



RĪGA STRADIŅŠ UNIVERSITY  
INTERNATIONAL STUDENT CONFERENCE  
HEALTH AND SOCIAL SCIENCES

# ABSTRACT BOOK

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## Social Sciences

16–17 March 2018



RĪGA STRADIŅŠ  
UNIVERSITY

 **RSU SP**

RĪGA, LATVIA

Rīga Stradiņš University International Student Conference “Health and Social Sciences”  
(Rīga, 16–17 March 2018): Abstract Book – Social Sciences. – Rīga: RSU, 2018, 24 p.

Authors are responsible for their Abstracts.

Layout: Ilze Stikāne

RSU IPN Nr. 18-060

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Rīga, Dzirciema Str. 16, LV-1007

ISBN 978-9934-8678-3-5

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## PREFACE

**Dear students,**

It is my great honor and pleasure to welcome you all on behalf of Rīga Stradiņš University to the International Student Conference "Health and Social Sciences". As the hosts of this event we take great pride in the fact that the RSU Student Conference has grown to become the largest student conference in the Baltics.

"International" is by no means a coincidence, neither in the title of the conference, nor in the strategy of RSU. The universities of tomorrow need to think globally, and for that particular reason we put export of education and research high on our agenda. Only by going global we can achieve a vibrant economy, healthy society and individual welfare.

This annual conference is a significant event for each participant as it brings together students and experts from different fields. Therefore I am sure that this conference will make an important contribution towards promoting high quality science among young researchers and the importance of science in the study process.

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

Professor **Aigars Pētersons**  
Rector of Rīga Stradiņš University

## **Dear participants, colleagues and friends,**

We are honoured to welcome you to the International Student Conference in “Health and Social Sciences” 2018 at Riga Stradiņš University. Every year the conference grows larger thanks to the rigorous work of the Student Council and this year is no exception – we have accepted more than 300 active participants of which 30% are international students to share their scientific discoveries, not to mention the ever-growing number of passive participants. A team of local and international jury members has once again been assembled to ensure the conference is of the highest quality and to encourage the exchange of knowledge between the leading experts of Europe.

We are proud to say that this is first year that the conference will be held over the course of two days – March 16<sup>th</sup> and 17<sup>th</sup>. A two-day event will enable students not only immerse themselves in science by presenting their scientific work, but also be able to choose from a variety of other engaging opportunities such as attending the lectures of world class keynote specialists, participating in diverse workshops as well as learning more about the host country. Furthermore, by developing the social programme with the addition of international events and continuing the Homestay programme we have aimed to integrate local and international students alike to celebrate what unites us all – passion for science.

We are delighted you have decided to participate in the conference and we wish you the best of luck in presenting your scientific work. Enjoy your time in the RSU ISC 2018 and make the most of your experience by embracing all opportunities both academic and social.

**Sandra Cipkina**  
Chair of the Organising Committee

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## I POLITICAL SCIENCE, INTERNATIONAL RELATIONS

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## LAW “ON THE STATUS OF A PARTICIPANT OF WORLD WAR II” IN THE CONTEXT OF ETHNIC INTEGRATION IN LATVIA

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**Keywords.** World War II, participants, integration policy.

**Introduction.** Former President of Latvia Andris Bērziņš set that the consolidation of World War II veterans and society regarding these issues is one of the priorities of his presidency. However, during the presidency of Bērziņš, this declaration has not resulted into legal framework that would allow the implementation of an appropriate public policy. Saeima, the parliament of Republic of Latvia, decided to come back to announced ideas in 2016. On December 21, 2017, in the third reading the Law “On the Status of a Participant of World War II” was adopted and it comes into force on February 1, 2018. The Law was created with the aim of promoting a unified understanding of the Second World War in Latvian society. World War II has ended more than 70 years ago, but its repercussions and echoes are still perceived by society and in its’ current comprehensions. The differences in the interpretation of war events is sharp and even antagonistic in terms of ethnic division. This has an impact on the understanding of the modern Latvian ideological setting for at least part of the Latvian society which in turn complicates and threatens the integration policy of ethnic minorities.

**Aim.** The study places in the center the problem of the Law “On the Status of a Participant of World War II” as an instrument of ethnic integration, considering its scope and content, as well as the views of the political coalition and the opposition on the necessity for the Law and its form.

**Materials and methods.** The research consists of analysis of documents and decision-makers’ views on the nature of history policy in Latvia and the alternative ways for consolidation of society. For the analysis of the role of decision-making process, organizations and institutions, institutionalism theory is employed. Analysis of the integration and history policy and actions for the consolidation of society is based on nation-building and social integration theories.

**Results.** The Law does not only provide for the establishment of the procedure for granting and formalizing the status of a participant of World War II, but also increases the number of staff of the Office of Citizenship and Migration Affairs and provides additional funding for ensuring the maintenance of the institution’s growing functions. The Law provides for the exclusion of several people from the status of a participant of World War II. The Society of Veterans of the 130<sup>th</sup> Latvian Riflemen Corps of Soviet Army and the Latvian Partisan Brigade representing Latvian veterans who fought for the Soviet Army, was not involved in the drafting process of the bill. Thus, this Society does not support the current content of the Law. An additional risk factor is the presence of Russian media and the acquisition of a solid audience by it in Latvia. Russia has condemned the bill and this position has been transferred to its media.



**Conclusion.** The Law is not an exhaustive measure for the consolidation of the Latvian society and its various ethnic groups. The reasoning of the official position of Latvia about World War II events for ethnic minorities outside the education system has not been extensive and comprehensively effective. Thus, preliminary findings suggest that the aim of the Law will not address the public opinion of ethnic minorities successfully, especially the Russian diaspora.

## POLITICAL SOCIAL RESEARCH IN SECONDARY SCHOOLS IN OGRE REGION

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**Keywords.** Political socialization, education, secondary schools.

**Introduction.** People learn about politics in different ways. Political studies take place through direct ideological teaching, through simulation, observation, identification, and through people's political experience. Generally, this notion of politic and political institutions is shaped in the school years. In general, all young people who study at in class 12 have reached the age of majority, which means they have the full right to participate in municipal elections as well as in Saeima and European Parliament elections, but they despite their opportunities, young people are very passive and the Latvian youth's political knowledge is very low.

**Aim.** Analyze political socialization in secondary schools in Ogre region.

**Materials and methods.** To achieve the goal, the work is based on Richards E. Davson's theory of political socialization. In order to describe the background of education and political orientation, youth studies carried out by the Ministry of Education have been used. The study used a quantitative study method – questionnaires.

**Results.** Firstly, young people rated school very low as a political socialization agent, who formed their political views. In turn, they rated teachers and their family on average and almost equally, which means that teachers have a great influence on the political opinion of young people, despite the fact that the primary political socializing agent is a family. Secondly, young people have very low political knowledge, the majority of young people are unable to provide answers to elemental questions about political processes and political events in Latvia, which should know each citizen of Latvia. Third, taking into account young people's political knowledge, it was concluded that the subject "Politics and Law" can't provide young people with political knowledge base, which in turn points to inefficient educational content of the program.

**Conclusion.** The most important solution to this situation is high-quality social science in the secondary school, which would create young people's motivation for political participation through informing young people and convincing them about their ability to influence the political processes around them. In order to be able to implement the most effective and qualitative political socialization in schools, should be introduced in all secondary school classes political studies in all directions of study programs.

## A THEORETICAL ANALYSIS OF LATVIA'S RESPONSES TO INFORMATIONAL WARFARE

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**Keywords.** Latvian national security, informational warfare, disinformation.

**Introduction.** Upon gaining independence from the Soviet Union in 1991 and later membership into the North Atlantic Treaty Organization and the European Union in 2004, Latvia is today considered an advanced liberal democracy along the northeastern border of Europe. It is a success story within the region, evidencing effective internal political leadership and support from the international community. Yet Latvia's media and cyber landscapes have for years been the target of informational threats from Russia. With these new vulnerabilities have come heightened ethnolinguistic tensions and contentious debates about integration policies and the role of counterpropaganda.

**Aim.** This theoretical assessment critically examines Latvia's security countermeasures to informational warfare, the most pressing of which is disinformation in the media realm. The analysis also identifies remaining challenges to strategic cooperation within the country, a critical step in supporting Latvia's societal security and psychological resilience.

**Materials and methods.** My research is a qualitative, over-time analysis that applies traditional theories of discourse, power, and knowledge to Latvia's national security and media landscapes. The theoretical framework takes inspiration from theorists like Foucault, Baudrillard, Morgenthau, and Feldman and integrates primary and secondary sources.

**Results.** First, this preliminary research underscores that manifestations of informational warfare will remain one of Latvia's most pressing national security challenges as technology and media become more sophisticated and widespread. Second, this study brings to light the myriad of initiatives already in place by Latvian actors both in the government and non-government sector to suggest that challenges lie not in the lack of national – and subnational – level responses but rather in the following: 1) entrenched vulnerabilities that disinformation targets, such as disparity in the education system; 2) weak linkages and cooperation between government and non-government actors; and 3) delayed implementation of policies and initiatives.

**Conclusion.** Theoretical analyses of critical national security challenges in Latvia can prove effective toward uncovering valuable insights. While Western countries have only recently recognized the security risks stemming from Russia's informational warfare, this approach has been waged for decades in and has become the new normal for Latvia and the Baltic States. As active EU member states for over a decade, Latvia, Estonia, and Lithuania should be at the forefront of dialogues and initiatives combatting disinformation globally to maintain the integrity and unity of international actors and institutions.

## THE RE-POTTING HYPOTHESIS AFFECTING THE MOTIVATION OF LATGALIANS LIVING ABROAD TO RETURN TO THE LATGALE DISTRICT

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**Keywords.** Social capital, social ties, re-potting hypothesis, return migration

**Introduction.** The preeminent political scientist Robert Putnam is one of the fundamental contributors to the development of the social capital theory. He has elaborated the concept of re-potting hypothesis which seeks to explain the capability to adapt and accumulate social capital in a new environment. According to the re-potting hypothesis the ability and willingness to adapt and build new social ties in a new country determine the return motivation of migrants. The re-potting hypothesis assumes that it takes five years to establish strong social ties in the new country of residence which weakens the link with the homeland, creates an ambivalent relationship to both the homeland and the host country and reduces the possibility of return migration. It is highly important to examine the motivation of Latgalians living abroad to return to the Latgale district because since 2001 the results of inland and international migration have been tremendously negative in Latgale.

**Aim.** The aim of the research is to examine the impact of the re-potting hypothesis on the motivation of Latgalians living abroad to return to the Latgale district.

**Materials and methods.** Quantitative research – web-based questionnaires were conducted.

**Results.** The results indicate that changing environment has a negative impact on social capital accumulation of Latgalians living abroad because they are less willing to involve in formal organizations abroad and make informal connections than in Latgale. The results reveal that 73.3% of Latgalians living abroad were involved in at least one formal organization in Latvia but in the new host country only 44.3% have a membership in at least one formal organization. It is necessary to mention other factors which might influence the ability to build new social ties, for example language skills and the amount of work and duties in their host country. Secondly, only 7.6% of Latgalians, who have spent abroad more than five years, regularly follow the news in Latvia but among those, who have spent abroad less than a year, 41.7% tend to read or watch the news related to their homeland regularly. Thirdly, it is possible to make an assumption that the time spent abroad weakens the ties with the family members living in the homeland. Among those, who have spent abroad more than five years, only 27.8% of Latgalians have responded that they usually communicate (via phone or on the Internet) with their family members in the country of origin several times in a week. On the contrary more than 72% of Latgalians, who have been abroad less than a year, contact their family members several times in a week.

**Conclusion.** It is possible to draw a conclusion that the re-potting hypothesis is confirmed in this particular research since the Latgalians who have spent abroad more than five years indicate higher ability to accumulate social capital in their host country than those who have spent abroad less than five years. Secondly, the interest to follow the processes and the willingness to contact the family members is higher among those who have spent abroad less than five years.

## THE EVOLUTION OF CYBERATTACKS AS PART OF THE EVOLUTION OF THREATS

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**Keywords.** Cyber attacks, cyber security, cyberdefence, security.

**Introduction.** Cyber attacks have become a part of our everyday lives, as well as they have been constantly expanding in the way they are endangering information systems of governments, societies and thereby, freedom and security of every member of the society. This research analyzes the evolution on how cyber attacks have developed to become existential threats in the contemporary environment.

**Aim.** To analyze the evolution on how cyber attacks have become existential threats in the contemporary environment.

**Materials and methods.** To analyze the evolution and development of cyber attacks, the author of the research will use various analytical and scientific sources. As for the methods of the scientific work, the author will use qualitative data collecting method.

**Results.** The first ever cyber attacks were identified in 1997 in the form of computer viruses and worms. Later on, in 2004, cyber attacks expanded in the form of for-profit malware and in 2007 in the form of advanced persistent threats (APTs). In this period of time, cyber attacks were mainly imposing attacks, which were targeting either private or public organizations, institutions etc., or even both for certain business of political motives and benefits. Most important turning points in the development of cyber attacks can be seen during attacks against Estonia in 2007, Georgia in 2008 and Kyrgyzstan in 2009 – attacks were launched against entire countries. These cyber attacks led to considerable reconsideration of cyber security and improving defense capabilities of firms, countries and international organizations. As of 2010, even more damaging cyber threats having impact from the virtual in the physical space, were identified, i. e. the STUXNET. To the date, with mobile phones and devices becoming an indispensable part of the functioning of modern societies, the risk of being hacked or experience cyber attacks has become ordinary issue for everyone everywhere.

**Conclusion.** In two decades to the date, the electronic information space has evolved from scratch – so have the cyber attacks. Initially, as minor computer viruses affecting limited systems to the first cyber attacks against countries a decade ago followed by a dramatic increase in amount and sophistication of attacks that are now considered as an integral part of security policies not only of companies and institutions, but entire states.

## IMPACT OF THE PEOPLE'S REPUBLIC OF CHINA "BELT AND ROAD" INITIATIVE AND "16+1" COOPERATION FORMAT: EXAMPLE OF LATVIA

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**Keywords.** Belt and Road initiative, People's Republic of China, international relations.

**Introduction.** The chosen topic is politics and it focuses on the analyzing the expansion of the People's Republic of China, based on the theory of mercantile realism. This scientific research is particularly topical nowadays, because China is now becoming an important actor in international politics, escalating its role each year, with a particular focus on developing the economy. In general, Belt and Road initiative is vital for Latvia as Xi Jinping explains that China's significant economic resources are the main means by which it is possible to maintain regional stability and also to defend China's leading role in the country. Building on the fact that China is undoubtedly the world leader in infrastructure construction, this initiative will also bring significant economic development to Latvia.

**Aim.** To explore the impact of the People's Republic of China Belt and Road initiative and "16 + 1" cooperation format on Latvia.

**Materials and methods.** Qualitative research method – analysis, quantitative research method – questionnaire. In order to achieve the goal and fulfill the objectives, work will be based on theoretical materials such as Mearsheimer, J. J., *The Tragedy of Great Power Politics*, Scott Burchill et al. *Theories of International Relations*, Eric Heginbotham, Richard J. Samuel. "Mercantile Realism and Japanese Foreign Policy," etc.

**Results.** Although Latvia has highlighted several priorities that it seeks to achieve in this collaborative format, economic development is considered to be the most important. Thus, cooperation with the China is particularly important due to its large market and transit potential. The road through Latvia is the fastest way to transport Chinese goods to the Scandinavian countries. In general, the volume of trade and investment in Latvia and China has increased since the agreement on the establishment of general cooperation. However, it was concluded that, although economic cooperation has improved, it is not evenly appreciated in all countries of Central and Eastern Europe. Analyzing the current situation, China's investment in Latvia is defined as unbalanced and reaches only 74.6 million euros or 0.56 % of total direct investment in Latvia. China's imports into Latvia have increased, especially since 2009. By contrast, much more progress has been made in Latvia-China exports due to a special increase in 2013, or at a time when the "16 + 1" intensified cooperation begins. Although the import and export figures have increased, the total Chinese share of Latvia's total exports is three times smaller than its share of total imports. The share of China in Latvia's total exports is just over 1 %, which is small compared to 19 % of largest export partner – Lithuania.

**Conclusion.** It was concluded that China more than two thousand years ago implemented one of the most influential "Silk Roads" promoting mutual cooperation, which aimed at connecting Asia and Europe using not only by land but also by the sea. Thus, economic, political, cultural and ideological development between two different continents was already developed. Since then, China has undergone tremendous development through its history in

order to achieve its present status and its readiness to define itself as one of the most important countries in the world. As well as China's global influence continues to expand, new initiatives were launched in 2013 to promote development and also trade not only to China, but also to the region. One of the foundations of this initiative is the fight for equality, broad country-wide consultation, joint contributions to the project, resulting in sharing benefits and the all-win strategy. Equally important is the "16 + 1" cooperation format, which is closely interlinked and includes the Belt and Road initiative. In anticipation of the further development of this issue, it should be noted that this form of cooperation is of particular importance, and China, which is its primary author, is becoming increasingly influential in the international arena of economic actors. Thus, Latvia must continue to actively cooperate and focus on the foundations in this cooperation format, in an effort to increase its economic growth and solve related problems, such as eliminating China's investment imbalances.

## II ECONOMICS, COMMUNICATION

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## THE ROLE OF A MAGAZINE'S "IEVA" BRAND IN THE DECISION MAKING TO PURCHASE

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**Keywords.** Brand, consumer, purchase, press, survey.

**Introduction.** Nowadays there is a variety of products for consumers to choose from. Customers usually buy goods or services from several brands they are familiar with, because that gives a certain sense of confidence about the quality and expectations. Brand management is essential part of marketing foundation and it focuses directly on the brand associations and how that brand can remain favorable to customers. Brand management involves several essential aspects such as cost analysis, customer satisfaction, competition analysis and many more. Therefore, in this research author analyzes theoretical aspects of branding, consumer behavior and its interrelation as well as investigates Latvia's press market, magazine's "Ieva" development and analyzes the audience of magazine's "Ieva".

**Aim.** The aim of this scientific research is to investigate the magazine "Ieva" brand's role in the customer decision making when purchasing goods, based on exploring the theory of a brand and its effect on consumers and performing the survey analysis.

**Materials and methods.** Such research methods were used – monographic, analytical, graphical, logical constructive and empirical research analysis methods. The monographic method is the collection, compilation and detailed study of information based on the selected literature. The analytical method divides the obtained information in chapters and studies each chapter separately. The graphical method is used to display data in tables, graphs and geometric elements, which helps to see the phenomenon as a whole. The logical constructive method was used to analyze the results, make observations and conclusions. Empirical research method was used for quantitative research – survey analysis.

**Results.** The survey was filled out by 60 respondents, 53 of them were women and 7 were men. Most respondents were aged 36–45 which can be explained by the fact that this questionnaire was mostly distributed for specific age group. One of the main question was to understand which of the magazines do the customer read and 80 % answered they read "Ieva" and the second most popular answer was "Ievas Veselība" which got 38 % – more than one option could be selected for this question. Quantitative research revealed that 73 % notice the ads in magazine "Ieva?" and 60 % of respondents felt neutral about the presence of ads, while 33% felt positive and the rest – 7 % felt negatively. Almost half (52 %) of respondents have made a purchase based on an ad that they saw in the magazine. 58 % of respondents find both product or service ads useful, only 28 % chose product ads and the rest chose service ads as useful in magazines. 51 % of respondents answered they rather trust the information in magazine "Ieva" and 41 % said they trust it completely, and very few answered that they do not trust the information.

**Conclusion.** In this research, it is revealed that communicating with consumers through a trusted media brand affects their daily choices. The author also conducted a survey to find out the opinions of the magazine readers. Magazine's "Ieva" readers trust the information that is published in the magazine, therefore magazine "Ieva" can be used as effective channel to successfully advertise products or services.



## OPPORTUNITIES OF OUTDOOR ADVERTISING IN SHAPING THE IMAGE OF THE COMPANY IN THE FIELD OF SERVICES

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**Keywords.** Outdoor advertising, field of services, the image of the company.

**Introduction.** The field of services is now gaining more attention than ever. Most of the companies are now offering different kinds of services, or offer those with a purchased item for a better experience using it. Making an advertisement of a service is hard due to its' non-tangible nature, but there is still a need of making a company, offering a service, more recognizable among others and shape the image of the company through advertisements.

**Aim.** The aim of the research is to study what opportunities an outdoor advertising can offer to shape the image of company which operates in the field of services.

**Materials and methods.** The research was based on an interview and questionnaire, where people were asked about a particular Latvian companies, which provide telecommunication services. Those, gained data is only particularly reliable on all companies, which offer services, due to the differentiation of every service given. The data was gained by interviewing a specialist in a marketing field, mostly about specialists' attitude towards an outdoor advertising and its' opportunities in shaping a companies' image. Also a questionnaire, which was held with 46 people who were using Latvian telecommunication companies' services, to gain the data of how people obtain the information that is given in outdoor advertisements and whether the advertisement can change peoples' attitude towards a company.

**Results.** The marketing specialist and the largest part of the respondents highly agree that outdoor advertisement is a good choice, as a tool, for a company to shape its' image, gain more popularity and rise an awareness of the company.

The main opportunities an outdoor advertisements can offer a company to shape its' image are as follows:

- Attitude – a well thought-off advertisement can change peoples' attitude towards a company in a better way;
- Perception – every detail of the advertisement (color, figure, size etc.) can change a perception of the company;
- Emotional aspects – since a service is non-tangible, the advertisement can use tools to affect emotions of the audience, which make strong bonds between a person and a company;
- Recognition, exposure – even though the internet is gaining more popularity the outdoor advertisements are still attracting audiences' attention very effectively.

Also, a large part of audience can be reached with a help of outdoor advertisement.

**Conclusion.** Each company must strictly acknowledge what kind of the service they provide, since the outdoor advertisement is not suitable for all kinds of services. An outdoor advertisement should be made very accurate, since all imperfections can change the attitude of the audience towards the company, and thus worsen or risen the image of the company. Due to the services' non-tangible nature, the advertisements should be made relying on the emotions, associations and values, which a customer will gain from purchasing an exact service.

## PSYCHOMETRIC PROPERTIES ANALYSIS OF THE ANOMIA QUESTIONNAIRES

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**Keywords.** Anomia, questionnaires, psychometric properties.

**Introduction.** From 2014 to 2017 based on theoretical analysis, within the framework of the National Research Project (EKOSOC\_5.2.5 project), integrative multidimensional model of anomia and anomia questionnaire was developed. Using primary and secondary data, the connection of individual anomia with different psychological concepts was studied. In one of the studies conducted, the psychometric indicators of anomia questionnaire coincide to the psychometric norms, but in other studies, psychometric indicators only partly coincide.

**Aim.** Summarize studies in which on the basis of an anomia integrative multidimensional model, primary data on individual anomia were used, and to analyze the psychometric indices of anomia questionnaire in order to identify the problem in the item formulations.

**Materials and methods.** Research, using the anomia questionnaire (Levina, Mārtinsone, 2016), primary data, analysis and summary according to psychometric properties.

**Results.** It was found that, using primary data, 9 studies were conducted in the framework of the National Research Project, in countries such as Latvia, Lithuania, Germany, Russia, and the United Kingdom. Analyzing the psychometric indicators of anomia questionnaires, it was found that psychometric indicators are different. Several studies have confirmed that that reliability for all scales varied across a wide range ( $\alpha = 0,1-0,93$ ), reaction indices varies in the range from 1.29 to 3.45. The lowered reaction indices are items in scales such as "Estrangement to Others", "Generalized Sense of Meaninglessness". Discrimination indices range from -0.10 to 0.88. On the scale of "Deviation from Prescribed Rules or Customs", there are three articles with low discrimination indices; the remaining scales contain at least one article with low indices (for example, 1, 7, 13, 2, 14, 5, 6, 15, 4 items).

**Conclusion.** Psychometric properties of anomia questionnaires are low in several studies. In order to use this tool in the future, it is necessary to improve the items that do not coincide the established norms and should be tested in a wider population.

## COMPANY'S "CHERRY PICKING" MARKET SEGMENTATION PROCESS IMPACT ON ITS MARKETING ACTIVITIES

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**Keywords.** Market segmentation, marketing activities, entrepreneurship.

**Introduction.** Market segmentation is one of the main aspects in marketing. It separates customers in to groups so it is possible to reach them more effectively. Many companies do not pay much attention to market segmentation but at some point in their development it is very important to meet the customer needs and concentrate the marketing activities specifically to them. "Cherry Picking" has established its market share in Latvia decorating sphere but the company has specified their market segments and their marketing activities are not specifically aimed to all of their target audience. In the near future it can become a more significant problem for the company so it is crucial to define the market segments more precisely.

**Aim.** To estimate company's "Cherry Picking" market segmentation process, marketing activities and make a suggestions for improvements.

**Materials and methods.** For theoretical part in the research the monographic method was used to analyse theoretical information about marketing and meaning of market segmentation in entrepreneurship. Graphic method was used for showing information and processes in the company as well as assessing their efficiency. As a qualitative research method the expert interviews were used for collecting opinions and suggestions from different experts about existing market segmentation in the company. Content analysis was used for estimating the marketing communication tools in the company's social media and home page.

**Results.** The findings of theoretical analysis showed that multiple ways of marketing segmentation can be used and their main objective do not change – separate the market in to groups, which helps to concentrate the marketing activities more specifically. For "Cherry Picking" the market segmentation process is not strictly defined and but the company mainly concentrate their marketing activities on individual clients using social media. The information from the company and content analysis showed that the main market segment that the company is working for is mainly women who are interested in interior and decorating. The experts who were interviewed pointed out many relevant additions that could be made for the company's market segmentation process and marketing activities such as new potential client segments as children, new mothers and men. Also suggestion were made for "Cherry Picking" marketing activities emphasizing possible changes in social media communication by showing not just product itself but more of how product is used by clients. A lack of marketing activities for corporative clients was found therefore experts suggested to make data base and inform them regularly about their products and services.

**Conclusion.** "Cherry Picking" market segments are possible to improve and develop more specifically as well as the marketing activities aimed to them. The findings of this research will help the company to reach the existing and potential market segments more effectively and will also foster to use their already existing products and services in a more effective or even in a new way.

## DRUGSTORE CHAIN "MĒNESS APTIEKA" CUSTOMER LOYALTY PROGRAM ANALYSIS AND IMPROVEMENT OPTIONS

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**Keywords.** Customer loyalty program, drugstore, young people.

**Introduction.** Every company wants loyal and trustful customers which makes repetitive purchase. Loyal customers' gives company safety sense, because they provide stable profit for company. The easiest way how create loyal customers are provide customer loyalty program. Now in drugstore assortment you can find not only medicines, but also hygienic, cosmetics and beauty care products. That's why drugstore target audience now are also young people.

**Aim.** Analyse drugstore chain "Mēness aptieka" customer loyalty program and develop program improvement options for young people target audience (age range 19-26).

**Materials and methods.** Author used monographic method, secondary data analysis and questionnaire. Materials were taken from theoretical books (Ferrell O. C., Pride W. M., Hult G. T. M., *Marketing*, International Edition, Cengage Learning Inc, 2011; Kumra R., *Consumer Behaviour*, Himalaya Publishing House, 2006; Kotler F., Keller K. L., Brady M., Goodman M., Hansen T., *Marketing Managment*, 2<sup>nd</sup> edition, Pearson, 2013; *Tūrisma un viesmīlības terminu skaidrojošā vārdnīca*, Rīga: LR Ekonomikas ministrija, 2008) and internet resources (firmas.lv, irlv.lv, klientuportfelis.lv, loyaltymarketing.com, la.lv, menessaptieka.lv, medicine.lv, nra.lv, prakse.lv, repharm.lv, tns.lv).

**Results.** In questionnaire participated 87 young people: 50 women and 37 men, age range 19-26, and they study in Rīga. 52 respondents (59.8 %) shop in drugstore one to three times on month and most often they buy non-prescription medications (73 respondents or 83.9 %); 42 (48.3%) respondents buy prescription medications; 22 (25.3 %) respondents vitamins and supplements; hygienic products - 19 (21.8 %) respondents; cosmetics and beauty care products - 6 (6.9 %) respondents. Favorite drugstore chain is "Mēness aptieka". There always shop 71 (81.6 %) respondents. Only 24 (27.6 %) respondents have drugstore chain "Mēness aptieka" loyalty card and this is the favorite drugstore chain loyalty card in young people target audience. 51 (64.6 %) respondents do not have loyalty card in none drugstore chains. Young people want to see in drugstore assortment - professional decorative cosmetics, gluten-free food, and dietary supplements for athletes, healthy sweets, more homeopathic and natural supplements.

**Conclusion.** Young people shop in drugstore very often - one to three times on a month. More than 60 % of respondents don't use drugstore chains loyalty card, because they don't see necessity of that. This is a great opportunity for drugstore to reach new target audience - young people, because young people shop in drugstore very often, but don't see the benefits of loyalty program.

**Recommendations.** Expand assortment with dietary supplements for athletes, gluten-free food and more homeopathic and natural supplements, to attract young people. Create young people loyalty card where young people can find attractive offers for them. Create special young people newspaper and articles in social media about active and healthy lifestyle and advertise young people loyalty card offers. Become a sponsor or/and supporter in different active and healthy lifestyle events, for example, "Ghetto Games", "Lattelecom Rīgas maratons" or "Nike Rīga Run".

## PONOLAU: IMPROVEMENT OPPORTUNITIES OF PRODUCT PROMOTION

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**Keywords.** Marketing, marketing mix, promotion, lifestyle brand.

**Introduction.** In 21st century it is hard to argue with the fact that in the most cases the knowledge about marketing and how it can be applied in order to make the business more effective is playing bigger role than ever before – different kind of techniques on how to attract the attention of consumer and how to stand out from others can be seen on every footsteps of ours. This is particularly noticeable in sectors where there is a strong competition between companies, and as one of the most common ones for our consumption-based society can be named clothing manufacturing and sales industry. So, when there are so many different options for almost everyone already existing, is it still possible to somehow start from the bottom? Is it possible to compete with not only other smaller concept stores, but worldwide-known clothing giants? And if so, what are the main things to put your stress on when creating and improving the promotion of a new brand?

**Aim.** For getting a deeper insight of the essence of marketing itself and not only to understand but also lay out the differences in available marketing mix elements and their applications, the aim of this research paper is to analyze a young Latvian lifestyle clothing company's "PONOLAU" existing product promotion process and its future opportunities, by creating conclusions from analyzed literature and views from niche experts, as well as developing a proposals on how it could be done.

**Materials and methods.** In order to achieve the goal, a total number of four research methods were applied in creating this paper – firstly by using monographic method and analyzing the secondary data, all of the needed theory for this paper was collected from both written and electronical resources, summarized and its context – outlined. That was followed by content analysis – data of existing company's promotions were collected and analyzed in context of previously summarized theoretical framework, which helped to make a conclusion on what has already been done and why exactly this pathway has been selected by the brand. Last but not least – an empirical research qualitative method (deep expert interviews) was applied – this helped the author to get to conclusions on what are the main things for a freshly incoming clothing manufacturer to put its stress on when promoting itself as a brand and its production. By using this method, a number of four people were interviewed who were chosen because of their relevancy and different types of connection point for this specific lifestyle brand and its production – an owner of a up-and-coming Latvian clothing brand, an owner of a lifestyle (streetwear) clothing store, a representative of Latvian extreme sport and street culture organization "Ghetto Games" and a Latvian professional skateboarder.

**Results.** First and foremost, this research paper and the creating process of it played a huge role on not only analyzing PONOLAU's existing marketing structure and their product promotion for the author, but also for the company's owners – such a thing wasn't done until this so all of the results and conclusions out of this paper can now be applied in the real life, since the paper proved that there are a lot of important point that lack or not used by the company in

their promotion. In the result of this paper, a clear understanding of how different marketing mix elements can affect the performance of the product, how and in what occasions different promotion methods can be used, what are the up and downsides for PONOLAU performance, and last but not least – the hypothesis proposed for analyzing this specific company (that social network is the best promotion channel for such a brand) has been confirmed.

**Conclusion.** The outcome of expert interviews allowed to state that for a new brand in this specific niche, it is very important to build up its image, associate its name and products with a standing-out background story which is relevant to their target audience. This can be done in several promotional ways, but, and again referring to the interviewees, the most recommended one is to do so by using social media such as Instagram and Facebook, which are great platforms to promote a brand with less resources.

## STARTUP FUNDING MODEL INVESTMENT IMPACT ON STARTUP EFFECTIVENESS

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**Keywords.** Startup, effectiveness, funding, accelerator, incubator, business angel, 3F (friends, family, fools).

**Introduction.** Startups are new, developing, quick expanding companies, but based on Minister of Economics in Latvia, only 1 or 2 from 10 survive. Their development, growth, expansion and maturity require finance, thereby without them occur problem to achieve effectiveness. In nowadays exist many different startup funding models, that arise uncertainty – which of them in Latvia is the best to achieve effectiveness. To identify best model author explored essence of startup, funding models, and chose to analyze accelerator, incubator, business angels and 3F models, by exploring and compering Latvian and other Baltic startup experience.

**Aim.** Identify the best funding model in Latvia for startups to achieve effectiveness, by analyzing effectiveness indicators depending on type of startup funding model.

**Materials and methods.** Author used scientific literature about startups, effectiveness and funding models. Studies about most successful startups in Baltic. Latvian startup funding organizations webpages and “Lursoft” data base. Methods: monographic – to identify which model promotes highest startup effectiveness by exploring literature. Synthesis – to find links between literature and Latvian and other Baltic startup practice. Qualitative – to analyze interviews about Latvian startups finance, effectiveness factors, startup experts’ opinions about best model. Quantitative – to analyze survey to identify which model is the most popular in Latvia, why and how it affects effectiveness. Case analysis– to analyze specific Latvian and other Baltic startups effectiveness by using funding models.

**Results.** More than half of explored most successful startups from Baltic had used accelerator. Latvian incubators provide till 20 000 EUR, tools, resources and service, in return asking startup finance information and incubator popularization. Accelerators provide till 250 000 EUR, support, training and mentors, in return requiring startup shares, as business angels who provide till 1 000 000 EUR. Most popular model in Latvia is incubator, because of the available number of them, relatively simple conditions to join them and support. Latvian

startups often go through all explored funding models, firstly they use 3F model to gain finance basis, then startups search for more funding, resources, tools and support in incubators, which don't provide mentors as accelerator, that also provides bigger funding and opportunity to pitch startup to gain funding from business angels. Different funding models are appropriate for different type of business, but most successful startups had used accelerator as funding model.

**Conclusion.** Research, confirmed hypothesis – accelerator is the best startup funding model for highest effectiveness, because of funding size and support. Model that emerged from comparative analyze can be used by startups who want to join model to gain investment.

## **“COFFEE PIXELS” ENTRY STRATEGY TO DENMARK MARKET**

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**Keywords.** Enterprise entry strategy, overseas market, Denmark market.

**Introduction.** “Coffee Pixels” is a new, innovative product that is an alternative to everyday coffee. “Coffee Pixels” edible coffee bar use all the ingredients of coffee fruit-bean, cascara and cocoa butter. The company shortly but strongly has created a beloved startup brand and gained loyalty from their customers. The main advantage of the company is the ready-to-use approach, it can be used at any time and place without any preparation. As a fast growing company, “Coffee pixels” have to expand and take opportunities in other markets so authors chose to make entry strategy to Denmark market.

**Aim.** The aim of the research is to find out the effectiveness of “Coffee Pixels” entering the Denmark market and to analyse the impact on company's development.

**Materials and methods.** In this research monographic, analytical, qualitative methods were used.

**Results.** Financial performance analysis showed that entering the Denmark market would be a great success since company would earn EUR 4054.77 from selling 50 kilograms per month. Company has attracted funding from Japanese representatives from the Fukuoka city for 30k to expand in Japanese market. That represents company's ability to grow and compete in international market.

**Conclusion.**

1. The company selects a diversification strategy for entry into Danish market – a new product on a new market. The chosen strategy allows the manager to systematically prepare for the future by understanding the interval between the current and the desired position of the company.
2. Based on SWOT analysis entering the overseas market will reduce brand's lack of international recognition, and will make the company more flexible against one country's internal economic changes.
3. “Coffee pixels” product is innovative and natural, and based on SWOT analysis the customer in Denmark will be willing to pay more to try this product.
4. The price of the product is equivalent to a coffee drink and that is why working together with local coffee shops would be a great opportunity to introduce new way of having a coffee.

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