



Riga Stradiņš University International Student Conference “Health and Social Sciences” 2015

Abstracts of Social Sciences

RSU SP

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Dear participants!

It gives me a great pleasure to welcome you at Rīga Stradiņš University (RSU) Student Conference. This annual conference is a significant event for each RSU student and it brings together students and experts from different fields. This is the 64th RSU Student conference and we are proud to announce that this year it is an international event as the conference will gather participants from Latvia, Finland, Sweden, Norway, United Kingdom, the Czech Republic, Germany, France, Italy, Russia, Lithuania and other countries.

The RSU International Student Conference (ISC) will cover topics in health and social sciences and I am sure this conference will make an important contribution towards promoting high quality science among young researchers and the importance of science in the study process. I am delighted to see such widespread interest and meet enthusiastic participants with poster and oral presentations.

It is my great honour and privilege to welcome you in our university especially because year 2015 marks the 65th anniversary of the university, and also we have been enrolling international students for already 25 years.

I wish you a fruitful and successful conference and I hope this conference will open up great opportunities for all.

Professor Jānis Gardovskis
Rector of Rīga Stradiņš University

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SESSION I - POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

ECONOMIC SANCTIONS AS A RUSSIAN FOREIGN POLICY TOOL IN BALTIC STATES

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Introduction: Modern day globalized world is a place where intergovernmental relations matter really much. Good relations among neighbouring states may help to prosper economy and cultural dialogue. It is especially important, if there is a region with one great power and other smaller states – such as a situation of Baltic states and Russia. Since the fall of the Soviet Union, newly built Russia has always been both, the contributor and a distributor of services and goods in Baltic states. That is why it is really important to figure out the role of Russia in Baltic states economic situation and the possible influence of Russian economic sanctions against Baltic states.

Aim: to figure out if and how Russian economic sanctions affect economy and everyday life of Latvia, Lithuania and Estonia.

Results: Main results are the confirming of given thesis that “Russian economic sanctions that are aimed against Baltic states affect both economic state and political relations and bring more tension in intergovernmental relations.” What is more, one of results is that, during the research, it became clear that Russia is using economic sanctions more against Latvia and Lithuania than against Estonia. One more, is that sanctions that Russia implements on Baltic states, are not always successful and give the results that Russian side is waiting for.

Conclusions:

- Russia uses economic sanctions at times when its interests in neighbouring states are being harmed;
- The example of Baltic states shows that it is possible to use effective anti-sanctions tools without losing much;
- Economic sanctions, being a part of theory of Realism, approve that great powers do whatever they want without any restrictions;
- Most important, when analysing economic sanctions, is to analyse and understand interstate relations of specific case.

RUSSIA'S APPROACH IN LEGITIMIZATION OF ANNEXATION OF CRIMEA PENINSULA THROUGH UNITED NATIONS SECURITY COUNCIL

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Key words: Crimea, annexation, legitimization, human rights

Introduction: Annexation of Crimea peninsula is one of the latest territorial conflicts in Europe, which has considerably changed Western (United States and European Union) relations with Russian Federation.

Ukraine had become a zone of conflict because of different political direction opportunities: Association Agreement within Eastern Partnership platform by European Union and Membership within Customs Union and other attractive economic offers by Russia. Ukraine initially declined cooperation with European Union, however, due to power shift in a state, this position changed, what caused a sharp reaction of an opposite side.

According to Western view, in process of annexation of Crimea, Russia has breached countless international treaties and agreements as Budapest Memorandum, Helsinki Final Act, Treaty of Friendship, Cooperation and Partnership between Ukraine and The Russian Federation, United Nations Declaration on Human Rights, Nuclear Non-Proliferation Treaty, Constitution of Ukraine, adopted by Ukraine's opposition forces, as well as numerous articles of United Nations Charter.

Despite of Western opposition and attempts through United Nations to de-escalate the situation, Russia's position had remained rigid, which has been justified by numerous arguments, which will be expanded in next following paragraphs.

Aim: to explore Russia's approach in annexation of Crimea through United Nations Security Council. Simultaneously hypothesis was indicated, that Russia's legitimization of annexation of Crimea Peninsula was justified due to human right abuses in Ukraine.

Results: Russia's approach in legitimization of annexation of Crimea is divided in three sections:

- Russia's argumentation on power legitimacy in Ukraine, what focuses on processes when power shift in Ukraine occurred and numerous changes in state governance were made;
- Russia's argumentation on situation on Human rights in Ukraine, what focuses on Russia's attempts to defend and improve conditions of

Russian people rights in Ukraine and Russia's rights to deploy self-defence units in Crimea;

- Russia's argumentation on self-determination rights in Crimea, what focuses on attempts to enforce Crimean inhabitant rights for self-determination of their destiny, revision of Crimean territory's historic belonging, processes of "Crimean Referendum" and analogies of other international territorial disputes;

Conclusions: Previously indicated hypothesis during the research had accepted that Russia's legitimization of annexation of Crimea Peninsula was justified due to human right abuses in Ukraine. This research reveals how different understandings of particular processes might exist, how international norms might be fragile and flexibly interpreted, how easily national interests might collide towards international norms, how easily interstate conflict might disarray an order in regional and international scale.

RUSSIAN-JAPAN COOPERATION IN ARCTIC BEFORE AND AFTER WAR IN UKRAINE

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Key words: Russia, Japan, Arctic, cooperation

Introduction: The environmental and economic development in Arctic region has brought attention of World's biggest economies to regions economic value. The huge potential of Arctic has created not only ambitious economic projects, but also has brought some ex-rivals to cooperation initiative. Russian-Japanese emerging cooperation was a promising project in many areas, including possible progress of long time Russian-Japanese border dispute. Unfortunately Ukraine crisis made this cooperation almost impossible.

In 2008 Arctic region, for the first time since USSR collapse, was mentioned in Russian foreign policy papers as strategically important region of Russian economic and security interest. Russian economy, build on energy recourses export to industrial countries, is in constant need of new mining places exploration and tend to control as much oil and natural gas market as it is possible. Currently Russia is a biggest investor in oil and gas rich Arctic region exploration. Also, in near future, Russia is planning to create a Northern Sea Route, which will connect Pacific and Atlantic oceans through Russian north. In the same time, Russia faced reality in which Russia lacks vital technology and finances in order to realize Arctic

exploration on her own. Facing this problem, Russia turned not only to European companies for assistance but also started to search for partners in Asia.

As a third world largest economy, Japan is searching for new opportunities getting natural resources and logistical solutions for faster cargo shipment to Europe. Arctic energy and transport potential became strongly attractive for Japanese government, especially after tragedy in Fukushima, after which Japan decreased its atomic energy sector. As a highly industrialized economy, Japan saw its capability to offer ethnological and financial assistance to Russia in exchange for share in Arctic projects. Also, the potential of emerging Russian-Japanese Arctic cooperation was a good platform for political rapprochement and dispute settling between Russian and Japan. Russian and Japan cooperation in Arctic started to pop up on high policy level after Russia supported Japan observer status in Arctic Circle Council. Russian and Japan held six highest level meetings and general Russian-Japanese relationship become increasingly friendly making observers believe that economic interests are winning over history. But perspective cooperation was killed by war in Ukraine and sanction regime over Russian economy. Japan joined the sanction regime against Russian from the first day. Despite of Tokyo's attempts to drift among Washington and Moscow, political situation doesn't leave much room for Arctic cooperation.

Currently Russian-Japanese Arctic cooperation is frozen and has two ways of development: 1) complete break up with Russian main focus switching to Far East region and energetic cooperation with China 2) Neutral scenario in which Tokyo and Moscow will try to save momentum and wait until future development of Russia-West confrontation.

Summary: 21st Century's unique nature and climate changing process facilitated a new economic region development in Arctic Circle. The process of global warming and ice cap meltdown has brought world attention to possible political, economic and security development in Arctic. New economic possibilities that opens up with Arctic ice retreat attracts industrial nation attention around the world. Not only so called Arctic Circle countries (USA, Canada, Russia, Norway, Denmark, Iceland) but also countries from Pacific Asia like Japan, China, Korea and others are considering to be engaged in Arctic natural resource and transport route development. In the context of Arctic region economic potential a Russian-Japanese cooperation was developed. Two rival countries, for most of 20 century, began rapprochement in Arctic region. Unfortunately unexpected war in Ukraine and followed Western sanctions on Russian economy halted active Russian-Japan cooperation in Arctic. In this work we look at Russian-

Japan cooperation in Arctic region before and after Ukraine crisis and try to predict future cooperation level after sanction application.

CANDIDATE LIST MAKING PROCESS IN THE PARTY ALLIANCE “UNION OF GREENS AND FARMERS” FOR 12TH PARLIAMENTARY ELECTIONS

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Keywords: intra-party democracy, candidate selection, parliamentary elections, party alliance

Introduction: Political Party Law in the Republic of Latvia says that “Political parties carry out political activities and create their own internal organization, in accordance with democracy, openness and the principle of equality”(1st paragraph, 3rd point).If this law is unable to act, then it means that a party operation is directed contrary to legislative provisions and procedures.

Aim: to analyse how democratic is a candidate list making process of the Union of Greens and Farmers (Latvian: Zaļo un Zemnieku savienība, ZZS).

Tasks of the work wereto provide a theoretical framework for the presentation of political parties, particularly in political party internal democracy characterizing elements. Then provide party alliance characteristics explaining its structure and metamorphosis in 12-year period. Author also explored party statutes within the union to indicate the order in which intra-party associates have opportunities to influence the selection of candidates and then created a list of candidate statistics and assessed the electoral list of the first four leaders' performance, analyzing alliance's candidate list building process, as well as the results of the election.

Research hypothesis: The party alliance Union of Greens and Farmers has a democratic candidate list building for 12th parliamentary elections, in particular that party members vote candidates into the party list.

Results: All parties in the Union of Greens and Farmers has a principle that party members have a right impact with respect to the nomination of candidates at parliamentary elections.

Division by age group and gender refers to inequality in the party alliance Union of Greens and Farmers statistics, which can be interpreted as undemocratic electoral list building process.

Several party alliance leaders previous actions reflect the changing party affiliation, hence the support for various political forces at different time periods.

Individual candidate prior experience pointed to the personal interest promotion in policy, which implies that the reasons for these candidates standing for election are more personal, rather than party operation directed.

Conclusions: Consequently, the hypothesis that the party alliance Union of Greens and Farmers has a democratic candidate list building for 12th parliamentary elections, in particular that party members vote candidates into the party list, partly confirms.

THE EU COMMON SECURITY AND DEFENCE POLICY: THE EU BATTLEGROUPS

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Key words: EU defence and security, military cooperation, neofunctionalism perspective of the EU military integration

Introduction: Since adoption of the Petersberg tasks and later establishing of the EU Common Security and Defence Policy, the EU has positioned itself as the global security actor. In the 1999 Helsinki European Council the EU agreed to create common rapid response military units and in the 2007 the EU Battlegroup concept realized in first battlegroups to be placed on standby regime, since then each half year there are two 'ready to deploy' battlegroups waiting for the EU Council decision to be sent to the EU CSDP missions or operations. The EU Battlegroup concept has been long considered as first step towards common military forces of the EU, but as battlegroups have never been deployed it is now in question if this integration has future or it is now facing dead end. In the light of the recent events regarding the EU security, efforts to further develop military integration of the EU are again increase, also regarding reform of the battlegroup concept.

Aim: Aim of this paper is to research development of the EU Battlegroup concept and perspective of it to be basis for the creation of the EU common military forces. This research paper will be based on the theoretical approach of the Neofunctionalism by Ernst B. Haas. This theory states that common interests and interdependence between countries create source for further integration. Usually integration starts within one region or between states of common interests, but by developing it further "spill over

effect” causes more states and actors to join integration, clear example of this model is the EU itself.

Results: Research shows that the reasons for not deploying the EU Battlegroups are unwillingness of some member states to be involved in crisis by military means. This is cause of domestic political pressure, international political stance of individual member states or most commonly financial costs to send and supply the military forces to crisis region as common finance resources for military operations is very little. In this regard there are initiatives in the EU to reform ways how the CSDP operations and missions are financed, creating more common funding possibilities in framework of the ATHENA mechanism and if necessary change role of the EU Battlegroups to increase possibility to use this capability effectively.

Conclusions: Discussions in the EU about future of the battlegroups and idea of further developing them towards common EU military forces can be described by quoting title of the Dutch discussion paper about this concept: “Use them or lose them”. Because of increased security needs in the EU, integration of the military sphere within the EU is again increasing. It is clear that there is group of member states which share interest not to lose this developed concept and are willing to find a way to finally use it. Different initiatives how to change or improve the EU Battlegroups shows that there is common vision developing and will to continue the EU military integration, but common political will is necessary to continue this integration, key moment will be the EU Council in June 2015 where the EU battlegroup future could be one of the main topics.

SESSION II - ECONOMICS AND BUSINESS

ANALYSIS OF INTERNAL COMMUNICATION AS AN ELEMENT OF INTERNAL ENVIRONMENT IN ENTERPRISE "X"

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Introduction: Today there are many different organizations that easily come and go, because it is not a complicated task to open a business, the real challenge for these companies is to stay at the market and develop in order to obtain the desired results, achieve the objectives and of course gain profit. In this process, it is also important to be creative and original, which is not always a simple task for enterprises; therefore very often they come and they go in a very short time. Each organization acts as a mechanism therefore the secret is largely based on its internal functioning, operation, which is maintained by its employees, key executives and leaders. It is no secret that employees are the main and the most valuable resource of any enterprise. People, who day after day must solve complicated issues, come up with new ideas for developing their business idea, and solution for how to push the market, creating new products that would have no competitors. However, to make these processes run smoothly and effectively, employees need to be motivated, they have to be taken care of, because only satisfied employees may lead the enterprise towards the expected results.

The **object** of the research thesis was internal communication, but the **subject** of the research was analysis of internal Communication as an element of internal environment in enterprise "X".

The main **goal** of this research was to explore internal development, management mechanism and work mechanism of a specific enterprise in Latvia.

Conclusions:

1. Internal environment of the organization is formed by factors which can be influenced and changed by the managers.
2. 34,4% of employees considers that tiredness is the reason why misunderstandings appear at work during the performance of work obligations.
3. 82,4% of surveyed employees in case of uncertainties ask the necessary information to director or more experienced colleague who is competent enough in particular situation.

4. Upon taking the decision which are or not related to the work, at first employees evaluate each situation separately.
5. Employees keep their objectivity or logical thinking in stress situations on the bases of their work experience, support from other people and internal micro climate of team.
6. Going in for sports, resting, traveling or communication with colleagues is the most popular ways how to abreact.
7. In most cases achievement of personal goals and financial security motivate employees for more effective work results.
8. Director considers that if many internal problems would exist in the organization, it would not be able to develop and exist at all.

Suggestions:

1. Organization DPD Latvia must have a tendency each quarter to execute and achieve 100% of goals forwarded in the previous quarter.
2. Continue development and improvement of internal communication regarding the director and employees of the organization.
3. Continue the development of mutual communication among employees and general internal micro climate.

MARKETING MACRO-ENVIRONMENT OF SWEDEN

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Key words: marketing, macro-environment, economic factor, Sweden

Introduction: Nowadays it is a very hard and complicated process to manage an organization and run a business. In order to realize a successful and efficient promotion of products or services created by an organization and to attract the attention of potential customers trying to convince them of benefits of a company and its goods, there is a need to pay close attention to the organization's marketing activities. Without them success-oriented company cannot survive in the 21st century.

It is known that there are big differences between business environments in different geographical regions. Therefore entrepreneurs have to explore the target market, in other words, one of the task is to gain a comprehensive and wide knowledge and understanding of marketing macro-environment: economic, political, demographic and cultural factors of target country.

One of the most important Latvian cooperation partner in the economic and business field is Sweden. In Stockholm there is The

Investment and Development Agency of Latvia, which helps encourage mutual cooperation between Latvian and Sweden entrepreneurs. Moreover Sweden is the European country with arranged political, economic and business environment as well as high standard of living. Sweden is also good example of the marketing communication in the domestic and international level. Specialists are properly prepared in appropriate educational institutions as Berghs School of Communication. So Sweden is a potential country in which both Latvian and foreign companies could successfully offer their goods or services with an aim to expand their business and enter new markets.

In case there are a lot of marketing macro-environment indicators, the main attention in this research was paid to economic factors.

The **object** of the research was marketing macro-environment, but the **subject** of the research was marketing macro-environment of Sweden.

Aim: The main **goal** of this research was to characterize the impact of economic factors on the Swedish population and their consumption patterns during the period from 2008 to 2013.

Conclusions:

1. Marketing macro-environment consists of five main forces: political, social, technological, natural and economic factors.
2. Economic factors such as inflation rate, income source and level, expenditure structure affect consumer purchasing power and edition/consumption patterns.
3. In Sweden there is a successful and competitive economy with low government debt and low and stable inflation.
4. Sweden has impressively high standard of living: in 2012 Sweden had the third highest GDP per capita in the whole European Union.
5. Sweden hourly labour costs in 2013 reached EUR 40.1 (2nd place among EU countries).
6. During the period from 2008 to 2013 Swedish households' disposable income and final consumption expenditure in the domestic market increased steadily while the average number of people per household didn't change during this period – 2.1 person.
7. In Sweden people create more and more savings relative to disposable income.
8. In spite of the high standard of living and high incomes Swedes pay a great attention to product prices: the biggest attention is paid for prices of airline services.
9. In 2012 the largest household expenditure (27%) were made for housing, water, electricity, gas and other fuels, while the lowest – for education (0.3%).

EUROPEAN UNION STRUCTURAL FUNDS ABSORPTION IN LATVIA

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Introduction: Since 2004 Latvia has been member state of the European Union (EU). Currently the EU has 28 members and comprises more than 250 regions, however, all these regions have not developed equally. Pronounced differences between regions in the EU increased after the EU accepted 10 new member states, including Latvia in 2004, as well as after 2007, when 3 new member states joined, and also one of the Member States joined recently in 2013, whose development is below the EU average.

For this reason, EU Regional Policy has an important role both financially and politically. It was created as a tool for financial solidarity and a powerful driving force for economic integration. EU Regional Policy has promoted the development of disadvantaged regions by contributing the integration of the EU, allowing greater use of the benefits provided by it. EU Regional Policy is mainly realized through the Structural Funds and instruments to provide assistance to the poorest regions of the EU, which is a result of the growing commercial and competitive pressures of globalization.

Latvia has been granted assistance from the EU funds, prior to its accession to the EU, and has just completed the second of the EU Structural Funds programming period, which lasted from 2007 to 2013, in which Latvia was able to get EU structural funds for various projects and activities for implementation, and now has begun new programming period that will run from 2014 to 2020.

Aim: The EU Regional Policy and its funding covers all Latvia which is divided in to 5 regions – Zemgale, Kurzeme, Latgale, Vidzeme and Riga – and the aim of this project is based on the theoretical aspects of the EU's structural funds, to determine and analyze EU structural funds absorption in Latvia from 2007 to 2013.

In this project were used following research methods: Monographic and graphic research methods, as well as secondary data analysis.

Results: Before accession Latvia received financial support from the ISPA (EU structural policy for pre-accession instrument) which provides assistance to the candidate to enhance the preparation for membership of the EU and its funding till 2004 was 1.9 billion. Euro. From 2004 to 2013 Latvia was able to get from the EU Structural Funds (ERDF, CF, ESF, EAGGF, and FIFG) 10, 4 billion euros. Overall, till 2013 Latvia was able to get from the EU funding instruments 12, 3 billion euros in total.

From period 2007 – 2013 Latvia received financial support from EU structural funds which total amount was 4.53 billion. Euro. And the biggest financial assistance was provided through the ERDF, whose funding was mostly spent on improving transport and infrastructure, where were invested 30% or 1, 32 billion Euros of the total funding allocated from 2007 - 2013 planning period. Moreover, Latvia is in the first place from the Baltic States which absorb EU funding most effectively.

Conclusion: EU Regional Policy has an important role both financially and politically and the impact of this policy in Latvia is huge. As a result, not only cutting down considerable gap between income and opportunities but reducing also disparities between EU regions.

THE IMPORTANCE OF ERGONOMICS IN PROVIDING BUSINESS EFFICIENCY

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Introduction: Nowadays Latvia's labour market experiences rapid changes in the labour content and work organization: increased work intensity, long work hours – 24 hour employees, stress, overwork, performance „just in time”. It is important to find out, what is the comprehension of Latvian entrepreneurs about ergonomics and business efficiency. There is a question – how to adjust employee to these rapid changes, but at the same time providing effective business: high work achievements and the competitiveness of the company in long term, if the workplace is not safe and comfortable for the employee.

Aim: The aim of the research was to find out how Latvian enterprises evaluate their business effectiveness and also if the entrepreneurs understand the importance of ergonomics in providing business effectiveness.

Methods: In this research quantitative and qualitative data analysis was used. 77 respondents from small, medium and large enterprises took participation in this research (mostly managers). Respondents were selected randomly.

Results: Analysis of the research shows that ~84% respondents think that their organizations are effective. Mostly they think their organizations are effective because they have short and long term goals, different processes are being analysed, optimized, improved; organizations use different business effectiveness methods; they have a wide customer base; there is success in decreasing costs. 32,6% respondents claim that there are

no measurements made to determine effectiveness of processes. Organizations mostly use lean method (57%) and process management (57%) as business effectiveness methods. The least organizations use excellence models (7%), six sigma (7%) and statistical process of control (12,8%). Respondents claim that employees are involved in improving organization's effectiveness, mostly by including them in meetings, allowing them to give suggestions and ideas, by training them and letting them help to set goals. ~39% respondents think that the work load is not appropriate. ~26% of respondents think that employees can not affect working conditions. Nevertheless, ~30% respondents claim that employees are not involved in improving ergonomic solutions. ~86% respondents understand the importance of ergonomics in improving organization's effectiveness. Though, they understand its importance more when it is about work load and physical work conditions.

Conclusions: There are still employers that do not have enough knowledge about business effectiveness and its importance in organization's process management. They also lack knowledge about different business effectiveness methods, and also the management of an organization insufficiently knows the importance of ergonomics in providing business effectiveness. During the research there were some suggestions made, for example, organization's comprehension about ergonomics and its types should be improved, especially about cognitive and organizational ergonomics. Ergonomics as a business effectiveness method should be highlighted to improve organization's results. Also there should be more reachable training provided for an organization's management and employees about business effectiveness methods and ergonomics and its principles. The management of an organization should include employees more into solving ergonomic issues.

VIRGIN ATLANTIC AIRWAYS AIRLINE BRAND AND ITS DEVELOPMENT

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Key words: Virgin Atlantic Airways, Richard Branson, Brand

Introduction: An excellent example of a good brand is an international airline company Virgin Atlantic Airways (VAA), whose founder is adventure loving Sir Richard Branson, who has always believed that the brand does not end with its design, but it includes all the activities of the company, its employees and service quality.

According to Richard Branson: „Brands must be built around reputation, quality and price... People should not be asking “Is this one product too far?” but rather “What are the qualities of my company’s name? How can I develop them?”

This quotation shows Richard Branson's position on what constitutes the brand. He always puts a great deal of emphasis on quality of service, employees, which is a great deal of importance to the aviation business.

The **object** of the research thesis was branding, but the **subject** of the research was analysis of VAA brand development.

Aim: The main goal of this research: examination of the VAA airline brand and its development over the last years, to determine the prospects for development.

Conclusions:

1. Different authors offered different definitions of the brand, but the emphasis is being placed on defining the brand promise.
2. It is important not only for the daily care of the brand, but also regularly reminding about it with appropriate advertising and public relations.
3. The success of the brand is a good name, logo and the slogan, and a VAA brand analysis shows that these three things the airline has successfully created through the years.
4. A very important step in the analysis is the brand value. It can be concluded that the VAA brand value is high, because after the international brand valuation Organization, VAA enters the Top 10, and also the other years held high positions, according Superbrands studies.
5. The SWOT analysis shows that VAA in the aviation sector has been able to make themselves a very recognizable brand.
6. Expert interviews shows that a very important role in shaping brand development and visibility is Richard Branson, who, with his own activities, has been able to attract an attention.
7. The author's hypothesis confirms, because VAA pays great attention to quality.

Suggestions:

1. VAA has an excellent opportunity to increase the number of routes to the rest of the world to promote the brand and attract new customers.

2. In order to be sustainable, VAA must continue and evolve in the implementation of projects relating to innovation. VAA should be more active on promoting that they support “green thinking”.

SESSION III - LAW

LAND LEASE PAYMENTS WHEN SUBTERRANEAN DEPTHS USER AND LAND OWNER ARE DIFFERENT SUBJECTS

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Key words: land lease payments, subterranean depths use

Introduction: Currently in Latvia subterranean depths use legal framework either is in a conflict with other laws and other legal regulation or have an uncertain interpretation situations. For example the existing legal framework does not contain clear legal framework for land lease payments for situations when subterranean depths user and land owner are different subjects.

Since ownership regulation of subterranean depths use in this form and perspective has never viewed in Latvia, such study will make a positive contribution to legal framework analyses and improvement.

Aim: The objective of the article is to explore and analyze the actual tendencies of ownership regulation of Latvia subterranean depths use assessing the theoretical perspective of the subterranean depths use regulation in a single context with land lease payments.

Results: First results of ownership regulation's analyses reveal that there is controversial regulation in the field of land lease payments.

Regulation on land lease of a public person says that built-up or non-built-up land rent per year shall be determined as certain percentage from the cadastral value of the land depending from obstacles defined in legal framework.

Law on subterranean depths and Civil law says that subterranean depth and all mineral resources present there shall be owned by the land owner. But in some cases there can form situations when land owner is not a subterranean depths user. Energy law says that the underground part of underground natural gas storage sites shall be retained as State property. But land lease payment requirement refers to both situations equally with equal payment amount.

Taking into account above mentioned land owner with restrictions to subterranean depths use must pay land lease at the same volume as land owner with no restrictions to subterranean depths use and who for example could use subterranean depths for some storage of natural gas and getting benefits from owned land use. That situation could be unfair from

perspective of land lease payment aim -valuable use of the land and in some cases subterranean depths use.

That is only one example of the identified legal definition conflicts related with ownership regulation of subterranean depths use.

Conclusions: In Latvia currently the legal framework for ownership of subterranean depths use is incomplete and calls for some improvements. One of example is with land lease payments which refers equally with no difference have land owner restrictions to subterranean depths use or does not have.

Taking into consideration the firsts results of study and that the actual tendencies of ownership subterranean depths use in Latvia have never been carried out in detailed way the further study is required.

DETERMINATION OF LEGISLATIVE INTENT

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Key words: law, legislative intent, legislation, law-making, legislator

Introduction: The legislative intent is one of key elements required to successfully interpret a legal norm in order to apply it to real life situations. However the determination of legislative intent may prove difficult as in Latvian jurisprudence there is little information regarding the process by which the legislative intent is determined or the information sources to be used during this process.

Aim: The aim of the research was to create an accurate description of the process for determining legislative intent, as well as to explain the role and meaning of legislative intent in interpreting legal norms.

Results: The result of the research is a detailed explanation of the law-making process, including the legislative process in the parliament, revealing the process behind the formation of legislative intent and identifying the sources that should be used to determine legislative intent. Also the result of research the classification of legislative intent into two different kinds was proposed and substantiated and the proposition of several criteria which need to be fulfilled in order to recognize a source of information as a material used in drafting a bill and to consequently be used as a source for determining legislative intent.

Conclusions:

1. Legislative intent consists of two different elements – the form and the content. The form is defined by the vote of the parliament. The content however is derived from the materials of the law-making process,

including the materials of the legislative process among other sources of information.

2. If a legal norm is enacted without any amendments during the legislative process, the legislator practically accepts the meaning of the legal norm that was put into it by the authors of the bill, and the legislator accepts the intent of the authors of the bill as the legislative intent.
3. The annotation of a bill is an all-encompassing source for determining legislative intent, and it allows the legislator to comprehend the whole bill drafting process and the reasoning behind the bill without the need to examine every single bill drafting material involved in the drafting process. Therefore the utmost care and attention should be exercised when drafting said annotations.
4. When determining legislative intent, it is necessary to consider not only the decision of the legislator *per se*, but also the motives, foreseeable aims and the reasoning behind it.^o

HUMAN RIGHTS WITHIN THE EUROPEAN UNION'S FINANCIAL SECTOR

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Key words: European Union, financial sector, human rights

Introduction: The global financial shortcomings have proven its importance on the financial sector of the European Union (EU), as well as its sovereign states. The need for a sustainable legal framework for the particular financial sectors is evident. The author suggests the concept of a legal hedonic evaluation as a possible measure for the representation of the contemporary democratic society's interests for sustainable economic growth in the EU.

Aim: The aim is to advance the conceptual legal framework for economic interest representation within the EU. The research field consists of legal and political EU documentation. The used methods are: descriptive - for the textual description of the conditions, logical - for the structural representation of the research content, inductive - for general conclusions from individual premises and legal-technical - for the reasoning of legal merits.

Results: There is a lack of well-considered conceptual approaches to the legal framework of the EU's financial sector. The main shortcoming is with respect to the representation of economic interests through lobbying.

The merit for lobbying consists of democratic legal rights, especially individual human rights for the members of society. Therefore there is a need to consider an *ante factum* approach for the legislative impact evaluation within the EU.

Conclusions:

- 1) The modern day policy making within the EU's financial sector is missing a legal proportionality evaluation approach with respect to the democratic needs for stability during economic growth.
- 2) The legal value of lobbying determines the need for a comparison between private economic interests and general interests of our modern day democratic society.
- 3) The author proposes the legal hedonic evaluation with prior modeling of proportionality for legal acts that have an expected outcome on the direct economic interests of EU citizens which can have the desired effect of more direct democratic involvement in EU policy making within the EU's financial sector.

**CRIMINAL PUNISHMENT WITHIN THE CONTEXT OF
RESTORATIVE JUSTICE**

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Introduction: Crime is not desirable, yet it is an objective social phenomenon. It exists in all countries of the world regardless of the existing criminal law measures, the types of imposed criminal punishment or application of offender re-socialization and rehabilitation programs. Neither criminal punishment adjudged in the name of the state, nor public condemnation or the risk of repeated punishment prevents certain people from committing new criminal offences. By adjudging and enforcing criminal punishment the state declares its wish not only to punish the guilty person of their act, but also to prevent committing of new criminal offences. The fact that criminal offences are repeated, confirm the failure of the state when reacting to the earlier committed offence.

As a solution to the above listed problems, theoretical development and practical application of a new concept of criminal liability emerged in the world in the 70-ieth of the 20th century. It is generally known by the name of restorative justice and it proved to be one of the most effective means of remedying crime as a social problem.

Restorative justice is a process by which the offender, the victim, and other interested parties agree on the elimination of the consequences of

the offence. A range of significant differences exists between restorative justice and the present criminal law. First, restorative justice perceives an offence not only as breach of law, but basically as harm caused to the victim. Second, it engages more stakeholders in crime prevention (non-governmental organizations, the victim, mediators, the offender, the state), rather than letting the state and the offender alone remain the key players. Hence, in the model of restorative justice criminal punishment focuses on the offender's thinking and consciousness, instead of his body.

Since the year 2000, many elements of the concept of restorative justice (mediation, amicable settlement, release from criminal liability) have been gradually incorporated in regulatory enactments. The Latvian criminal punishment policy underwent considerable reforming after Latvia accessed the European Union in 2004. In 2009, with the Cabinet Decree "Regarding the Concept of Criminal Punishment Policy" new aims were set forth for the criminal punishment policy. In 2012, these aims were incorporated in the new wording of the Criminal Code, which came into force on 1 April 2013.

Aim: The aim of this study is to determine the effectiveness of the criminal punishment policy in Latvia and the factors affecting it.

Results: Although it is believed that law is used not only for deliberate creation of public relations in order to achieve socially important goals, but also for the correction of a socially undesirable result, this study shows that formal existence and use of legal provisions alone does not provide the desirable social effect and such problems cannot be solved by merely adopting formal legal provisions.

Conclusions: This makes one deliberate and recognize existence of other social ties along the legal and administrative ones, which should be created and enlivened for effective solution of issues related to crime.

MEASURES OF PREVENTION OF THREAT TO THE PEACE

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Key words: threat to the peace, prevention of armed conflict

Introduction: Undoubtedly human history has been dominated by war. So far it is impossible to reduce the possibility of occurrence of wars to zero, the issue of measures that could effectively reduce the risk of war to minimum still remains.

Aim: Reportedly, one of the measures of prevention of threat to the peace that falls within the national competence is criminalization of joining of foreign fight. So as to find adequate ways to confront terrorism and to

prevent the potential danger of returning fighters, regional bodies of certain states started to look for measures to prevent their citizens from fighting abroad.

Results: In the February 2015 the parliament of the Latvian Republic has adopted the amendments to the Criminal Law which prohibits Latvian citizens, non-citizens and foreigners who have a permanent residence permit for the Republic of Latvia, to participate unlawfully in an armed conflict abroad and to collect or transfer financial or other resources for the party of an armed conflict abroad which is fighting against the territorial integrity or political independence of the state or otherwise is acting contrary to the international law binding to the Republic of Latvia. These amendments to the Criminal Law prohibit also recruiting, training and sending persons to unlawfully participate in an armed conflict abroad.

According to article 77¹ of the Criminal Law of the Republic of Latvia the unlawful participation in an armed conflict is an active participation in an armed conflict abroad which is going on against the territorial integrity or political independence of the state or otherwise is contrary to the international law binding to the Republic of Latvia, contrary to the laws and regulations [laws and regulations of the Republic of Latvia] or to the international agreements binding to the Republic of Latvia.

One of the interpretations of this norm that may arise is the following. According to the article 2 of the law “Participation of the Latvian National Armed Forces in International Operations” Latvian National Armed Forces can participate in international operations within the scope of a mandate approved by the United Nations or another international organization, or in accordance with the international agreements binding to the Republic of Latvia and laws of the Republic of Latvia, as well as a decision of the Saeima, the Cabinet of Ministers or – in the case specifically provided for in the law – the Minister for Defense on participation of the contingent of the Latvian National Armed Forces in international operations. Thereby the only lawful way of participation in an armed conflict abroad may be participation as a member of the Latvian National Armed Forces. So far as there is no other law that can provide an order of lawful participation in an armed conflict abroad it becomes impossible to participate in such conflict, for example, as a member of the armed forces created by any European country for foreign nationals willing to serve in the armed forces of this country.

The other risk for those who plan participation in an armed conflict abroad is mentioned in the Citizenship law, according to which the citizenship may be revoked if the person serves voluntary in the armed forces or military organization of other country without an authorization of the Cabinet of Ministers except where the person is serving in the armed

forces or military organization of a Member State of the European Union, a Member State of the European Free Trade Association, a Member State of the North Atlantic Treaty Organization, the Commonwealth of Australia, the Federative Republic of Brazil, New Zealand or in the armed forces or military organization of a country with which the Republic of Latvia has entered into an agreement regarding recognition of dual citizenship, without permission from the Cabinet of Ministers and in the case of revocation of Latvian citizenship the person does not become a stateless person. For those, who have obeyed this obligation to receive authorization of the Cabinet of Ministers, the above mentioned Criminal Law's prohibition of participation in armed conflicts abroad which is going on against the territorial integrity or political independence of the state may cause misunderstanding of correct behavior.

Conclusions: In the February 2015 the parliament of the Latvian Republic has adopted the amendments to the Criminal Law. According to the annotation of the Amendments of the Criminal Law the aim of them is to prevent the illegal engagement of nationals in armed conflicts abroad which is going on against the territorial integrity or political independence of the state or otherwise is contrary to the international law binding to the Republic of Latvia.

Admittedly no law has complete solutions to all the specific situations that the reality can provide. But the effectiveness of international and domestic law depends on the extent to which their implementation in practice has been achieved by the state.

METHODS OF STATUTORY INTERPRETATION AND THE POSSIBILITY OF CREATION OF NEW METHODS OF STATUTORY INTERPRETATION

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Keywords: law, jurisprudence, statutory interpretation, methods of statutory interpretation, application of legal norms

Introduction: Statutory interpretation is an integral part of the application process of legal norms in Roman law legal systems, and there are four generally recognized methods of statutory interpretation – grammatical, historical, systemic and teleological. However some legal scholars have proposed the existence of other methods of statutory interpretation, while others have different opinions regarding the purpose of

said methods. Therefore it can be concluded that there no clear consensus regarding methods of statutory interpretation and their application.

Aim: The aim of the research was to create a comprehensive description of every established method of statutory interpretation and also to analyze proposed new methods of statutory interpretation in order to establish whether these proposed methods can be recognized as such. Another aim of the research was to

Results: The result of the research is a comprehensive explanation of the substance and application of four recognized methods of statutory interpretation, the interaction between said methods as well as an analysis of several fundamental errors in the process of statutory interpretation made by the courts of Republic of Latvia.

Conclusions:

1. The well-established main principles of statutory interpretation are as stable and unchanging as general principles of law, e.g. the principle of justice, and the essence and technical application of the methods of statutory interpretation is invariable regardless of changes in the society.
2. Logic is not a separate method of statutory interpretation, it is a „tool” to be utilized by the interpreter in order to properly apply the four established methods of statutory interpretation as well as comprehend the information gained by applying said methods.
3. The proposed new methods of statutory interpretation are in fact elements of the four already established and recognized methods of statutory interpretation that can be used by the interpreter in order to gain a more comprehensive understanding of the legal norm in question.
4. The list of four recognized methods of statutory interpretation is exhaustive, and, if applied properly, the abovementioned methods allow for a full understanding of the interpreted legal norm.
5. In no instance should the usage of only a single method of statutory interpretation be considered sufficient to draw a final conclusion on the essence and way of application of the interpreted legal norms.
6. Analysis of statutory interpretation in judgments and decisions of courts is generally burdened by the minimalistic reproduction of the process of statutory interpretation in said judgments and decisions.

SESSION IV - COMMUNICATION

GENDER DIFFERENCES IN AUTOBIOGRAPHICAL MEMORY

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Keywords: autobiographical memory, gender differences.

Introduction: “Gender differences in autobiographical memory” is the topic this paper focuses on. This paper is a systematic literature review, in order to carry out the purpose of to find literature and to do the theoretical analysis on it about previously mentioned topic.

Aim: The aim of this research paper is to find the answers of set of questions. What is autobiographical memory? What are the influential factors for this memory type? Are there gender differences in autobiographical memory? What are the differences?

Results: Theoretical part consists of two chapters, where answers to the determined questions are explained. During this theoretical literature analysis, it was found that autobiographical memory is a uniquely human form of memory that goes beyond recalling the who, what, where, and when of an event, to include memory of how this event occurred as it did, what it means, and why it is important (Bruner, 1990; Fivush & Haden, 1997; Fivush, 2010; Labov & Waletzky, 1967; Ricouer, 1991). As well, there are many influential factors for this memory type as neurological, development, cognitive and culture and social interaction factors. In this paper all these areas of research are taken into a consideration.

In the latest research work gender differences in autobiographical memory are found and proven. The autobiographical memory neural networks are found to be in the frontal, temporal and occipital lobes. Also there are evidences that there are different brain regions that are being activated by the autobiographical memories for women and men. Research in development psychology has found that different stages of age affect memories, and it is mentioned for girls that they have more advantages over boys. In cognitive psychology research there is found that women’s more than men’s autobiographical memories are more specific and filled with emotions. While in culture and social interaction research there is found that women have different social interaction models than men and it influences how the autobiographical memories are formed.

Conclusions: This systematic review did find conclusive results that there are gender differences in autobiographical memory, and these differences are found to be in different levels of individual, from neurological to social and culture specific differences.

PSYCHOMETRIC PROPERTIES OF ANOMIA SCALES FOR LATVIAN POPULATION

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Key words: anomia, trustworthiness to government and other social institutions, meaninglessness, social isolation, factorial validity, reliability

Summary: The purpose of this research was to determine psychometric properties of Anomia Scales developed by J.Ļevina, K.Mārtinsone and D.Kamerāde on the base of the integrative multidimensional model of anomia (Ļevina, Mārtinsone & Kamerāde, 2015). The integrative multidimensional model consists of three main dimensions of anomia: normlessness, social isolation, and meaninglessness. Each dimension includes two sub-dimensions: normlessness – social distrust and an individual’s deviation from prescribed rules and customs, social isolation – estrangement to others and cultural isolation, and meaninglessness – lack of goal clarity and generalized sense of meaninglessness. Using the secondary data from the third European Quality of Life Survey (EQLS) three subscales of anomia – Trustworthiness to Government and Other Social Institutions, Social Isolation and Meaninglessness – were constructed (Ļevina, Mārtinsone & Kamerāde, 2015). The sample consisted of Latvian inhabitants - 1009 participants aged from 18 to 92 years ($M = 52,04$, $SD = 19$). 352 (35%) were males, 657 (65 %) – females. The factorial validity of anomia was established using principal components analysis with varimax rotation; this yielded three factors: social trustworthiness, social isolation, and meaninglessness. All constructed subscales of anomia had high internal consistency. The reaction and discrimination indices satisfied the accepted psychometric criteria.

ADAPTATION OF „DEESE/ROEDIGER-MCDERMOTT PARADIGM”

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Key words: Deese/Roediger-McDermott paradigm, false memory, activation-monitoring framework, fuzzy-trace memory

Introduction: Since the beginning of the false memory research in cognitive psychology that started with Elisabeth Loftus and misinformation effect in mid-1970s, the fallibility of memory has become a significant subject in different areas including law, marketing and politics. Term “false memory” is used regarding vivid and detailed memories that are either distorted real memories or memories of events that have never taken place. Currently one of the most popular research methods in false memory research is “Deese/Roediger-McDermott paradigm”, which was first designed in year 1995 and revised in 1999. The method is based on the principle that pronouncing one word activates a semantic network with semantic associates, which is then monitored to either disqualify or diagnose wrongly remembered word. This particular test consists of thirty-six lists with fifteen semantic associates in each and each of these lists has a critical lure that combines all the words together. When lists are played, the associates activate the semantic field in the human brain and as a result in faulty monitoring, they might reproduce a critical lure instead of a studied word.

Aim: The aim of the paper was to perform the first stage in adapting “Deese/Roediger-McDermott paradigm”, as a result receiving answer to the research question regarding psychometric indices compliance with norms in psychometrics and indices in the original test.

Results: Results showed insignificant negative correlation among veridical memories and critical lure in the recall test ($r = -.32$), while in the recognition test correlation was negative significant ($r = -.52$). Across lists ($n = 36$), significant correlation among remembered and recognized words could be seen ($r = .58$), as well as among critical lures ($r = .63$). Similar results could be seen across participants ($n = 45$), where significant correlation was among veridical words ($r = .69$) as well among critical lures ($r = .68$).

Conclusions: Results partially comply with the results from the original research and leads to the conclusion that stimulating words in the lists facilitates the forming of false memories.

THE ROLE OF MERCHANDISING IN COMPANY „RIMI LATVIA”

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Key words: merchandising, shop, communication, product arrangement

Introduction: The count of decisions made in the shopping process is growing fast. This is the reason why there is a need for an effective communication in shops. The main goal for this communication is to attract attention of consumers and to encourage taking a buying decision. The high competition in market is asking to take every chance we've got to sell our product.

Aim: to investigate merchandising elements used in „Rimi” shops, their connection with success of the company in Latvian market, and to find out what type of product arrangement is used in „Rimi” shops.

Tasks:

- 1) to form the theoretical basis by collecting and analyzing information from scientific literature and other sources,
- 2) to analyze companies „Rimi Latvia” working principles and financial results in the last five years,
- 3) to get to know merchandising elements used in „Rimi” shops and their efficiency - product arrangement, lighting, music, price tags,
- 4) to compare product arrangement in „Rimi” and two other shops „Maxima XXX” and „Prisma”.

The research object is merchandising, research subject – the role of merchandising in company „Rimi Latvia”.

The hypothesis – combined product arrangement is implemented in „Rimi Hypermarket” shops.

Conclusions:

- 1) Author opinions differ – we can interpret communication in shops like advertising, like sales promotion, or even consider shops as a type of media;
- 2) Nowadays shops are becoming media centers, but „point-of-purchase” communication doesn't reach that part of audience, which is not actively engaged in the buying process;
- 3) Merchandising is a marketing communication complex in the sales area;
- 4) One of the main merchandising principles is successfully implemented in „Rimi” shops – bright light makes a feeling of clean environment, but darker lighting in store aisles attracts costumers attention to products in shelves;
- 5) Interior and music in „Rimi” shops makes a friendly and lively image;
- 6) The Latvian consumers' willingness for discounts is satisfied with messages like „Good price”, even if there is no discount;

- 7) There are similarities in product arrangement in shops „Rimi Hypermarket” and „Maxima XXX” - customer flow goes along perimeter of the store, there are more „islet” arrangement elements used in combined product arrangement;
- 8) Different principles are used in shops „Prisma” – the flow of customers is not strictly controlled, there are more „line” arrangement elements used in combined product arrangement;
- 9) The hypothesis of this research is approved - combined product arrangement is implemented in „Rimi Hypermarket” shops.

ADVERTISEMENT EVALUATION AT WEBSITE INBOX.LV

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Introduction: Internet is social, mobile and precise. Internet is comparatively new environment for information exchange. However in comparison with the usual mass media, the most significant global network benefits provide very rapid increase of users. Furthermore the rate of popularity of the global network is increasing as well. Therefore internet may be observed as an effective tool of business and advertising even in local markets.

Advertisement in the internet is unusual for the consumers and therefore they are more attracted. Advertising placement in websites shows the progress of the advertiser and favourable emphasises him or her on the background of competitors. Regardless of somebody`s website, global website may be used as advertising media by reserving a place for web banner in other websites.

Advertising in the internet is necessary, because every day, every hour thousands of new users join the web and they may become clients or partners or they may change and improve the business.

Creative approach, attractive solutions and individuality are features that characterises good practise regarding advertising in the internet. The possibilities in the internet anticipate communication with the help of texts, videos, images and audio tools, therefore advertising in the internet is unusual for the consumers, and therefore they are more attracted. Web banners may serve as the first stimulus in order to initiate some part of potential clients to make decisions in the process of purchasing, but the e-mail marketing may cause an immediate clients` action.

Website inbox.lv is the most popular Latvian internet resource, which also is one of the biggest advertisement placements in the internet

space in Latvia. Advertisers have a great opportunity not only for placement of web banners in different sections of the website, including the main section of it, but also place their advertisements in the e-mail section.

Since internet popularity has grown, advertising also has a new shape and it shows the effectiveness of the tools used on advertising. As the company has placed the advertisement in the internet, it has an ability to keep up with the advertising campaign, its efficiency by receiving data on the interests of potential target audience and make changes in cases of collision and interference.

The **object** of the research is evaluation of advertising in SIA „Inbokss” website inbox.lv and the subject is advertisement.

Aim: The main target of the research is to analyse and evaluate the advertisement in the website inbox.lv and develop suggestions for the improvement of advertising.

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