVEMENT

Dainuvite Bluma

THE INFLUENCE OF NORDIC COUNTRIES ON EDUCATIONAL CHANGE IN LATVIA

Ina Druviete

TERTIARY EDUCATION IN NATIONAL LANGUAGE AND/OR IN ENGLISH IN THE BALTIC SEA REGION UNIVERSITIES

POSTER

Beata Kosiba, Maria Radziszewska

INTERNATIONAL EXCHANGE AS AN ELEMENT OF THE EDUCATIONAL POLICY IN THE BALTIC SEA REGION (BASED ON THE EXAMPLE OF THE UNIVERSITY OF WARMIA AND MAZURY IN OLSZTYN)

4. Management and Organisations (Raiņa bulv. 19, auditorium 6)

Section chairs: Baiba Šavriņa, Ērika Šumilo, Margarita Dunska, Ligita Šimanskienė

Marija Krumina

EARLY-STAGE ENTREPRENEURSHIP IN LATVIA AND OTHER EUROPEAN COUNTRIES: COMPARATIVE ANALYSIS

Ksenija Dmitrijeva, Ieva Pūķe

STANDARDISATION AND ADAPTATION CONCEPTS OF CORPORATE MARKETING AND COMMUNICATION STRATEGIES IN THE CONTEXT OF GLOBALIZATION PROCESSES

Daiga Ergle

ARE HUMAN RESOURCE MANAGEMENT TEAMS READY FOR ONBOARDING GENERATION Z?

Arnoldas Petrulis, Biruta Sloka

INTERRELATIONS BETWEEN MANAGEMENT ETHICS AND INTERNAL MARKETING

Sergejs Volvenkins, Biruta Sloka, Ināra Kantāne, Renāte Vidruska, Juris Baldunčiks

INTERNET MARKETING – CHALLENGES FOR COMPANIES IN LATVIA

Ligita Šimanskienė, Jurgita Paužuolienė, Biruta Sloka

THE ELEMENTS OF ORGANIZATIONAL CULTURE IN SOCIAL RESPONSIBLE ORGANIZATIONS: LITHUANIAN CASE

Grigorijs **Olevsky**, Margarita **Dunska**

PRECONDITIONS OF THE INTERNATIONALIZATION OF THE
KNOWLEDGE-INTENSIVE ENTREPRENEURSHIP

POSTER

Maria **Tissen**

THE LIST OF ACTUAL DUE DILIGENCE PROCEDURES WHEN
CARRYING OUT THE FINANCIAL ANALYSIS

Bahman **Peyravi**, Supervisors: Prof. Borisas **Melnikas** (VGTU), Prof. Inesa
Voroncuka (UL)

THE NEEDS OF INNOVATION IN SOUTH EAST EUROPEAN COUNTRIES
IN THE CONTEXT OF ENLARGEMENT OF EUROPEAN UNION

5. Knowledge Triangle and Competitiveness (Raiņa bulv. 19, Museum)

Section chairs: Klaus **Rosenthal**, Biruta **Sloka**, Svetlana **Saksonova**

Jānis **Paiders**, Juris **Paiders**

INNOVATIVE INTEGRATION CAPACITY OF THE BALTIC SEA
REGION INFORMATION TECHNOLOGY AND TELECOMMUNI-
CATIONS SECTOR

Ksenija **Ijevleva**

BUILDING CONSUMER AWARENESS

Sergejs **Paramonovs**, Ksenija **Ijevleva**

FACTORS INFLUENCING DEVELOPMENT OF MODERN AIRPORTS IN
THE BALTIC STATES

Zane **Zeibote**

CLUSTER COOPERATION IN THE BALTIC SEA REGION

Natalija **Verina**, Svetlana **Saksonova**

DETERMINING CORPORATE TAX BURDEN FOR LONG-TERM
DEVELOPMENT OF ENTERPRISES IN LATVIA

Timurs **Saifulīns**

SMART CITY MARKETING TOOLS: DEVELOPING INNOVATION,
BUILDING KNOWLEDGE INTENSIVE FUTURE

Laura **Keršule**, Biruta **Sloka**

EMPLOYEES MOTIVATION – EVALUATION OF EMPLOYEES
ATTITUDE IN A BIG TELECOMMUNICATION COMPANY

Svetlana **Jesilevska**

WHAT CAN BE LEARNED FROM AN INNOVATION SURVEY?

6. The Baltic Sea Region and the Impact of International and European Law (Raiņa bulv. 19, auditorium 42)

Section chairs: Artūrs **Kučs**, Irēna **Kucina**, Mart **Susi**

Jautrīte Briede

DISTINCTION BETWEEN ADMINISTRATIVE ACTS AND POLITICAL DECISIONS

Irena Nesterova

THE RIGHT TO PRIVACY AND PROTECTION OF PERSONAL DATA ON THE INTERNET: IMPLICATIONS OF THE GOOGLE JUDGEMENT

Arnīis Buka

REFERENCES FOR PRELIMINARY RULINGS: DIVERSITY OF EXPERIENCES IN LATVIA, SWEDEN AND HUNGARY

Zane Sedlova

PRELIMINARY REFERENCE PROCEDURE: SOME HISTORICAL LESSONS

Marta Ābula

RECENT TRENDS IN EU INVESTMENT POLICY

Val Gavriline

ACCESS TO JUSTICE IN EU (LATVIA) AND CANADA (ONTARIO)

Artūrs Kučs

THE CONTINUITY OF BALTIC STATES IN THE JUDGEMENTS OF THE EUROPEAN COURT OF HUMAN RIGHTS

Irēna Kucina

LATVIAN JUDGE AS EUROPEAN UNION JUDGE

Liene Pierhuroviča

THE EUROPEAN CONVENTION ON INTERNATIONAL COMMERCIAL ARBITRATION AS STANDARD FOR REPAIRING DEFECTIVE ARBITRATION CLAUSES

Lauris Rasnačs

IMPROVEMENT OF REGULATION OF THE PRINCIPLE COMPETENCE-COMPETENCE IN THE LATVIAN ARBITRATION LAW

Olga Beinaroviča

MEANING OF EUROPEAN LEGAL INTEGRATION IN EUROPE AND
ITS INFLUENCE ON THE BALTIC STATES IN THE AREA OF
COHABITATION LAW

Vadim Mantrov

REGULATION OF INSURANCE CONTRACTS WITHIN THE
FRAMEWORK OF THE SOLVENCY II DIRECTIVE AND ITS IMPACT
ON LATVIAN INSURANCE CONTRACT LAW

Lauris Bočs

COMMERCIAL BANK REGULATION IN THE EUROPEAN UNION

POSTER

Kristīne Kore-Pērkone

STATE LIABILITY FOR JUDICIAL BREACHES OF EUROPEAN UNION
LAW FROM NATIONAL PROCEDURAL AND INSTITUTIONAL
PERSPECTIVE

7. Political Development and Governance (Raiņa bulv. 19, auditorium 19)

Section chairs: Juris **Rozenvalds**, Stefan **Ewert**

Sergei Kruk

LEVIATHAN IS THE LANGUAGE: LATVIAN CONCEPT OF
LINGUISTIC INTEGRATION

Valdis Balcers

ALIGNMENT IN THE WESTERN SPACE POLICIES UNDER THE
INFLUENCE OF INTERNATIONAL FACTORS: CASE OF RUSSIA
2008-2014

Lilita Zemīte

LATVIA IN EUROPEAN POLITICAL SYSTEM. THE EXAMPLE OF THE
LEAGUE OF NATIONS

POSTER

Iwona M. Batyk

PROSPECTS FOR THE DEVELOPMENT OF ECONOMIC
COOPERATION BETWEEN RUSSIA AND THE BALTIC SEA STATES:
THE CASE OF POLAND

8. Territorial Cohesion and Regional Innovation (Raina bulv. 19, auditorium 7)

Section chairs: Tatjana **Muravska**, Gunnar **Prause**, Valdone **Darskuviena**, Elena **Dubra**

Ligita **Melece**, Agnese **Krievina**

COMPETITIVENESS AND INNOVATIONS IN THE FOOD SECTOR:
COMPARISON OF BALTIC COUNTRIES

Karina **Stadnika**

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND
IMAGE FMCG INDUSTRY

Romans **Putans**

YET ANOTHER, THOUGH DIFFERENTLY GROUNDED AND CASE-
STUDY FOCUSED, LOOK ON A CLIENT WITHIN PUBLIC SECTOR

Antons **Berjoza**

OUTLOOK ON ECONOMIC COHESION OF BALTIC SEA REGION
THROUGH FOREIGN TRADE

Kristaps **Soms**

IS THERE A PLACE FOR REGIONAL INNOVATION STRATEGY
WITHIN INDUSTRIAL POLICY IN LATVIA?

Inga **Jekabsone**, Biruta **Sloka**

THE ROLE OF INCLUSIVE MANAGEMENT IN PROMOTING WELL-
BEING IN MUNICIPALITIES

Vladimirs **Rojenko**, Aleksandrs **Dahs**

MEASURING DEMOGRAPHIC DETERMINANTS OF CREATIVITY:
EXAMPLE OF THE BALTIC STATES

Valeriia **Loginova**, Tatjana **Muravska**, Elena **Murashova**

THE UNIVERSITY-INDUSTRY INTERACTION TRENDS IN BALTIC
SEA REGION: BIBLIOMETRIC ANALYSIS

9. Security and Religion (Raiņa bulv. 19, Meeting room in Faculty of Theology)

Section chairs: Laima **Geikina**, Riho **Altnurme**, Valdis **Tēraudkalns**, Priit **Rohtmets**

Karīna **Barkane**

PRESERVATION PROBLEMS OF THE SYNAGOGUES OF LATVIA

Andis **Kudors**

THE SECURITIZATION OF THE ORTHODOXY IN RUSSIA

Priit **Rohtmets**

THE SOFT POWER OF THE RUSSIAN ORTHODOX CHURCH – A CASE FROM THE BALTIC STATES

10. Through the Centuries: European Dimension of Latvian History (Raiņa bulv. 19, auditorium 240)

Section chairs: Andris **Šnē**, Per **Bolin**, Jānis **Taurēns**

Dagnija **Baltiņa**

EUROPEAN DOCUMENTARY HERITAGE OBJECTS LISTED ON THE MEMORY OF THE WORLD REGISTER

Laura **Legzdina-Mantrova**, Baiba **Savrina**

THE HISTORICAL STAGES OF FAMILY BUSINESS IN LATVIA

Jānis **Taurēns**

EUROPEAN DIMENSION IN LATVIA'S INDEPENDENCE MOVEMENT (1988-1991)

Andris **Sne**

ARCHAEOLOGICAL RESEARCH IN LATVIA (1990s – 2010s): TRADITIONS AND INNOVATIONS

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Conference webpage: <http://www.lu.lv/eibsr2015/>

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