



RĪGA STRADIŅŠ UNIVERSITY
INTERNATIONAL
STUDENT CONFERENCE

HEALTH AND SOCIAL SCIENCES

ABSTRACT BOOK
Social Sciences

16 March 2016



RĪGA STRADIŅŠ
UNIVERSITY

 **RSU SP**

RĪGA, LATVIA



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Preface

Dear participants,

It gives me a great pleasure to welcome you at Rīga Stradiņš University (RSU) International Student Conference 2016. This annual conference is a significant event for each RSU student as it brings together students and experts from different fields. This is the 65th RSU student scientific conference, and we are proudly continuing our path to organise it as an international event – this year conference will gather participants from Latvia, Lithuania, Poland, Russia, Ukraine, Norway, United Kingdom, Germany, Kazakhstan, and other countries.

The RSU International Student Conference (ISC) will cover topics in health and social sciences – the fields of study that RSU offers for our students – 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. RSU strives to train students with comprehensive knowledge, thus developing scientific research skills. Our scientific conference is the place to demonstrate these skills to a broad range of teachers, experts and students from many countries in the world. In addition, it is the chance to hear and appreciate the presentations of your peers.

I am delighted to see such widespread interest and meet enthusiastic participants with poster and oral presentations. I wish you a fruitful and successful conference and I hope it will open up great opportunities for all.

Professor Jānis Gardovskis
Rector of Rīga Stradiņš University

Dear participants, colleagues and friends,

We are honoured to welcome you at Riga Stradiņš University International Student Conference “Health and Social Sciences” 2016. This year we celebrate the 65th anniversary of student scientific conference in our university. Our students have been using this opportunity for presenting their researches almost since the very beginning of RSU. Why not make this experience more valuable by inviting colleagues from many different countries in the world to share their scientific works with us? For this reason, this is the second year in a row when RSU Student Council organises this grand event in international scale. Yes, we, the organisers, are students from RSU, who are interested in science and the amazing prospect of being able to share our thoughts with our peers from Lithuania, Poland, Russia, Ukraine, Norway, United Kingdom, Germany, Kazakhstan, and other countries where ISC participants are from.

Every year is a new chance to learn from our previous experience and make this event even better than it was. This time we offer practical workshops, led by the teachers of RSU, for our participants. We are thankful to all the doctors and experts without whom this event would not be possible.

We are delighted that you have decided to be part of our conference, and we wish you all the luck in presenting your scientific work. Enjoy your time at RSU ISC 2016 and make the most out of this experience by learning new knowledge and meeting new friends and future colleagues!

Valdis Ģibietis
Chair of the Organising Committee

ORGANISING COMMITTEE

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Daina Bleiere

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OPPORTUNITIES FOR THE CREATION OF CROWDFUNDING PLATFORMS AND THEIR NECESSITY IN THE BALTIC STATES

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Scientific research supervisor: *Dr. Henrijs Kalkis*

Rīga Stradiņš University, Latvia

Introduction. Crowdfunding is a platform for funding that has grown so rapidly during the last few years that it has become the best known method for funding new innovative projects. Throughout the last years crowdfunding has attracted not only the creators of new innovative projects but also investors, businessman and consumers. This type of funding is very important nowadays because loans and investments from banks, business angels, investors and incubators have become harder to get for young entrepreneurs of the Baltic States. Thus there is a need for a type of funding that is less risky, is available to anyone and is more effective than the traditional forms of funding.

Aim. To research and analyze the necessity and the possibility of creating a crowdfunding platform for the Baltic States.

Materials and methods. Used methods for the research: Graphic, Monographic, Analytical method, Empirical method, Interviews of experts.

Results. The availability for loans to private sector of Latvia has decreased for 38%, Lithuania for 20%, Estonia for 7.4 from 2009 to 2014 which means that it is harder for young entrepreneurs to gain funding for the realization of their ideas and projects. And this availability for Lithuania and Latvia is still continuing to decrease. Private organizations (business angels, incubators, investors) that provide loans and investments, have begun a tougher evaluation of whom they should give loans to and the size of loans. Approximately 70% Baltic states projects that are realized using known platforms like "Kickstarter" or "Indiegogo" fail because of the lack of information about the process for carrying out the project. Although the market of crowdfunding in 2014 increased by 164%, the entrepreneurs and project managers from Baltic states are still rather uninformed about the possibilities and ways to get international funding using crowdfunding services. Research shows that there is a necessity and future for a crowdfunding platform in the Baltic States but it would have to comply with a certain criteria in order to be successful.

Conclusions

1. On a platform that is local and reward-based, the Baltic States crowdfunding platforms should focus on local – social and cultural projects. It would only be beneficial if the platform would be fully funded from the State budget or from a different institution;
2. By making a platform which is based on rewards and is local, it is necessary to create a separate department for consultations that would give advice including strategy, pitch video, social media communications etc. to more technological and huge projects meant for wider audiences on international platforms.
3. By making a equity-based crowdfunding platform it would be possible to realize bigger projects and raise more money on a local platform but there would be fewer offers from project implementers and also the project will be less recognizable then projects on reward-based platform.

ANALYSIS OF INTERNATIONAL BRAND MARKETING COMMUNICATION IN LOCAL MARKET

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Scientific research supervisor: *Bc. Gundega Laugale*²

¹ *Rīga Stradiņš University, Latvia*

² *Danone office at Riga, Latvia*

Introduction. Today the market of Baltic countries is more open than ever. This means, there are many international companies which entrance local markets with strong brands, great organization history and clear business plans how to grow even more and compete with much smaller local companies and brands. But not always big name drives high profit. At least for *Danone* which is one of the leading food companies worldwide, operating in Baltics for already 18 years is not an easy business. Mostly, this can be explained as a result of consumer insight of a milk product segment which can be described as highly appealing to products of “home producers” and local brands. Even more, in Baltics which is small market itself, milk product segment has a very tight competition. Therefore international companies such as *Danone* should work on their brands` marketing communication plans very accurately.

The **object** of the research thesis was marketing communication, but the **subject** of the research was analysis of international brand marketing communication in local market.

Aim. The main goal of this research was to explore international brands marketing communication creation, implementation and evaluation processes.

Conclusions. According to the experience gained from an internship at *Danone*, the author concluded that:

1. Marketing communication creation process of international brand for local market asks for smart balancing between international guidelines of marketing communication plans and specific characters of the local market.
2. Although marketing communication plans are made year ahead, a dependence from suppliers, distributors, agencies and retailers cause for corrections of materials of marketing communication persistently.
3. Visibility of POSM (point of sales materials) is highly depended from work of retailers and distributors which are responsible of disposition of these materials.
4. Although marketing communication for all Baltic countries are almost equal, results of marketing project effectiveness may differ significantly.
5. The most difficult to evaluate is the effectiveness of event sponsorships.

Suggestions

1. Clearly define “user profile” of followers of brand`s social media accounts (such as Facebook and Draugiem.lv), in order to make more engaging content for them.
2. Choose chains of retailer for POSM disposition more accurately in order to meet target audience more efficient.
3. Do not pity the time to organize price competitions between different agencies for preparing various marketing communication materials in order to save marketing budget funds.

DEVELOPMENT OF INTERNATIONAL TRADE – SUCCESSSES AND BIGGEST CHALLENGES

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Keywords. International trade – successes and challenges.

Introduction. In a world of connections and worldwide trade routes, it is important to understand how this all began and why do civilisation, as it is today, has the trading system as it is. Today it is possible to make huge deals between companies or states just by few clicks on a computer. Moreover, not only trading system has been made global, but also transportation system. Because, it is not only important to sell something, it is also as important to transport it from one point to another. And this is where huge container ships or huge airplanes take place.

Materials and methods. Main theoretical frame is based on basic economics theories and specific theories about international trade, for example, on Stephen Gill's disciplinary neo-liberalism. Method of the research is discourse analysis, that was based on World Bank research *Globalization and International trade*.

Aim. The main aim of this research paper is to figure out how international trade has become what it is today and what are both, main successes and main failures.

Results

- Global trade is one of the main aspects that affects the spread of democracy all over the world;
- Economic unions are made because and based on global trade positive affects;
- To maintain control and fair trade circumstances all over the world is a greatest challenge;
- Future global trade system is going to change as understanding about economics are going to change.

Conclusions. Main results are confirming that "international trade has been one of the greatest achievement in the history of human kind". It is clear that establishing worldwide system of trade and making an agreement on the rules how the system works is a very challenging job to do. Another challenge is to maintain control and fair trade circumstances all over the world. One of the biggest success stories is that global trade has become one of reasons why democracy prospers.

THE DEVELOPMENT OF EXPORT OF EDUCATION FROM GLOBAL AND LATVIAN PERSPECTIVE

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Keywords. Education, export, Latvia.

Introduction. Export of education is a growing market throughout the world, so it is important to understand the lines of development from global and Latvian perspective

Aim. The purpose of the research is to examine the development of education globally and analyze the current development of export of education in Latvia suggesting the lines of development.

Materials and methods. Data used for the research was a collection of scientific researches to create an understanding of the overall situation and reasons behind it, the statistical data to analyze the changes were obtained from official databases.

Results. Education is recognized as being one of the most important social institutions that impacts different cultures, economic growth, consumer behavior and many other aspects. Since the 1950s the number of students who get international study experience has grown notably. The reasons to choose to study abroad since then have changed too – if it was only exclusive chance for brilliant minds at first, nowadays it varies from economic reasons, academic challenges to adventurous spirit and many other reasons. The statistics show that in 1990 there were 1.3 million students who chose to study abroad, whereas in 2011 it was already 4.3 million students. This creates growth of almost 6% per year and it is a subject to still change. In 2010 European Commission presented its European Union growth strategy, which includes increase of the export of education, which means that the market will continue growing. With this strategy of European Commission all countries of European Union are subjected to include these changes in their plans of development locally. The export of education benefits to all parts involved – for higher education institutions it means growth in the number of students, international recognition, opportunities to create international relations. For students it means international experience, wider circle of acquaintances, more options to fit the needs. For the hosting country it means sustainable export, economic gain from students living in the country and spending and using resources and an opportunity to invite and hold to motivated, enterprising and economically active young people.

The number of international students studying in Latvia since 2008 has been growing every year. This is a very significant fact and should be endorsed to continue growing since the total number of students in higher education institutions since 2008 has been falling every year. International students in Latvia is a good way to balance the fall of local students studying abroad. Year 2015 was significant year for Latvia, since it finally recognized the importance of export of education, by awarding the Export and Innovation Awards highest award Leading Export 2015 to Rīga Stradiņš University. This is a significant proof that Latvia is recognizing and supporting the export of education.

Conclusions. The number of student studying abroad has been growing and is expected to grow still. European market will be growing significantly since the Strategy-2020 states for all countries to support the export of education. Since the number of students in Latvia keeps falling, it is great opportunity for Latvia to create welcoming platform for international students to support economic growth.

"MADARA COSMETICS" COMPETITIVENESS ANALYSIS

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Keywords. Organic cosmetics, competitiveness, analysis.

Introduction. Nowadays, companies face with changing external environment changes, forcing companies to act quickly to adapt the changes. The growing consumer expectations increase the number of companies that offer a variety of solutions to meet consumer expectations. The growing number of enterprises intensifies the competition among them. The company's sustainability, market position and future development is determined by competitiveness.

Aim. Based on the theoretical and practical competitive analysis, determine the company's "MADARA Cosmetics" competitiveness and its improvement opportunities.

Materials and methods. The methods used in this work are monographic, graphic, calculations constructive, analytical, casual analysis and qualitative research methods.

Results. The company's competitiveness can be estimated by the Porter's five forces model, SWOT and the company's financial performance analysis. "MADARA Cosmetics" is a Latvian brand which produced organic cosmetics are offered in 3 franchise stores in Latvia and 25 countries around the world. Analyzing "MADARA Cosmetics" by the Porter's five forces model, it was concluded that the company has some gaps in terms of direct suppliers due specifications of natural cosmetics ingredients and certified raw materials because there is not sufficient number of certified farms in the country. SWOT analysis showed that the company's main advantages are the natural raw materials and the certification. They ensure consumer confidence in the brand and strong market positions. Weaknesses are limited number of ingredients, as well as high production costs, which increases the prices of products. The company's capabilities are product line expansion to reach new audiences, and develop cooperation with foreign partners to strengthen positions in the foreign natural cosmetics market. "MADARA Cosmetics" profitability indicators are in the normal range, maintaining a competitive advantage of natural cosmetics sector in Latvia. Liquidity indicators were higher than the norm, but volatile, which means that the company has plenty of free tools that allow to delete all short-term liabilities without problems. "MADARA Cosmetics" is a competitive company with good financial performance and a wide range of future development.

Conclusion. It is necessary for "MADARA Cosmetics" to increase the competitiveness and to specify one area for development. Also the company has to expand their production lines in order to broaden the target audience and improve the number of distributors. It would be necessary to develop a lower price level product for potential customers and accustom people to organic cosmetics thus promoting the natural cosmetics industry.

EVALUATION OF THE INTEGRATED MARKETING COMMUNICATION ACTIVITIES IMPLEMENTED BY RĪGA STRADIŅŠ UNIVERSITY

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Keywords. Integrated marketing communications, study selection, campaigns.

Introduction. Development of information technology has increased kinds of formats in which information about higher education is searched. Therefore attractiveness of the content without using too much resources is crucial. Riga Stradiņš University, which is often seen as a medical and health sciences-oriented educational institution, using its marketing communication is trying to emphasize high quality of the social science programs. Consequently, the offered education should be a valuable product for both audiences. Since education is a complex product purchase situation, it is essential to inform and persuade the product characteristics and advantages. This can be achieved through integrated marketing communication, which provides accurate targeting.

Aim. The aim is to evaluate specific Riga Stradiņš University's integrated marketing communication activities on the basis of the theory of integrated marketing communication activities.

Materials and methods. Descriptive research method is used for gathering the theoretical literature of various authors about integrated marketing communication. Focus group method is used to research which information and sources mainly influenced participants – students of the Riga Stradiņš University – when they selected institution of the higher education, and inquire their opinion and suggestions for 2 selected marketing communication campaigns – “Pielaiķo studijas” and “Vasaras uzņemšana” – in the time period 2013–2015.

Results. Research shows that integrated marketing communication activities is significant study selection factor that creates initial attitude towards study environment. Riga Stradiņš University has historically been associated with medical and health studies, so now, when social science studies are brought out the others, the target audience have difficulties to develop clear associations with the university. Social science and the medical and health studies have unified marketing communication that interferes to provide content that would be the most appropriate for two separate audiences. Students find it difficult to name the values of the university, since the targeting seems unclear.

Conclusion. Riga Stradiņš University should take separate integrated marketing communication activities for social science and medicine and health studies to supply more appropriate content. Campaigns should identify specific values, to show how Riga Stradiņš University differs from other institutions of the higher education. Using integrated marketing communication to change the students' idea of “study hard” to “high standards” in order to facilitate students' understanding of the high-quality education.

EVALUATION OF MARKETING MIX ELEMENTS AND IMPROVEMENT OPPORTUNITIES FOR THE COMPANY "LILIMILL"

Author: *Kristiāna Vasiļeva*

Scientific research supervisor: *Mg. sc. soc. Kristīne Blumfelde-Rutka*

Rīga Stradiņš University, Latvia

Keywords. Marketing mix elements, product, price, place, promotion, Lilimill.

Introduction. Evaluation of marketing mix elements is important in order to understand company's market position and its operation efficiency. Research of marketing mix elements gives a clear picture to the companies product, price, place and promotion. Evaluate which of the elements of the marketing mix is the most important for target audience in order to know who to pay attention more and who less. Companies efficient operation must take into account all of these aspects, since they complement each other and generally creates a company that has a big chance to be requested and recognized by target audience. Marketing mix analysis shows the company's strengths and weaknesses and will clear up if performed promotion is adequate to product, place and price.

Aim. based on theoretical knowledge, to evaluate the company "Lilimill" marketing mix elements and explore opportunities for improvement.

Materials and methods. Graphical method will be used to graphically depict what processes and to assess their performance. Monographic will be used for to select sources of information on the marketing mix elements and objectively analyze them, casual analysis method and Interviews with experts will be used to find out the opinion of experts of the company "Lilimill" marketing mix elements and their views on possible improvements.

Results. Hypothesis Lilimill implemented marketing activities fully comply with the marketing mix elements didn't confirmed because some of experts thought that marketing activities that has been done so far has not been unable to make a natural Italian sense that company has tried to emphasize.

Lilimill is Italian footwear company. It has a one store in Riga (Blaumaņa street nr. 15), that's established in September in 2012. Their main target audience is women aged 30–55, with incomes above 700 Euro (net), who lives in Riga. Main product is Italian made footwear for women by brand Lilimill. Average price for footwear is 85 EUR–175 EUR. Since beginning they has been advertising in the magazine "Četras sezonas" and they has corporation with Signe Meirāne. Has active communication in Facebook and Twitter.

Conclusion. So far Lilimill has done a lot of product promotion, but experts founded some marketing activities that did not comply with other marketing mix elements. One of the things they mentioned was that Lilimill should change their location to more active street, as well they should choose fashion related media instead of "Četras sezonas" and establish Italian feeling through this brand. Marketing department should change their social network communication.

REIMBURSEMENT OF BLEEDING DISORDERS TREATMENT IN LATVIA

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Latvia University of Agriculture

Keywords. Bleeding disorders, reimbursed medicine.

Introduction. Latvia Hemophilia Society has identified 283 people with bleeding disorders in Latvia. To prevent patients from bleeding, that damage joints and may be lethal, state reimburses treatment that is available for on-demand treatment at home in Latvia since 2002 and included to list of State reimbursement medicine in 2006. Currently, majority of people with severe hemophilia receive prophylaxis with plasma derived or recombinant factor concentrates. These medications are extremely expensive and it is very important to carefully assess spending efficacy.

The **aim** of this paper is to provide a summary of the government spending on bleeding disorder treatment in Latvia from 2005 to 2015.

Materials and methods. Descriptive statistics were run on publically available reimbursement statistics from National Health Service. Latest data cover 11 months of 2015.

Results. In 2005, 724 th EUR were spent on treatment of bleeding disorders, the expenditure kept growing by 2008, reaching 1.7 M EUR. After drop in 2009 and 2011, further growth was stimulated by growing spending for inhibitor form of hemophilia B. 2.7 M EUR were spent in 2014, which is 3.8 times more than in 2005. In 11 months of 2015, spending fell to 2.1 M EUR. Spending on hemophilia A has grew from 621 th EUR in 2005 to 1.5 M in 2014. Spending on hemophilia B has skyrocketed from 99 th in 2005 to 1.2 M in 2014 (due to spending on inhibitor treatment). In the same period reimbursement of medicines for people with von Willebrand disease (VWD) have increased from 3.3 th to 12.4 th EUR. 1 patient with factor VII deficiency received treatment in 2013 for 3 th EUR, while 2 – in 2015 for 12 th EUR. More important than spending, is how much coagulation factor concentrates by International Units were actually bought. In 2010, 3.6 M IU of FVIII and 0.49 IU of FIX were bought. In 2014, 4.2 M IU of FVIII and 0.62 IU FIX were bought. In 1st half of 2015, 2.0 M IU of FVIII and 0.36 M of FIX were purchased, out of which recombinant factors were 33% FVIII and 0% FIX concentrates. Since 2010, statistics also included number of patients who received reimbursed medicines – by 2015 it had decreased from 124 to 118. Treated patients with hemophilia A decreased from 78 to 57 in 2014. 11 patients with hemophilia B were treated 2015. Number of people with VWD kept growing till 2013, and was 50 in 2015.

Conclusion. The government spending on hemophilia treatment in Latvia over the past decade has considerably increased, yet, there are not enough data to draw conclusions about spending efficacy. Hemophilia treatment level in Latvia is below EDQM recommended minimal factor VIII use 3 IU per capita. Additional analysis is needed, and new patient outcome measurements should be introduced.

EU SANCTIONS: EFFECTS ON RUSSIAN ECONOMY AND COMPETITIVENESS

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Keywords. Sanctions, European Union, Russia, Competitiveness.

Introduction. Ever since the implementation of sanctions by the European Union, USA and other countries against Russia after the Ukraine crisis, these actions have been widely discussed both within the EU member states and internationally. Economic sanctions themselves have been widely debated in academic circles, with most arguments being centered on whether sanctions are effective in politics as well as about the costs to all sides.

Aim. The research's aim is to analyze the effects of the sanctions from a purely economic standpoint, giving special attention to the analysis of the effects of the sanctions on the effect on Russian competitiveness in international markets.

Materials and methods. The research on Russian competitiveness is based on Michael Porter's national diamond model, using Porter's approach to the Russian economy analysis in 2007. The work uses extensively existing sources of recent publications. The work uses graphic, monographic and analytical methods.

Results. The economic situation from 2007 until the sanctions in 2014 had hardly changed from the competitiveness point of view: Russia's still facing the same challenges she faced in 2007. These challenges were high corruption, an overreliance on oil and natural gas exports, as well as low rates of gross capital formation compared to other post-socialist countries. Russia still has some comparative advantages in using oil/gas/coal, etc. resources, forest products, nuclear energy and electricity generation equipment, to name a few. Furthermore, Russia has additional advantages in fertilizers, organic/inorganic chemicals, diamonds and gold, rubber, railroad and navigation equipment, etc. However, in the long term, Russian oil and gas production is expected to decrease. The sanctions have also severely limited the available funding and foreign direct investment for Russian firms.

Sanctions taken together with the falling oil and natural gas prices, negatively affected Russian economy bringing the country into recession while decreasing total value of Russian exports. Due to internal market imperfections, Russian oil prices remained higher than OPEC prices.

Conclusion. From the economic point of view, sanctions can be viewed as a kind of barrier to international trade. However, Russian counter-sanctions can be regarded as protectionist measures for Russian industries. The counter-sanctions thus, stimulated import-substitution development in industry and agriculture, however, leading to tremendous price increase (often by over 50%) for some commodities. Hence, quite a few Russian agricultural sectors could be competitive even after the end of sanctions. Furthermore, the sanctions have decreased the flow of foreign investments into Russian oil and gas sector with a consequently damaging effect for other industries. "Defocusing" of Russian economy from oil and gas, however, is stimulating development of other energy sectors where Russia has already a competitive advantage, e.g. nuclear reactors. However, the counter-sanctions will, according to experts, lead to a decrease in country's competitiveness in the long term.

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SOCIAL MEDIA NETWORK & YOUNG PEOPLE IN BANGLADESH

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Scientific research supervisor: Prof. *Gitiara Nasreen*

National University, Bangladesh

Keywords. Young people, creativity, social media, the Internet, security.

Introduction. The Bangladesh government estimates that 80% of the total Internet population of Bangladesh use Facebook, and almost 60% are 13 to 22 years old. The Asia Internet Symposium Dhaka invited representatives from the government, businesses, civil society, academia and social media activists to deliberate on issues related to responsible use of social media in Bangladesh. The symposium conducted discussions to find answers on several issues on social media and involvement of youths.

Aim. Aim of the research was to find out how much university students use the Internet creatively, why, how, what and where they post their works, how creative and reflexive they are and what is the role of community.

Materials and methods. Qualitative as well as quantitative method was used for research. Qualitative part of the research was made as a focus group discussion and quantitative part of the research was based on the survey conducted in five universities in Bangladesh, in December, 2015.

Results. It is remarkable that the biggest part of all university students participating in the quantitative part of the research admit they are producing content posted onto the Internet. Only less than one third of all respondents (33%) said they only used the Internet for information gathering chatting, downloading audio and video files, and different other on-line activities including games.

Conclusions. Textual documents show that students perform their creative activity mainly due to self-expression and life mediation. Social recognition and community support is important for young content deliverers as both- source of motivation of creativity and gains for personal development. However, lack of digital literacy- skills and knowledge from different domains- technical knowledge, and social- including communication, collaboration and ethics- can be traced.

DEMOCRACY AND THE INTERNET

Authors: *Roman Abramov, Mykola Diachenko*

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Kirovohrad Construction Colledge, Ukraine

Keywords. Democracy, human rights, Internet.

Introduction. The right of Freedom of Speech is protected internationally by article 19 of the Universal Declaration of Human Rights and of the International Covenant on Economic, Social and Cultural Rights (ICCPR), in which every member state of the United Nations, who signed or ratified the treaty, has the obligation and the duty to respect, safeguard and promote these rights. Moreover, freedom of speech is an International Customary Law, which bounds every state of the International community.

Aim. In this work examined the role of Internet and the various digital communications platforms in reshaping today's state politics and policies in democracies countries and in protecting of human rights (especially the right to freedom of expression and opinion), and analyzed the propaganda model in relation with the various technological innovations, examining how propaganda in a democracy is what violence is in a dictatorship.

Materials and methods. In this research quantitative and qualitative data analysis was used. 100 sites took participation in this research.

Results. Research shows experienced an unprecedented speed of innovative evolution in the field of communication and transportation technologies. The trend of this explosive technological revolution, which reached its golden era with the miracle birth of the Internet, does not show any indication of slowing down at the beginning of the XXI century. It facilitated the connection and the flow of information between geographically separated people, as messages could travel far faster than humans or any means of transportation. Today, everyone can know what is happening in another place on this planet at any given time and everyone can be connected in real time with anyone anywhere, cutting through barriers of time and distance.

Conclusions. The Internet is a neutral tool. It can be used in positive and negative ways, in promoting both peace or wage conflicts, depending on the 'netizen's' intention. There is also a very thin line between calling an activist: a human rights defender or terrorist, a Nobel Peace Primer or a criminal. A person could be considered by some as a respected investigate journalist, and by others as a serious threat to national security. It is left to the audience to decide what picture they want to draw out from all the different multiple views, information and knowledge they easily find on the net, regarding a giving issue. The Internet can be a tool for freedom of expression and an enabler for all the other rights, but it could only be accomplished if it is born without restrictions.

THE RELATION BETWEEN ANOMIA, SUBJECTIVE WELL-BEING AND VOLUNTEERING IN LATVIAN POPULATION

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Keywords. Anomia, subjective well-being, volunteering.

Introduction. Concept of anomia is widely studied in criminology, sociology and lately also in psychology. In scientific literature there are two types of anomie – individual (anomia) and social (anomie). Where the main difference is that social anomie describes social groups, but individual anomie – person's state of mind. Social anomie is a result of dramatic changes in society, for example economic crisis which started in 2007, and affected many individuals in Latvia. One way to reduce individual anomia or at least it's expressions, like the feeling of pointlessness and helplessness, is to engage in volunteering. But not only anomia is related to volunteering, subjective well-being has a relationship as well. Research shows that economically lower developed countries people in general have lower income, and also people report lower rates in subjective well-being (*Farid & Lazarus, 2008*) and engaging in volunteering (*Wilson, 2000*).

Aim. To determine whether there is a relation between anomia and subjective well – being of Latvian inhabitants and their participation in volunteering.

Materials and methods. Data were used only from Latvian selection of European Quality of Life Survey (*EQLS 2012*). There were 1009 respondents from Latvia, aged 18–92, of which 35% (352) were women and 65% (657) men. In previous researches subjective well-being and anomia scale were made and in this research volunteering scale was made from using questions from *EQLS*. To test whether volunteering scale correspond to accepted psychometric scores *Cronbach's Alfa* and principal component analysis with *Varimax* rotation were used and discrimination and reaction indexes were defined. And to test relation between anomia, subjective well-being and volunteering correlation analysis was used.

Results. The main results of research show, that there is statistically significant relation between volunteering and components of subjective well-being – satisfaction with life ($r = 0.157$; $p = 0.001$) and happiness ($r = 0.202$; $p < 0.000$). Although there is statistically significant negative correlation between volunteering and subscale of anomia – social isolation ($r = -0.149$; $p < 0.000$), but positive with scale of meaninglessness ($r = 0.168$; $p < 0.000$). There is no statistically significant correlation between volunteering and subscale – social distrust ($r = -0.017$; $p < 0.314$).

Conclusion. The aim of this study was achieved – results show that there is a partial relationship between individual anomie and volunteering, the lower individual's social isolation and feeling of hopelessness, the more they volunteer. But anomia's dimension "social distrust" isn't related with volunteering. The possible explanation could be that individual's attitude towards government and social facilities doesn't change when engaging in volunteering. Individual anomia is negatively related with subjective well-being. Individuals who are happier and more satisfied with their lives volunteer more, in comparison with those who are not. Further research should consider comparing these data to other European countries.

THE ANALYSIS OF CROWDFUNDING FROM DIFFERENT SOCIOLOGICAL APPROACHES

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Keywords. Crowdfunding, information society, symbolic interactionism, social exchange.

Introduction. Organizing and supporting the development of home countries appeared to be one of the most important elements of social welfare system. Thanks to new information and communication technologies, one can interact with the crowd in a much easier way. One of new types of social interaction, which needs to be revealed, is *crowdfunding*. This process is known as “an emerging paradigm used by individuals to solicit funds from other individuals to realize projects” (Elizabeth, Hui and Kuo, 2012). Furthermore, it is one of the most crucial results, created by *information society* and also a product of crowd behavior.

Aim. To analyze three crowdfunding platforms (Kickstarter, biggggidea and FundedByMe) from different sociological approaches. Those theories are introduced by exchange theory (includes early Moss’ drafts and Homan’s theory itself), symbolic interactionism theories (Goffman, Mead and Blumer) and information society theories (Bell, May and Toffler).

Materials and methods. The research is of qualitative design, the main data gathering method is document analysis, based on thematic analysis. Firstly, crowdfunding was analyzed as an element of information society and was discussed how truthful were the predictions of May and Bell. Secondly, the content and techniques of crowdfunding platforms were observed. Thirdly, the symbolic interactionism studies were implied, in order to find similarities between them and the crowdfunding process. Lastly, there was discussed the social exchange theory and its connection with rewards at crowdfunding platforms.

Results. Both of social interactionism theory and exchange theory are old ones. Crowdfunding contains some patterns from those theories, since any platform has its own *theatre*, created by entrepreneurs, makers, artists and fans; every individual act contains *social context* and the network is based on *social exchange*, where the maker receives funds and the donator gets reward. Three platforms analyzed are based on peer-to-peer lending, where the units of social act could communicate without face-to-face contact. Hence, one could agree that information society theorists made a truthful prediction, by saying that the driving force for the development of society should be the production of information, rather than the material production. Consequently, it is fair to assume that crowdfunding is a new type of social exchange.

Conclusion. Crowdfunding is a relatively new concept and nowadays it is only an ad hoc community. Nowadays there are up to 500 crowdfunding platforms with different ideologies, but their structure is the same: crowdfunding has major similarities *with the theories of social exchange*. Within all three platforms, the creator of a particular project receives desired funds, and the donator gets some rewards. Also, in crowdfunding everyone receives a favor, similar to the Homans’ exchange theory. In summary the major drivers, which make crowdfunding work, are trust and motivation, which are the features of information society.

Reference

Gerber, Elizabeth, Julie Hui, and Pei-Yi Kuo. “Crowdfunding: Why People Are Motivated To Post And Fund Projects On Crowdfunding Platforms”. *Northwestern University, Creative Action Lab* (2012): n. pag. Print.

RELATION BETWEEN VALUES AND ANOMIA OF THE INHABITANTS OF LATVIA

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Keywords. Anomie, anomia, human values, values system, global financial crisis.

Introduction. Anomie is a term coined by the French sociologist Emile Durkheim (Durkheim, 1897) to describe a state of alienation from society and a sense of hopelessness engendered by rapid social change, such as global financial crisis, especially a change in values or beliefs (Matsumoto et al., 2009). Term *anomia* used in this research is referred to individual state of anomie that includes several dimensions, such as normlessness: individual's deviation from prescribed rules and social distrust, meaninglessness: lack of goal clarity and generalized sense of meaninglessness and social isolation: estrangement to others and cultural isolation (Ļevina, Mārtinsons and Kamerāde, 2015). Most scientists view human values as deeply rooted, abstract motivations that guide, justify or explain attitudes, norms, opinions and actions (e.g., Halman & de Moor, 1994; Rokeach, 1973; Schwartz, 1992; Williams, 1968). The first researchers who studied and developed theoretical human value concepts in psychology were Gordon Allport, Philip Vernon, and Gardner Lindzey. They defined six value orientation types: the theoretical: searching for truth, the economical: practical application of knowledge, the aesthetic: artistic tendencies, the social: interpersonal relationships, the political: power and control, and the religious: unity and harmony.

Aim. The purpose of this research was to determine the relationship between anomia and human values and what they are. In addition, to determine if Latvian population values have changed after global financial crisis.

Method. A secondary data analysis was done by using European Values Survey, Latvian sample data from year 2008 (European Values Study 2008: *Latvia* (EVS 2008)). Altogether 1506 respondents from Latvia participated ($n = 557$ (37.0 %) men and $n = 949$ (63.0 %) women). Secondary data analysis was done from 01.03.2015 until 01.05.2015. There were component analysis, psychometric criteria analysis and correlation analysis with the secondary data done.

Results. On the basis of the secondary data analysis there were 11 factors created, these factors accounted for anomia's subscales. The results of the research proved that research item value indices satisfied the psychometric criteria. Multiple correlations between human values and anomia were found, for example, people who had high results in daily normlessness had aesthetic values, respectively, leisure time accounting as an important value ($r = 0.09$, $p < 0.01$), but not accounting for values as work ($r = -0.08$, $p < 0.01$), family ($r = -0.13$, $p < 0.01$), politics ($r = -0.14$, $p < 0.01$) and religion ($r = -0.19$, $p < 0.01$). As well, some of core values of Latvian population had changed, for example, after the global economic crisis, altruism was no more a significant value, respectively, Latvian population showed less caring about their peers, where in year 2007 – 79% of inhabitants of Latvia showed care about their peers (Bela-Krūmiņa et.al., 2007) but in 2008 only 11.34% accounted for caring about their peers.

Conclusions. There have been found significant relations between anomia and values of inhabitants of Latvia. Inhabitant's of Latvia values have changed after the global financial crisis.

The acquired results can be taken into account when researching the changes in the behavior of Latvian people under the influence of social changes. Also concept of anomia is supplemented with new features such as new subscales of anomia, which have not been distinguished in any literature before.

RELATIONSHIP BETWEEN CULTURAL DIMENSIONS AND INDIVIDUAL USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN DIFFERENT COUNTRIES

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Keywords. Culture, cultural dimensions, technology usage, communication technology.

Introduction. The global usage of information and communication technology (ICT) is increasing rapidly. Nevertheless, the diffusion of technology is not equal across countries. According to Hofstede, culture has an impact on the acceptance and usage of technology; culture could be analysed in terms of the following six cultural dimensions – power distance, uncertainty avoidance, individualism, masculinity, long-term orientation, indulgence (Hofstede et al., 2010). There is little or no evidence showing a relationship between cultural dimensions and individual usage of ICT worldwide.

Aim. To determine the relationship between cultural dimensions and individual usage of ICT in different countries.

Materials and methods. Three sources were used to gather secondary data: (1) for data about the individual usage of ICT – The Global Information Technology Report (Dutta et al., 2015); (2) for data about cultural dimensions – World Values Survey (Hofstede et al., 2010) and (3) for gross domestic product (GDP) per capita data – World Development Indicators (The World Bank). Only nations that were incorporated individually in all three sources were included in the further analysis. This produced data on 95 countries.

Results. A partial correlation was run to determine the relationship between cultural dimensions and indicators of individual usage of ICT. Whilst controlling for GDP per capita there was a moderate positive correlation between individualism and Internet users ($r_s = .396$, $p = .001$), households with a personal computer ($r_s = .409$, $p = .001$), households with Internet access ($r_s = .398$, $p = .001$) and fixed broadband Internet subscription ($r_s = .428$, $p = .000$). Whilst controlling for GDP per capita there was a moderate positive correlation between long-term orientation and mobile telephone subscription ($r_s = .259$, $p = .016$), Internet users ($r_s = .354$, $p = .001$), households with a personal computer ($r_s = .355$, $p = .001$), households with Internet access ($r_s = .448$, $p = .000$), fixed broadband Internet subscription ($r_s = .483$, $p = .000$) and mobile broadband Internet subscription ($r_s = .294$, $p = .006$). The results did not reach statistical significance when it came to relationship between the values power distance, masculinity, uncertainty avoidance and indulgence and the indicators of ICT whilst controlling for GDP per capita.

Conclusion. Countries which rank high in individualism and long-term orientation also rank high in the individual usage of ICT therefore it can be assumed there is a positive correlation between two out of six cultural dimensions and the individual usage of ICT. With not revealing negative correlation between power distance and uncertainty avoidance these results are partly consistent with previous researches. For future research it may prove useful to examine forms of technologies beyond these indicators of individual usage of ICT that this analysis focused on.

VALUES, SELF-ATTITUDE AND PURPOSE IN LIFE IN 1998 AND 2015: A LONGITUDINAL STUDY

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Keywords. Values, value hierarchy, youth values, purpose in life, self-attitude.

Introduction. During last ten years, many studies about values were published worldwide and Latvia, as well. Research focused of value relationship with social, political, economical, cultural and other factors (Karpova, 1994; Jirgena, 1999; Jirgena & Mārtinsone, 2005, Jirgena & Mārtinsone, 2007; Ļevina, Mārtinsone, Mihailova & Gintere, 2015; *Likitapiwat et al.*, 2015; *Maercker et al.*, 2015). During the period of 1994 till 2015, Latvia went through different socioeconomic changes: financial and bank crisis, economic growth, acceptance in NATO and EU and the introduction to euro currency, which all had a significant impact on Latvian value system. Values also create our attitudes, emotional reactions and influence our choices. However, values may change and develop during life span because a person is obtaining new life experiences or competencies. This concept includes self-attitude which influence all aspects of life; and purpose in life which, in turn, influence persons internal existential condition.

Aim. To determine, how young people's values, self-attitudes and purposes in life have changed from 1998 to 2015.

Materials and methods. This study is based on a previous empirically conducted study in 1998 that collected data from 11th and 12th grade pupils. Seventeen years later, in 2015, the same participants were interviewed in order to determine whether their values, purposes in life and self-attitudes have changed. Data were collected using the following questionnaires – in order to determine values, J.Fantalovas questionnaire was used "Compliance level between "important" and "achievable" values in different aspects of life", (*Методика «Уровень соотношения «ценности» и «доступности» в различных жизненных сферах», Е. Б. Фанталова, 1992; translation in latvian S. Jirgena (now Mihailova), 1999*). "Rokeach Value Survey" (Rokeach Value Survey, 1973; adaptation in latvian by Ā. Karpova, 1994). Purposes in life were determined with "Purpose in Life test" (*СЖО: Смыслжизненные ориентации, Д. А. Леонтьев, 1992; translation in latvian by I. Ķelpe*), and information about self-attitudes were collected with "Self-Attitude Investigation Method" (*МИС: Методика Исследования Самоотношения, С. Р. Пантилеев, 1989; translation in latvian by S. Jirgena (now Mihailova), 1998*).

The participants of the study in 1998 were 115secondary school students from the 11th and 12th grade including 51 female (57.4%) and 65 male (42.6%) students, age 16 to 18 years. During the repeated measurement in 2015, it was possible to reach 30 respondents: 20 female (65.5%) and 10 male (34.5%), now age 33 to 35 years old (M=33.90; SD=0.61) from the original study.

Results. The study continues and has yet to answer the main questions: what differences are between values. purposes in life and self-attitude in of persons in 1998 comparing to 2015; what connections exist between values. purposes in life and self-attitude in 1998 and 2015; what values in 1998 predict purposes in life and self-attitudes in 2015. The results will be presented by the time of conference.

Conclusion. The results of this study could be a useful framework for the big study "Values. values influencing factors". which studies values in different life aspects in Latvia.

STUDENT VALUES IN 2010 AND 2015: A COMPARATIVE STUDY

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Keywords. Values, value hierarchy, youth values.

Introduction. During last ten years, many studies about values were published worldwide, as well as value relationships with social, political, economic, cultural and other factors (Karpova, 1994; Jirgena, 1999; Jirgena & Mārtinsone, 2005; Jirgena & Mārtinsone, 2007; Ļevina, Mārtinsone, Mihailova & Gintere, 2015; *Likitapiwat et al., 2015; Maercker et al., 2015*). Universities nowadays are studying students, born from 1996 to 1997. These young people were born in times of demographical crisis in Latvia, when Latvia went thorough a change of government as well as financial and bank crisis. During period from 2008 until 2010 the economy of Latvia became unstable and resulted in financial crisis; it was the reason why emigration rapidly increased and resulted as a drop of number of families and young people. According to the study questions, the theory is based on Milton Rokeach (1973) value hierarchy theory and J.B.Fantalova (*Е.В.Фантолова*, 1992) important and achievable value theory. Rokeach value theory provides that everyone have terminal values that determine personal or social orientation; and instrumental values are morality and competences, that changes during the life (*Rokeach*, 1968). That means that terminal values are persons' beliefs tended to personality development or social acceptance. Than instrumental values determine how person will realize his or her beliefs in real life. Fantalova value theory is more personal and determine that there are two types of values – achievable and important. Achievable values are values that person may have in real life, but important – that person think are essential. The big differences between achievable and important values leads to internal conflict (*Фантолова*, 2011). That means that balance in values is an ability to correctly evaluate what resources person have and what person need. The misbalance means that person have what he/she does not need or needs what he/she does not have.

Aim. To create an empirically comparative study about student values in year 2010 and 2015, in order to answer the next questions: what were student values in 2010; what are student values in 2015; what differences in terminal and instrumental, important and achievable values students show now in comparison to 2010.

Materials and methods. This study is based on previously conducted empirical study designed in 2010, with first year students from these study programs: psychology, physiotherapy, ergotherapy (RSU) and medical engineering and physics (RTU). After five years, in 2015, the data were collected again from different first year students, but in the same study programs in order to obtain reliable results. According to the theory, in order to collect data two questionnaires were used: "Compliance level between "important" and "achievable" values in different aspects of life", by J.Fantalova questionnaire (*Методика «Уровень соотношения «ценности» и «доступности» в различных жизненных сферах», Е. Б. Фантолова*, 1992; translation in Latvian S.Jirgena (now Mihailova), 1999). "Rokeach Value Survey" (*Rokeach Value Survey*, 1973; adaptation in Latvian by Ā. Karpova, 1994). The first data selection was collected from a sample of students in 2010 ($n = 131$, $M = 20.77$, $SD = 3.53$). Second selection

data was collected in 2015 with the same data collection method as in 2010 ($n = 103$, $M = 20.33$; $SD = 2.19$). Based on frequency of value ranging (Mode) and middle number (Median) the values of students in 2010 and 2015 were analyzed to single out the most and less significant values. After that, two independent groups were compared with *Mann-Whitney U test* to discover the differences in students' values comparing 2010 and 2015.

Results. Students' values ranged quite equally, in across the time span; the most important values were "physical and mental health", "happy family life"; and "good and reliable friends". Followed by "the beauty of nature and art", "others happiness" and "creation". However, more significant differences were found in terminal values, than in instrumental; preferable values had almost no changes, in comparison to achievable values.

Conclusion. The results of this study are corresponding with the results of previous studies about young adults and other people. The results of this study can be useful in a framework of the big study "Values, values influencing factors", which studies values in different life aspects in Latvia. In the framework of this study, we can make a conclusion that significant values for first year students may influence their choice on professional orientation. Especially values related to health were important as in 2010 as in 2015, what may mean that young adults studying psychology, physiology, ergotherapy and medical engineering and physics are interested in linking their future lives with helping professions.

III. Law

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EU SPORT LAW: THE EFFECT OF THE “BOSMAN CASE”

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Keywords. Sport law, freedom of movement, Bosman case, football.

Introduction. The Article 45 of TFEU (ex art. 39) grants the Freedom of movement for workers that shall be secured within the Union. Hence, EU nationals are eligible to work and reside in any Member State on equal terms with the national of that State. According to EU law, this Article is directly applicable and enforceable by national courts. Before the “Bosman case” and its decision in 1995 this Article had no impact on European football clubs, UEFA rules contained provisions that contradicted this principle. Prior to the Bosman decision a football player could only move between clubs where both clubs were in agreement to this. The way that this agreement would be reached was by the two clubs agreeing on a transfer fee to be paid by one club to gain the services on that player. This requirement for a transfer fee applied regardless of whether the player was still under contract with the first club. Therefore even players who were out of contract with their club were unable to sign a contract with a new club until a transfer fee had been paid or they were granted a free transfer by the first club. Furthermore prior to the decision in this case quota systems existed throughout European football meaning that only a limited number of players from outside the country which the team is based in could represent their club in European competition. This was limited to three foreign players and two assimilated players being able to represent their club in European Competition. This did however not apply to the domestic leagues.¹ The Bosman case facts. A Belgium national refused to accept a new contract at a lower wage with his club RC Liege. Bosman wished to move to a French club, US Dunkerque, but RC Liege refused to process the transfer as it doubted the US Dunkerque ability to process the transfer fee. Bosman failed a suit to Belgian court claiming that demand for such a transfer fee is unlawful.

The aim of the research is to analyze the consequences of “the Bosman case” ruling and its impact on European sport law and football community.

Results. The Belgian courts dealing with the Bosman case have asked for preliminary rulings of the Court of Justice regarding the conformity of the transfer rules and the nationality clauses with the free movement of workers and the competition rules.² Having analyzed the ruling author obtained the following results:

1. “The free movement of workers” principle precludes the application of rules laid down by sporting associations, under which a professional footballer who is a national of one Member State may not, on the expiry of his contract with a club, be employed by a club of another Member State unless the latter club has paid to the former club a transfer, training or development fee.
2. The same principle precludes the application of rules laid down by sporting associations under which, in matches in competitions which they organize, football clubs may field only a limited number of professional players who are nationals of other Member States.³

¹ <http://www.inbrief.co.uk/football-law/bosman-decision-football-transfers.htm> accessed 20.01.16.

² http://europa.eu/rapid/press-release_IP-95-1411_en.htm accessed 20.01.16.

³ <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:61993CJ0415&from=EN> accessed 22.01.16.

Conclusions. The Bosman case is a landmark for sports law. It is not an exaggeration to tell that this ruling divided the history of European sport and European football to “before” and “after” the Bosman case ruling.

ETHICAL AND LAW ASPECTS OF DEAD PERSONS ORGAN HARVESTING AND USE IN MEDICINE

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Keywords. Medicine, law, ethics, post-mortem, organ harvest, organ donor.

Introduction. With medicine's fast development over the last hundred years, some complex social, legal and political issues arose as well. One of the most ethically and legally questionable procedures, nowadays, is organ transplantation. Organ and tissue removal, from a dead person's body, was a way to examine the cause of death, and a way of studying the illness that caused it. Nowadays this knowledge and medicine's innovative technology gives hope to terminally ill patients.

Aim. The aim of this research is to conclude which ethical and legal aspects of organ donation process exist. As well as, researching and analyzing, organ harvest and donation related legal and ethical issues, those, which are a product of flaws in Latvian legislation and could lead to human rights violation.

Materials and methods. This research contains usage of descriptive and analytical scientific methods. It also contains empirical part in which induction and deduction methods were applied, which led to conclusions based on the survey, conducted by the author, and filled in by 250 people that expressed their thoughts on the subject.

Results. This research identified an organ transplantation related deficiency in Latvian legislation. According to the Law on Protection of the Body of a Deceased Person and Use of Human Organs and Tissue, relatives have the right to allow or forbid Transplant Center to use body of the deceased in case if Population Register doesn't provide any information on deceased's donor status. Latvian legislation does not bind medical personnel with obligations in case it is not possible to contact deceased's guardian, parent or spouse immediately. Which in some cases results in human rights violation, as the deceased's organ harvest takes place, without their relatives, guardians or spouses consent or even knowledge of this procedure. The research revealed that most of the ethical issues of organ transplantation that arise in Latvia come from inadequate financing of medicine in the country.

Conclusion. The aim of this research achieved by analyzing both national and international legal regulations, as well as discovering ethical issues, associated with organ transplantation. It seems necessary to make changes in 37.3 subpoint of the Regulation of the Cabinet of Ministers no.70 (2013) “Regulation of human organs use in medicine and human organs and dead human body use for medical studies”. Changes would bind medical personnel with obligation to discover close relatives of the deceased, in case person did not legally express his or her stand, in Population Register, regarding organ harvest, during one's lifetime. In cooperation with the Ministry of Education, it is necessary to provide lessons in schools and universities concerning postmortem organ harvesting and use. This would provide society with information and prevent further human rights violation.

THE LEGAL ASPECTS OF HYGIENE REQUIREMENTS FOR TATTOO SALONS

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Keywords. Tattoo, hygiene, health, regulation, ink.

Introduction. There are serious health risks associated with tattoos because the process of tattooing involves insertion of pigment into the skin's dermis. Taking into account that in this procedure needs to be used many chemical elements and instruments, people are at higher risk of getting viral hepatitis B and C, HIV. Until the 1st January of 2016 in Latvia there were no specific regulation for tattoo salons on hygiene requirements. The Council of Europe and the European Union don't have a common framework for tattoo salons either, that is the reason why human health and life are at risk.

Aim. To analyze regulations of Council of Europe, European Union and Republic of Latvia in order to clarify what legal instruments can improve people's right to health protection.

Materials and methods. Analytical method – to analyze sources used in work; Analyze – to compare legislation and publications with the actual conditions; Inductive method – to clarify causes which pose a threat to people's right to health protection; Qualitative method – the interview.

Results. There is no regulation at the level of the European Union, which would protect people from unsafe services. Product dimension is regulated by Directive 2001/95/EC of the European Parliament and of the Council of 3 December 2001 on general product safety and Council Directive 93/42/EEC of 14 June 1993 concerning medical devices which do not apply to tattoo inks. At the level of Council of Europe, there is a need to improve Resolution ResAP(2008)1 on requirements and criteria for the safety of tattoos and permanent make-up by adding a positive list of inks that would be safe to use in tattooing process. In the Republic of Latvia from 1st January 2016 entered into force Cabinet Regulation No 182, that provides significant improvements in the area of hygiene requirements for tattoo salons.

Conclusion. The legal instruments that could improve people's right to health protection should be made in all three levels. First of all there is need to make a Council of Europe standards “List of color matters used in the tattooing process” that would protect people's right to health protection. Secondly, make changes in Directive 2001/95/EC of the European Parliament and of the Council of 3 December 2001 on general product safety by adding clear definition of products that concerns tattoo inks and devices too. Thirdly, there is the need to issue a Recommendation by European Union “Council recommendations to promote hygiene requirements in tattoo salons in order to promote the protection of the health in European Union”.

NON-GOVERNMENTAL ORGANIZATIONS AS A TOOL FOR CONVICTED RETURN IN SOCIETY

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Keywords. Resocialization, spiritual mentor, convicted.

Introduction. On July 14, 2011, in the Republic of Latvia the regulation of the unified resocialization regulation of convicted was adopted.

The regulation or system for resocialization was necessary in order to form an individual resocialization tool apply for the each who had served or still serves their sentence. After a month, amendments in criminal punishment policy of the Republic of Latvia was adopted in 10. clause providing the participation of the society in the resocialization process of convicts. From the time when these amendments came into power, the involvement of society in the resocialization process of imprisoned has improved.

Aim. To research the legal order of resocialization, it's application, and the involvement of religious organizations as an alternative and addition choice.

Materials and methods. This research is based on scientific methods of legal interpretation, as: 1) literal; 2) historical; 3) teleological; 4) systemic. From other scientific methods is used explicative, qualitative, quantitative, analytical, synthesis, inductive, deductive.

Results. During the last couple of years Prison Administration has invested considerable amount of money in the resocialization program, meanwhile lacking human resources who is able and willing to work with prisoners. The involvement of non-governmental organizations in resocialization process provides qualitative organization of leisure time activities, aids/ helps to develop ability / skill of self-care, render / provides assistance for parents in consolidation of basic knowledge in ethics, maintaining this assistance even after discharge. Fundamental role for non-governmental organizations are in the work with adolescents and women because they are more willing to participate in resocialization program than men. Meanwhile, religious organizations have taken significant role in this process, exercising / demonstrating the willingness to work particularly with imprisoned men. There need to be made alterations in laws and regulations in order to improve and open the work of these organizations.

Conclusion. In order to create a more successful system of cooperation between religious organisations and the State it is required to establish a legal mentorship status for the religious organisations. This would result in a simplified process for the creation of varied paperwork for the convict. It would be beneficial if the mentors were included on the administrative board with refereeing privileges. Mentors on the resocialisation programs would be most beneficial for first time convicts and for those whose sentences do not exceed a year. That would provide the participation of the society in the resocialization process of convicts such as it's definite in criminal punishment policy of the Republic of Latvia. Taking into account the decree "On the Guidelines Regarding Re-Socialization of Prisoners for 2015–2020" approved by the Cabinet of Ministers on September 24th, 2015, programmes responsible and co-responsible institutions have drafted specific requirements for re-socialization programmes carried out by non-governmental organizations and in accordance with the Regulations No. 191 of Cabinet of Ministers "Procedure of/for Prisoner re-socialization".

ABUSE OF DOMINANT POSITION IN EU'S SINGLE MARKET: *GOOGLE* CASE ANALYSES

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Keywords. TFEU 102, Competition Law, Google Inc., EU single market, comparison shopping service.

Introduction. Dominant position is very unprecise condition, and usually undertaking is not even aware of it. The status of dominant position complicates the interpretation and adaption of article 102 of Treaty on the Functioning of the European Union, which prohibits any dominant position abuse by one or more undertakings in the area defined in the article.

Regarding to the abuse of dominant position by *Google* comparison shopping service, this case has become one of the most noticeable cases in the last few years, and, if *Google* Inc. will be found guilty in the abuse of dominant position, the fine could reach up to 6 billion USA dollars. This case has also become an interesting cause of information technology field.

In January 3, 2013 Federal Trade Commission (USA) issued a statement which concluded that *Google* competition is not anti-competitive, therefore, no actions were taken. Despite that later European Commission received 17 formal complaints, and they decided to open their own investigation

Aim. To use the scientific methods as a base on theoretical ground to explore dominant position and the abuse of dominant position in EU's single market by analyzing *Google* comparison shopping service case.

Materials and methods. In this paper the author has used legal interpretation methods: literal, teleological, systemic, and historical; and other research methods: explicative, qualitative, analytical, inductive and deductive. Basis for this paper's theoretical part is A. Jones and B. Sufrin's book "*EU Competition Law Text, Cases and Materials (5th edition)*" (2014) and R. Geiger, D. E. Khan and M. Kotzur's book "*European Union Treaties*" (2015).

Results. Competition law is still new in the context of European Union law and its case law; therefore results can be summarized:

- the process of *Google* case is not very transparent and there is no balance between case's detail secrecy and information accessibility to EU citizens;
- definitions that concern abuse of dominant position are constantly changing; even in doctrine there is no unified definition for many substantial terms which are important in defining dominant position and abuse of it.

Conclusions. Taking in account the results given above and the analysis of the *Google* case, conclusions can be made:

- there must be precise regulation made in process where commissioners change in the context of the cases taken in by them;
- "super dominance" should be defined and included in European Commissions guidelines;
- new organization should be established in order to provide the information about the existence of dominant positions;
- fields should be divided in smaller branches and viewed separately.

IV. Political Science, International Relations

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THE POSSIBILITIES OF MAINTENANCE THE CULTURAL IDENTITY RUSSIAN-LANGUAGE YOUNG PEOPLE IN TURKMENISTAN AND GERMANY

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Keywords. Russian-speaking youth, identity, assimilation, cultural policy.

Introduction. In old foreignness the Russian world, Russian young people, is again, as well as to revolution has a portrait, foremost, labour, economic, in less degree – political. It determines aspiration of most emigrants to be integrated in society of countries of living.

Aim. This publication was prepared within the framework of a used grant RHF research project № 15-33-01044-a1. The Russian-language young people behave to the Russian state with mistrust, by virtue of row of factors, including from negative informative politics, personal experience and experience those, who departed and returned. We explored ways to preserve the Russian-speaking young people of their cultural identity.

Materials and methods. Using techniques of qualitative sociology: a content analysis of the Turkmen national press, eleven interviews with Russian-speaking young people in Turkmenistan, three focus groups in Germany

Results. The Russian-language young people behave to the Russian state with mistrust, by virtue of row of factors, including from negative informative politics, personal experience and experience those, who departed and returned. In regard to maintenance of cultural identity the Russian young people strongly assimilated. However they have obvious limitations from the side of local-authority in employment, receipt of quality education. The basic important work assignment with the Russian-language population is a cultural politics. The centers of the Russian communication have to became the Russian theatre, Russian Orthodox temples with sundayschools, libraries, exhibitions, demonstrations of national Russian traditions, educational programs in the field of Russian and literature. The important center of education of the Russian young people is the school.

Conclusion. Only the Russian cultural politics in these directions will assist to integrate of the Russian-language young people in Turkmenistan. In Germany, an important area of work is the relationship with the Russian diaspora, which is extremely fragmented. Russian youth to strive to quickly assimilate into Germany society. The important is to create a Russian training centers for the children of Russian immigrants.

SOCIAL CAPITAL AND THE PROSPECTS OF YOUTH POLITICAL PARTICIPATION IN NORTH-EASTERN LATGALE

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Keywords. Social capital, youth, political participation, social ties.

Introduction. Many theorists have analyzed the importance of social capital regarding political participation, migration and its link with family, church and economic circumstances. Theorists like James Coulman, Pierre Bourdieu and Robert Putnam have contributed in defining social capital and have elaborated on a comprehensive framework of social capital theory. Youth social capital and its features is a specific research area which hasn't been examined in North-eastern Latgale yet. Approximately 20% of North-eastern Latgale population have left their native place. That is why it is important to analyze the factors which motivate youth to choose their place of residence. Secondly, the trends in Latvia show that voter turnout has been on a consistently downward path, thereby it is necessary to determine the factors which influence youth political participation.

Aim. The aim of the research is to analyze youth social capital in North-eastern Latgale.

Results. The results indicate that 28.94% of youth in North-eastern Latgale are not interested in political processes, 60% sometimes show interest, however, 8% of youth have strong interest in political processes. Youth interest in political processes is related to their trust in political organizations. Only 0.75% of youth in North-eastern Latgale completely trust in *Saeima*, 1.14% have expressed their trust in the Cabinet of Ministers, however, in comparison, more than 28% of youth in North-eastern Latgale express complete trust in church. Regarding youth political participation it is important to highlight the role of family in creating interest in political processes. The results show that higher degree of political participation is expressed by youth whose families talk about politics. 64% of youth, whose families discuss about political processes, would participate in 12th Saeima elections if they had such an opportunity. In comparison, only 44% of youth, whose families don't talk about political themes, would vote in the elections if they had such a chance. The results indicate that 34.94% of youth in North-eastern Latgale are involved in more than two local organizations (school or non-governmental organizations (NGO)), 20% are engaged in two local organizations, 27.88% of youth are the participants of at least one local organization and 17% of respondents are not involved in any school or NGO activities. It is necessary to emphasize the importance of church, which is one of the fundamental institutions of social capital accumulation. Approximately 73% of youth in North-eastern Latgale attend their local church at least during Christian celebrations, 27% percent indicate that they never attend church.

Conclusion. It is possible to conclude that youth in North-eastern Latgale whose families talk about politics express higher degree of political participation than those whose families don't converse about political themes. However, in general youth in North-eastern Latgale tend to express higher levels of trust in church than in political and governmental institutions and organizations. Furthermore, youth in North-eastern Latgale who attend church at least during Christian celebrations express higher involvement in local organizations which, according to social capital theory, promotes political participation.

THE ROLE OF ROMANIA IN THE EUROPEAN INTEGRATION PROCESS OF MOLDOVA

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Keywords. EU, the European integration, the European Union, integration, international socialization, Moldova, Romania.

Introduction. When in 1991 Moldova gained its independence, it was declared that the state would actively perform independent foreign policy. One of the kind was the intention to establish relations with the European Union. An irreversible strategic of the foreign and domestic policy of the Republic of Moldova is the European integration; also Moldova actively pursues EU membership as well. Moldova has strong ties to Romania, the EU member state. Through the history Moldova and Romania had pretty complicated relationship, especially after the rise of pan-romanianism in Romania. However in our days Romania, through involving in the process of the European integration of Moldova, is seen as a supervisor of the integration process.

Aim. The aim of this research is to figure out the role of Romania as an agent in the process of the European integration of Moldova.

Materials and methods. The research was based on literature, that gave the performance of the situation like analytical reviews, official documents and statements. During the research public opinion surveys and sources of immediate information were used as well. This research paper is based on the theoretical approach of the International socialization theory by Jeffrey T. Checkel, Frank Schimmelfenning, Stefan Engert, Heiko Knobel and Alexandra Gheciu. This theory describes the process of international socialization, the motivation of socialization agents and methods used by socialization agencies. Also the theoretical approach describes the way how the socialization agency can impact on the socialization agent.

Results. Main results are the confirming of given thesis that „Romanian impact on the process of Moldova's European integration is positive”. However during the research it was discovered, that in some points Romanian activity is unlikely and unpopular in Moldova because of historical discords. Also Moldova intends to implement its foreign policy towards the European Union in the independent and individual way.

Conclusions. Romania plays an active role in the process of the European integration of Moldova and Romanian involvement in Moldova's integration process happens in many fields and ways, for example – through the European Union cooperation programs like the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007–2013. Cooperation happens among Romanian and Moldova's NGOs and GOs; also Romania provides grant-in-aid for Moldova. However there are doubts about Romanian real motivation of taking part in the process of the integration of Moldova. Russia is seen as a hindrance of the European integration process of Moldova; also high corruption level is a trouble in this situation.

THE INFORMATION COMPONENT OF RUSSIA'S FOREIGN POLICY IMPLEMENTATION

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Keywords. Russian Federation – information warfare.

Introduction. Thanks to mankind's scientific breakthrough humanity nowadays live in world which is replete of technology and information. Technological diffusion possesses the character of dynamic expansion. This means that new tools immediately become an integral part of the knowledge-based society. Most dramatic innovations took place in information and communication sphere. That is why information have become valuable resource in modern day world politics and control over information stream has apocalyptic consequences. The penetration possibilities of information have no limits and it has so deep and imminent effect that average person can hardly escape its tumult. Thus in modern warfare information turns into absolute weapon. Such weapon can raise insurrection, tear apart states, spread deception and violence into masses.

Materials and methods. Theoretical framework relies on critical international relations theory and Herman-Chomsky propaganda model. Methodology is based on the research of qualitative material – statements in Russian media. Important part of the design is critical discourse analysis.

Aim. The main aim the of the research is to figure out if and how Russian Federation applied information and narrative control to support its implementation of foreign policy during war in Ukraine.

Results

- Premeditate manipulation with information dimension is amoral because it gives enormous power to subjects over objects and creates asymmetrical power relations and coercion.
- Russia is capitalist state and its media sector functions according to free market laws That makes it comparable to Western media sector and distinct from Soviet propaganda. However, a large proportion of the public sector is observed.
- Russian media can produce propaganda in autonomous regime even without continuous state supervision. This makes it flexible and viable in modern conditions.
- Russian propaganda utilizes the argumentation of critical theory in its discourse. It stresses that normative method of media division into free Western media and false Russian propaganda is but a common delusion

Conclusions. The thesis "Russian narratives are adapted to the short-term aims of foreign policy" is confirmed. Case study shows that the official Russian discourse is being forged according to immediate political need and changing situation. It can even deny previous statements. Thus Russian government and elites ignore trust costs, fully instrumentalise its narratives and subordinates them to its foreign policy.

THE DYNAMICS OF RUSSIAN POSITION IN SYRIAN CONFLICT

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Keywords. Russian foreign policy, Syria, conflict, the Middle East, power distribution.

Introduction. The civil war in Syria is one of the most important and influential conflicts in the contemporary international environment. The ongoing military confrontation between the rebel groups and the forces of president Bashar al Asad's regime has created the largest flow of refugees since World War II and it has also reinforced the need for enchanted and coordinated international response to battle global terrorism. Although the global powers have been actively following the situation in Syria since the beginning of the civil unrests in 2011 by openly condemning violence, the use of force and violations of international human rights, the differences between the national interests of some states, namely the USA and Russian Federation, have created obstacles to achieve tangible results to stabilize the situation in Syria and ensure peaceful resolution to this conflict. This can be best described by looking at the voting processes in UN Security Council where Russia has constantly used its veto power to block any resolutions involving Syria proposed by the Western powers, which could undermine Russia's influence in the Middle East. However, during the September of 2015 Russia changed its stance towards this conflict by making a decision to become actively involved and to begin military airstrike campaign. Therefore, it is necessary and interesting to find out what role Syria plays for Russia and how the developments in this civil war influence Russia's position in the global distribution of power.

Aim. The main aim of this research is to find out the essential reason, which influenced Russia to make the decision to become actively involved and begin military interference in Syrian conflict.

Materials and methods. The research is based on the theories of offensive (*John Maersheimer*) and defensive (*Kenneth Waltz*) realism. The main method used is qualitative research method – secondary data analysis.

Results. In the result of this research the given hypothesis that "*Russia made the decision to become actively involved and military interfere in Syrian conflict in order to ensure the security of its military strategic positions in the Middle East*" was confirmed. Moreover, it was concluded that Syria for Russia is historically the most important partner of this region because, on the one hand, it is one of the biggest clients of Russian weapons' sales industry and, on the other hand, there are Russian military bases located in Syria, for example, the naval facility in the port city of Tartus, which is the only Russian military base of this type outside the territory of former Soviet Union, which could be used as an essential tool by Russia to project its military strength and boost its positions in the power balance of the whole region.

Conclusions. Russia is interested in the stability of president Bashar al Asad's regime and its continued maintenance of power in Syria because it ensures the presence of the necessary military positions in the Middle East for Russia. The dynamics of Russian position in Syrian conflict is best characterized by stability of Asad's regime positions – from 2011 to 2015 they were relatively not endangered, therefore Russia was against any

UN SC resolutions or other international involvement that would bring harm to president Asad. However, during 2013 and 2014 the radical Islam terrorist organization *Daesh* emerged as one of the dominant actors in Syrian conflict, which heavily undermined Syrian government's positions. Over time, the situation for Asad's regime only worsened, therefore it was necessary for Russia to become actively involved in order not to lose its strategic positions.

LATVIA AS MEDIATOR IN THE EUROPEAN PHARMACEUTICAL BUSINESS WITH SOVIET RUSSIA (1920–1940)

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Keywords. Roche, Stradins, Pharmacohistorical science, Latvia, Mediator, Soviet Russia.

Introduction. The research observes the Swiss based company Hoffmann La-Roche's ambition and struggle to regain the Russian pharmaceutical market by means of their Scientific Bureau located in Riga, during the period of 1920–1940. The foundation for this scientific work are documents acquired from the Latvian State Historical Archive and from the Roche Historical Archive and Collection in Basel. They comprise more than 20,000 pages, and deliver a historical insight into the development of the foreign pharmaceutical industry in Latvia.

Aim, material, methods. A comprehensive analysis of carefully chosen documented company reports, that permits the identification of trading and contact partners of the Swiss company and their key role in Roche's scheme to regain lost assets. It will include detailed information on the company's local means of communication as much as its constant scientific, political and economic exchange with Basel Headquarters and Soviet Russia. The accounts are documented in German language and moreover include important concealed historical background about local famous Latvian Characters like Paul Stradins. In this regard the work follows a historical-descriptive approach of analysis and interpretation of above mentioned archive.

Results. Through careful exploration of the well documented corporation reports it was possible to acquire a detailed comprehension of decisions and responsibilities a pharmaceutical company had to process in the continuous exchange with administrators and practitioners in a closed environment, such as the Baltic States. Moreover, it was achievable to observe the head of Roche's Scientific Bureau in Riga in his conquest to regain the lost Russian market and recognize the intricacy that had to be used for communication with Basel and the local employees to reach this objective. The critical information acquired about the Soviet economical policies are later used in projects that Roche engages after the discussed time period and the end of World War II.

Conclusion. Documents deliver a crucial awareness of Latvia's importance in the European pharmaceutical business of the inter war period and provided a detailed insight into the recorded exchange between the head of the Roche Scientific Bureau and Russian practitioners and government officials. Moreover, local Latvian renowned

physicians and scholars were identified as important partners for the Swiss company. Even though the contact to Russia growth thin after the year 1927, relentless efforts follow also in the 1930th to regain communication and possible business in the neighboring country. This determination, especially of the Riga employees, remains unrewarded and gets finally concluded with the nationalization of the Riga Bureau in 1940. We can evidence based assume, that especially Prof. Paul Stradins role in the examined History of the company and Roche's further procedure with Soviet Russia leave room for potential further and broader research.

INTERNATIONAL ORDER AFTER THE COLD WAR: VOLATILITY OR SAFETY?

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Keywords. International order, security, stability, volatility, prosperity, justice.

Introduction. In the dynamic political environment of the twenty first century, increasing amount of discussions among International Relations scholars are devoted to the questions connected with the International order and it's influence on International Relations. One of the major topics in the discussions is its stability and longevity. Wars in Ukraine, Iraq and Syria makes significant amount of experts doubt it's ability to withstand external pressure and remain intact in the face of global turbulence.

Aim. Evaluation of current International Order in terms of its stability.

Theoretical basis. Stable international order must fill three functions: 1) provide security to avoid great power war; 2) generate prosperity and increase wealth; 3) promote justice and equal opportunities for global population. In addition, the main function is to avert great power war, because without security, there can be no prosperity and justice (Thomas Wright and Bruce Johns).

Results. Eroding unipolar international system coupled with the rise of different non-state actors makes international politics very unpredictable and challenging to manage. Modern decision- makers have to cope with bigger plethora of interests, preferences and opinions, which makes it hard to determine spheres of international political influence. One of the undoubtedly determining features of the modern order- new security challenges, negatively influence this dimension. Prosperity in the current international order is positive. Rising regional centers of power helps to economically develop parts of the world in their spheres of influence. They are helped by empowered business corporations, supported by international media companies. Cooperation together with triumph of free market ideas has allowed the world to reduce poverty levels. There are factors, which negatively influence prosperity, however they cannot outweigh positive gains of interconnected economy. Justice in the context of rising multipolarity, is enhanced. Increasing power of regional actors gives greater ability to influence political processes and pursue policies not authorized by current great powers. Individuals not involved in governmental sector have bigger abilities to participate in political life and influence decisions of state authorities. Justice also experience drawbacks. However, they cannot outweigh gains from increasing opportunities on the political stage.

Conclusion. International order after the Cold War can be regarded as unstable and volatile. Although, there are positive situations in terms of prosperity and justice, according to theoretical thesis used, main task for any international order is to avoid great power war and limit military confrontation, which it is inept at maintaining.

THE DEMOGRAPHIC SITUATION IN GERMANY AND ITS CONNECTION WITH INCREASING NUMBER OF IMMIGRANTS

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Keywords. Germany, demographic situation, migration.

Introduction. Germany has always been a dream destination for thousands immigrants in search of a better life, as it was a symbol of stability, democracy and opportunities. According to the statistic, Germany's population was counted to be 80,219,695 on 2011. In European Union it is the most populous member state. There are already almost 10 million foreign-born in the country with a further 400,000 migrants are expected this year. But Germany's birth rate has collapsed to the lowest level in the world. It was also estimated, that the population is set to decline to 74.5m by 2050.

Aim. The aim of the study is to determine the main tendency of demographic situation in Germany.

Materials and methods. The problem was studied by collecting different kinds of researches made by World Economy Institute in Hamburg (HWI), The German government and the Institute for Population and Development. All the materials were compared, after that some regularity were found.

Results. A relation between the increasing number of immigrants and the demographic situation in Germany has been established. According to the statistic, it is the second most popular migration destination in the world after the United States. More than 16 million people are of foreign and immigrant descent. About 7 million don't have German citizenship. The number of refugees has dramatically increased during the last year. Despite of a surge of immigrants, the average number of births per 1,000 population dropped to 8.2 over the five years from 2010 to 2015. Speaking demographically, the long-term prospects are not great.

Conclusions. Thus, we can make a conclusion that the tendency of population in Germany is disappointing. A decline in Germany's population is almost inevitable. Once the number of deaths will increasingly exceed the number of births. The positive balance of immigration into and the average number of births in Germany cannot close this gap for good. However, the government should do their best to avoid these consequences. Firstly, demographic changes must be achieved. Secondly, government must learn how to manage with immigrants. But in my opinion, the most important thing we can do is a complete rethink in our societies.

HYBRID WAR IN LATVIA'S AND ESTONIA'S SECURITY POLICY

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Keywords. Hybrid war, securitization, Latvian and Estonian defense and security policy, military cooperation, NATO.

Introduction. Since 1991 both Latvia and Estonia have not been involved in any military conflict, but nowadays non- state actors are playing an increasingly bigger role in policy-making process at the same time expanding variety of different non- military threats. That is why maintenance of peace has not lost its significance. Russia's aggression against Ukraine in 2014 increased awareness of informative warfare, actualizing the term hybrid war in political and military circles. Although there are different interpretations and explanations, mainly hybrid war is understood as a hidden aggression against another country using broad and diverse range of tools and tactics. Element of hybrid war upgrades even traditional threats making complicated situation where the line between external and internal security blurs. NATO and its allies have had to review existing approach to defense policy and planning in that way influencing also Latvian and Estonian security policy, emphasizing the role of hybrid war.

Aim. To analyze what is the aim of securitizing hybrid war in Latvia and Estonia. Research hypothesis: The aim of securitizing hybrid war in Latvia's and Estonia's security policies is in order to achieve greater NATO involvement in national security problem solving.

Materials and methods. This research paper will be based on the securitization theory developed by Ole Waver, where the main idea is how particular questions transforms into questions of security in that way giving a chance to analyze development, objectivity and role of questions of security. This research paper will be made as a qualitative research, including interpretation of different informative sources and semi- structured interviews. During research process document and political discourse analyzes will be used. Research paper will be based on the works of Barry Buzan and Ole Waver such as Barry Buzan, Ole Waver, Jaap de Wilde, *Security: A New Framework for Analysis*, 1998, Barry Buzan, Ole Waver, *Macrosecuritisation and security constellations: reconsidering scale in securitisation theory*, 2009, Barry Buzan, Ole Waver, *Regions and Powers: The Structure of International Security*, 2003, Ole Waver, *Politics, security, theory. Security Dialogue*, 2011.

Results. Research shows the reasons why Latvia and Estonia are securitizing hybrid war into their defense and security policies. It is because of the Membership of NATO and specific situation that both countries face such as historical memory, geographical location in the neighborhood of the regional superpower, presence of Russia media, political choices dilemmas, and minority issues. Respectively, because of the specific situation and feeling of being under threat the aim of securitizing hybrid war is to achieve greater NATO involvement.

Conclusions. Consequently, the hypothesis that the aim of securitizing hybrid war in Latvia's and Estonia's security policies is in order to achieve greater NATO involvement in national security problem solving confirms.

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Ziedu Ekspresis



Latvijas Ārstu biedrība
Latvian Medical Association

Žurnāls "Latvijas Ārsts"
"Latvian Ārsts" magazine



Žurnāls "Doctus"
"Doctus" magazine



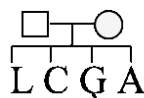
Žurnāls "Kapitāls"
"Kapitāls" magazine



Latvijas Kardiologu biedrība
Latvian Society of Cardiology



Latvijas Anesteziologu
un reanimatologu asociācija
*Latvian Anesthesiologist
and Reanimatologist Association*



Latvijas Cilvēka Ģenētikas asociācija
Latvian Association of Human Genetics



Latvijas Bērnu psihiatru asociācija
Latvian Children Psychiatric Association



Latvijas Ārstu seksologu biedrība
Latvian Association of Sexologists



Latvijas
Profilaktiskās
medicīnas
asociācija

Latvijas Profilaktiskās medicīnas asociācija
Latvian Association of Preventive Medicine

**Latvijas
Acu ārstu
asociācija**

Latvijas Acu ārstu asociācija
Latvian Association of Ophthalmologists

Latvijas Ceļa locītavas ķirurģijas,
artroskopijas un sporta ortopēdijas
asociācija

*Latvian Knee Surgery and Sports
Orthopaedics Association*

Gastroenteroloģijas atbalsta
biedrība
