



RĪGA STRADIŅŠ UNIVERSITY INTERNATIONAL STUDENTS CONFERENCE 2021

Abstract Book

SOCIAL SCIENCES





Rīga Stradiņš University
INTERNATIONAL STUDENT
CONFERENCE 2021

March 22nd–23rd, 2021

Abstract Book

SOCIAL SCIENCES



Rīga, Latvia

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Preface

Dear students, dear professors, dear guests!

On behalf of Rīga Stradiņš University, it is my great honour and pleasure to welcome you all to Rīga Stradiņš University Research Week 2021 and especially to the International Student Conference "Health and Social Sciences".

We are meeting at a very stressful time for the whole world – during the COVID-19 pandemic. I am, however, satisfied that our technological capabilities ensure that we can still proceed to carry out research. RSU Research Week is one of the largest scientific events in the Baltics and it is organised every two years.

Today, we welcome 420 students from 30 countries to the conference, who will be presenting their theses in both medical and social sciences across the conference's 24 sections. In addition, 120 international jury members will participate in the conference that will also feature three special keynote speakers. This testifies to the outstanding research capabilities of RSU students.

This conference is a significant event for each participant as it brings together students and experts from different fields. Rīga Stradiņš University aims to be a modern, prestigious university that is recognised in Europe and worldwide and that has the individual at its core – our students, professors, researchers and all academic and administrative staff are all essential to our team.

Dear students! I hope that you all will experience a conference where you will acquire many creative ideas and forge new professional contacts.

I wish you a productive and successful conference! Stay healthy!

Professor Aigars Pētersons
RECTOR OF RĪGA STRADIŅŠ UNIVERSITY

Dear friends and guests of Rīga Stradiņš University,

As organizers we are glad to have you with us during this difficult time that COVID-19 has brought. International Student Conference of Rīga Stradiņš University is opening its virtual doors for the second time in online format!

Despite all challenges we have faced, it is a pleasure that we received a huge amount of applications that is even bigger than before pandemic. Our team has come a long way to provide you the best of what online conferences can provide! I hope you will enjoy our keynote speakers, plenary sessions and workshops that will explore new horizons for all of you! Let's start this two-day long journey with enthusiasm, curiosity and hope that soon we will be able to meet in person!

Take care and stay safe!

Māris Lapšovs
CHAIR OF THE INTERNATIONAL STUDENT
CONFERENCE 2021 ORGANISING COMMITTEE

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Māris Lapšovs

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COMMUNICATION

PHOTOGRAPHY MEDIA BASED SOCIAL ADVERTISING FOR MEDIA LITERACY

Author: *Ieva Rugāja*¹

Scientific research supervisor: Assist. Prof. *Alnis Stakle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Photography, Social advertising, Media literacy.

Objectives. The purpose of this work is to explore photography technics for social advertisement to create photos arising the problems of media literacy.

Materials and Methods. There will be explored what it takes to make a good photography. How to make noticeable and understandable social advertisement based in photography medium. There will be explored main problems and solution in media literacy to successfully represent the message in photography. Photos will be taken using camera Nikon D3100 and will be edited in computer program Adobe Photoshop. To make the photos there will be used models to create necessary scenes.

Results. As a result there will be understanding how to make social advertisement based in photography medium. Created photos will be possible to use in brochures or posters to explain media literacy.

Conclusions. Since pandemic begun, a lot has changed – work, education and ordinary things are transformed into online life. However this situation have increased fake news prevalence and misinformation in society. It is very important for our society to use social media responsibly, evaluate critically all the information we gain from internet platforms and to be knowledgeable in the field of media literacy. It is important to encourage society to understand the impact of fake news and media literacy importance in everyday life. Photography medium based social advertisement can be intriguing and eye – caching, it can make someone to think about the message it brings. Photography is powerful tool to send a complete message without words. At this time in Latvia there is no such advertisement about media literacy that is based in photography medium. Although this problem is huge and in media we hear a lot about it.

ANALYSIS OF THE "SEB LATVIA" BANK INTEGRATED MARKETING COMMUNICATION STRATEGY IN 2020

Author: **Laura Dace Dzene**¹

Scientific research supervisor: Mg. sc. soc. **Diāna Kiščenko**¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. SEB Latvia, bank, integrated marketing communication, marketing, communication.

Objectives. Integrated marketing communication helps companies to give the main message and information to their customers by using different type of methods and communication channels. The objective is to research how does the strategy of integrated marketing communication in "SEB Latvia" bank help to achieve the strategic goal of the company.

Materials and Methods. The study will be based on theoretical research about the structure of integrated marketing communication, its key elements, functions, channels, strategy, implementation of a integrated marketing communication strategy, its effectiveness and the interaction with the strategic goal of the company. Mixed methodology will be used to reach the objective of the research. Qualitative research methods: semi-structured in-depth interviews with two bank representatives. Quantitative research methods: online survey. This method will be used to find out the effectiveness of the integrated marketing strategy. Secondary data analysis: of previous studies and surveys from the company's archive.

Results. Provisionally, the interviews will bring insight of the integrated marketing communication most effective methods, which company have used, as well the information about used channels and the ways how they value the companies integrated marketing strategies results. Author hopes to find, whether the company knows how to correctly and successfully implement an integrated marketing communication strategy in order to achieve the strategic goal of the company. Also author hopes to find out which of used integrated marketing communication methods are the most effective to achieve the strategic goal of the company.

Conclusions. By carrying out this Bachelor's Thesis, the author hopes to gather insightful information on how integrated marketing communication helps to achieve the strategic goal of the organization as a whole. Depending on the fact, that "SEB Latvia" is one of the most successful banks in Latvia and its value contains 17 % in Latvia's financial services industry. The author believes that this research can be valuable material from which to conclude the overall impact of integrated marketing communication to Latvian and even Baltic bank and financial service industries.

HEALTHCARE FUNDING AND HEALTH PERSONAL SALARY REFORM – DISCLOSURE IN DIGITAL MEDIA (2019–2020)

Author: *Raina Anna Ločmele*¹

Scientific research supervisor: Dr. philol. *Dīte Liepa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Discourse, health care, medical wage reforms, discourse analysis.

Objectives. In recent years, one of the most discussed topics in the media is medical salary and the quality of the healthcare system in Latvia. It is plentifully debated in the mass media whether the medical salary, which is included in the State budget, is appropriate to the work done by medical and healthcare professionals. The aim of the work is to find out how discourse is constructed in the publications on the subject of health care and medical wage reforms from 2019 to 2020 in three Latvia's most popular digital media platforms.

Materials and Methods. Main theory used by this study is discourse and the theory of critical discourse analysis. The study will focus on the theories provided by theorists – Norman Fairclough, Teun A. van Dijk and Ruth Wodak – on the analysis of critical discourse. Two research methods will be used for the study – the method of quantitative content analysis and critical discourse analysis.

Results. The preliminary results of the study indicate that the main problem lies in the use of the language of the parties involved, since the different parties' views are often contradictory, complicated, belated and very different between the different parties involved.

Conclusion. The provisional conclusions are that the mass media language used by the parties on issues related to the reform of healthcare funding and medical salaries should be more accessible so that the message delivered in the media is more perceptible and understandable for audience.

SEMIOTIC ANALYSIS OF CHRONICLES BY DIRECTOR ANSIS EPNERS IN NEWSREEL "PADOMJU LATVIJA"

Author: *Sanija Svipsta*¹

Scientific research supervisor: Prof. Dr. sc. inf. *Sergejs Kruks*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Newsreel, chronicle, content analysis, quantitative analysis, semiotic analysis documentary film.

Objectives. In chronicles by director Ansis Epnars semiotic analysis suggests that there is a strong bond and a connection between the signifier and signified characteristics in the study of signs. The aim of this research is to perform the analysis of semiotic cinema techniques in the series of director Ansis Epnars newsreel "Padomju Latvija" and to perform content analysis. Main themes included in the research – Director Ansis Epnars' contribution to the history of cinema, Ansis Epnars' contribution to cinema development, review of semiotics theorists, content analysis theory and understanding of the content.

Materials and Methods. Qualitative research method – semiotic analysis – study of signs and symbols. This method is used to find deeper meaning, purpose and idea of the series. Content analysis also will be used by highlighting out the categories, means, themes, certain words of the content in the series of newsreel "Padomju Latvija".

Results. Semiotic analysis which would explain the meaning of signs and symbols and content analysis which would determine the most commonly used themes, words, phrases and concepts, which altogether would explain and conclude the different use of techniques, and different features of the content in the newsreel "Padomju Latvija".

Conclusion. Director Ansis Epnars is known as "man – orchestra" because of his vision of cinema, his work for understanding the real meaning of "movie language" or its true meaning, the new methods that he introduced to Latvian cinema and the forms of message that were analyzed by using semiotics and content analysis. It proves that such thing as "the method of Ansis Epnars" exists – different kind of structure and organisation of the cinema.

EVALUATION OF RĪGA STRADIŅŠ UNIVERSITY BRAND ASSOCIATIONS AND ANALYSIS OF THEIR FORMATION IN THE CONTEXT OF BRAND IMAGE

Author: *Anna Miķelsone*¹

Scientific research supervisor: Lekt. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Brand, associations, higher education.

Objectives. Brand associations are connection between a brand and people, who are using these associations to form a brand image in their mind, which is important for the consumer buying decision making process. Objective of this research is to analyse the associations of the brand of Rīga Stradiņš University (RSU) and analyse their meaning in the formation of the brand image.

Materials and Methods. The monographic method will be used to explore and analyse the nature of the brand, formation of associations and their influence on consumer buying decisions. Secondary data analysis will be used to analyse the history and development of the brand of RSU, as well as the research of RSU about the image of the brand. Quantitative research method - survey and qualitative research method - focus group, will be used to analyse the associations of RSU as well as their impact on consumer buying decision making process.

Results. Doing the quantitative research, author wants to get a better understanding of what are the consumer associations of the RSU brand and how they develop over time, to define proposals for RSU Communication department when it comes to their problem about RSU brand image being mostly associated with medicine, not social sciences as well.

Conclusion. RSU is positioning its brand with slogan "Open to the world", emphasizing the fact, that they "build a bridge" between Latvia and the rest of the world, between medicine and social sciences, between academic and practical study area. With their communication brand wants to promote all study opportunities in RSU, to make the brand be associated with not only medicine, but high-quality studies in social sciences as well.

MENTAL HEALTH COVERAGE DURING THE COVID-19 PANDEMIC IN LATVIA'S INTERNET NEWS PORTALS

Author: *Renāte Samanta Krēsliņa*¹

Scientific research supervisor: Asoc. Prof. Dr. philol. *Iva Skulte*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Latvia, Covid-19, mental health, digital news media.

Objectives. The aim of the study is to find out how the public is informed about mental health during the Covid-19 pandemic and how it is reflected.

Materials and Methods. The study will be based on the framing theory and will use a quantifying concessional analysis as it makes it possible to analyse the text and thus focus on how society is directed to think about mental health and how it is presented by the media. The sample will be selected by selecting the three most popular Latvian Internet news portals according to the latest data from GEMIUS, and then following the keywords the articles will be searched for, and each third article will be used between April 2020 and January 2021, which is the period when pandemic were announced in Latvia.

Results. Examined how the media informed the public about mental health, how this issue is reflected and what category it categorizes when it is spoken about using quantitative concessional analysis.

Conclusion. As a result of a successful study, the author of the work should answer the research question – How does the Internet news portals reflect the mental health issue during the Covid-19 pandemic?

PORTRAIT OF A PERSON WITH A DISABILITY IN A DOCUMENTARY SHORT FILM

Author: *Antra Zuce* ¹

Scientific research supervisor: Assist. Prof. Dr. art. *Dita Rietuma* ²

¹ *Rīga Stradiņš University, Latvia*

Keywords. Documentary short film, disability, person, Paralympic games, cerebral palsy, goals.

Objectives. To create a documentary short film in which a person with a disability is portrayed. The aim of the film is to show people that a lot is achievable despite the disability.

Materials and Methods. Type of documentary - expository mode (Information is provided to the viewer directly. Documentaries set up a specific point of view or argument about a subject).

Results. The short documentary will reflect a significant human desire - the pursuit of the fulfillment of one's dreams - despite the complications of life. The documentary will be about an 18-year-old girl Evelina Gilite in her daily life. Evelina was diagnosed with cerebral palsy as a child, but it did not stop her from trying to realize her dreams. Evelina has been passionate about rowing for a relatively short time, but she has set a goal that she wants to achieve - to become a participant in the 2024 Paralympic Games. Every day regularly she has training, preparation for the 12th grade exams, as well as an active social life.

Conclusion. The theoretical part of the work will describe - what is a documentary film, Portrait film, Status of a person with a disability, previous coverage of disability in cinema and media and filming stages. After researching the theory, a creative concept is going to be written and a documentary is going to be made. The time of the documentary short film will be approximately 10 minutes.

AUTHOR PHOTOGRAPHY PROJECT ABOUT QUEER COMMUNITY IN LATVIA

Author: *Estere Eversone*¹

Scientific research supervisor: Assist. Prof. Dr. paed. *Alnis Stakle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Queer, LGBT community, author photography, fine-art photography.

Objectives. The topic of sexual minorities is becoming more and more popular in the world, but unfortunately it is still undeveloped and unaccepted in Latvia. This is also reflected in the visual culture, where sexual minorities are not widely studied and portrayed. This can be seen in the great lack of representation of this community in the field of photography. So far, it has given me much trouble to find any Latvian photographers who are actively engaged in this topic and would create photo series on it. There are, however, Latvian photographers that include queers as an element in their work, but they don't particularly devote their work to this topic. This project has a social significance that will help to focus on the issue of sexual minorities, as well as represent the LGBT community in a direct but authentic light. The aim of this creative work is to create a successful author photography series of the Latvian queer community.

Materials and Methods. Get acquainted with queer theory, genre of author photography and the legal rights of sexual minorities in Latvia. Create a series of close and intimate portraits with representatives of the LGBT community. And finally draw conclusions about the current life situation of queers in Latvia.

Results. This project will bring the much needed attention to Latvia's queer community as well as the field of Latvian photography will be supplemented with photo series of artistic nature on the topic of sexual minorities.

Conclusion. The author wants to come to a conclusion about queer rights in Latvia and create photo series that would draw public's attention to this topic and be more supportive of the queer community as it's members are physically and emotionally at risk on a daily basis.

A SERIES OF INTERVIEWS WITH INVESTIGATIVE JOURNALISTS

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Journalism, investigative journalism, interview, series of interview.

Objectives. The objective of my creative work is the need to introduce people to investigative journalism and to promote media literacy. As investigative journalism is fact-based, objective and provides the public with truthful, verified, and reliable information about the problem under investigation, I believe that the society needs to be made more aware of it. In addition, aspiring journalists are often afraid to engage in investigative journalism experiments and the research process because they find it too complicated and sometimes dangerous, so my creative work also aims to introduce young journalists to the experience of investigative journalists.

Materials and Methods. In the theoretical part I will review all the necessary literature, get acquainted with investigative journalism, its history, meaning, major projects, journalistic methods and genres, will provide a deeper insight into the interview, as well as insight into professional ethics. In the concept part I will describe the process of creating my creative product – a series of interviews: interview topics and questions, descriptions of the interviewees, the course of interviews. I will create a series of interviews consisting of 5 interviews with prominent Latvian investigative journalists about their experience in detecting various violations and whether and what difficulties they had in operating in this field, and whether and what the consequences were (for example, were they received a threat or were they afraid after the story came out, etc.).

Results. I plan that the series of interviews will consist of 5 interviews with prominent Latvian investigative journalists, the interviews will be in the form of articles and will be published in RSU Student Media.

Conclusion. Investigative journalism is necessary because it works for the benefit of society, not only by covering current information, but also by going into it and researching, revealing the truth and possible violations.

THE ROLE OF INTEGRATED MARKETING COMMUNICATIONS IN REPUTATION MANAGEMENT FOR 2019–2020 YEARS AT “4FINANCE” COMPANY

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Keywords. Integrated marketing communication, reputation management, non-bank loans, marketing communication.

Objectives. In 2018 the SKDS survey shows that in Latvia the most typical and most popular among consumers are non-bank loans. In 2020, phenomenon as “fast loans” were increasingly appearing in the media, as they were in demand during the first wave of the Covid-19 virus, when the economic situation of many people was unstable and deplorable. Considering, as the Dienas Bizness research shows, a large part (34%) of the Latvian population still lives from salary to salary. Banks allowed people in such an unstable situation to see the light on the possibility of obtaining a loan. “4finance” is considered the leader in fast lending in the non-bank credit sector, as evidenced by the company’s recognition and turnover. One of the main advantages of this status and position in the market is a well-thought-out and developed marketing communication, which the author of this work will find out in this work.

Materials and Methods. Quantitative research method: survey – using this method, two online questionnaires will be conducted. One of them will focus on the attitude of people to phenomenon as “fast loans” in Latvia, and the second questionnaire will focus only on the attitude to the company “4finance”. Qualitative content analysis: study the company’s prepared press releases, promotional materials and websites. Semi- structured interviews: three interviews are planned: with representatives of the company “4finance”, with PR representative of foundation “4finance labie darbi”, with one of the participants of the charitable foundation-animal shelter “Ulubele”.

Results. The preliminary results of the study show that the reputation of 4finance was positively changed in 2019–2020, since the company has a successful integrated marketing communication, one of the indicators of successful reputation was the activity of the company’s fund “4finance labie darbi”, which was actively advertised in 2020.

Conclusion. The provisional conclusions are that 4finance actively promoted its products, popularized information about its fund “4finance labie darbi”. These activities attracted a lot of attention, which led to a greater recognition of the company among the residents of Latvia. The results of the fund’s work helped the company improve its reputation and establish itself as a socially responsible company.

REPRESENTATION OF LATVIAN SACRED NATURAL SITES IN PHOTO COLLAGES

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Photography, photo collages, visual anthropology, culture.

Objectives. Nowadays, when different traditions and cultures merge together, they tend to intertwine with each other and thus various ancient Latvian traditions and Latvian cultural characteristics can be forgotten. One of the phenomenons of ancient Latvian culture, which are still visible today, are Latvian sacred natural sites. These sites combine both intimacy and relationship with nature, as well as a mythical and inexplicable esoteric obsession with them. The aim of this creative bachelor's thesis is to create a series of photo collages about Latvian sacred natural sites.

Materials and Methods. The research methods of this creative bachelor's thesis are photo collages and visual anthropology. The theoretical part of the work deals with the use of photo collages in photography and art, theories of visual anthropology, visual ethnography, researching approaches of different artists in photography when creating works about different cultures, their peculiarities and traditions. In order to examine the peculiarities of Latvian culture, more precisely Latvian sacred natural sites, photography and photo collages were chosen, because with the help of this method poetic collages can be created, creating different messages with collage layout and used materials in collages, and also collages can be used as a method of visual anthropology and communication, showing Latvian sacred natural sites – one of the cultural values of Latvians, which has survived to the present day.

Results. Provisional results of creative bachelor's thesis are series of photo collages about Latvian sacred natural sites, in which a theoretical part is developed, reviewing theoretical literature on photo collages, visual anthropology and different photography and art approaches on depicting different cultures.

Conclusion. Conclusions of my creative bachelor's thesis will be presented at the conference.

CREATION OF A SELF-PORTRAIT SHORT FILM USING THE PRINCIPLES OF EXPERIMENTAL CINEMA

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Experimental cinema, self-portrait, self-expression, women in cinema, short film.

Objectives. To gain a broad insight into the theory of experimental cinema, self-portraits and other important aspects for creating a strong theoretical basis. To create a self-portrait short film based on the principles of experimental cinema.

Materials and Methods. To make a successful short-film the author will use a digital camera and a phone camera. To gain the effect of experimental cinema multiple video editing programs will be used.

Results. In the end the author will have gained a broad insight into the theory of experimental cinema, self-portrait, the role of women in art and cinema and other essential theories. Based on the gained knowledge the author will have made a self-portrait short film based on the principles of experimental cinema.

Conclusion. The objective of the work will be achieved if in the end the author will have acquired knowledge of the specific theory and created an effective short film based on the obtained theories.

EXPLORING SOCIAL-POLITICAL ISSUES THROUGH CONTEMPORARY ART: ART PHOTOGRAPHY PROJECT AS SELF-EXPRESSION

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Keywords. Contemporary art, art photography, still life photography, visual communication, man-made climate change.

Objectives. Creating art photography series of photos showing the chosen global issue: man-made climate change. Exploring the use of visual communication, contemporary art and its value in the 21st century while using the features of art photography.

Materials and Methods. The author will be using art photography and its features combined with contemporary art and visual communication principles. This method will allow to combine mentioned features and use them to display the social-political issue through the creative part of this work. Using art photography also allows the author the freedom of self-expression of the chosen global issue: man-made climate change. The author will be using fruits and vegetables that symbolise human life and ageing while also using plastic products that won't be changing alongside the fruit and vegetables. Thus displaying the contrast between the fading life and what seems to be never-ending life on plastic products.

Results. As a result, the author wants understand the importance of contemporary art as a communication outlet, which is used to represent social-political issues. Also making a photography series using visual communication tools to represent man-made climate change throughout art photography.

Conclusion. Contemporary art and visual communication gives the opportunity to reflect on society and global issues that are important in the 21st century.

CREATIVE BACHELOR'S THESIS "AUTHOR PHOTOGRAPHY ABOUT XENOPHOBIA IN LATVIA"

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Xenophobia, European values, young people, visual communication, author photography, social advertising.

Objectives. Creating a series of author's photographs about xenophobia in Latvia and distributing it as a social ad through social media to young people.

Materials and Methods. Creative Bachelor's Thesis includes theoretical overview and the concept of creative product. Based on the principles of author photography and the collage method, a series of 8 black and white photographs will be developed, which together will form a unified image. The main message of the photo series is – "other" does not mean "bad". It indicate that this problem can manifest itself in different ways, but forms one global problem in society. It is distributed on social media and on one Riga NGO website, which is working with social problems.

Results. As a result the author's photography project attract attention to the social problem, inform about it, it also make you think more deeply about xenophobia and move the way of thinking towards more solidarity and tolerance.

Conclusion. In a democratic European country, there is no place for discrimination. And because members of society are different, it is sometimes difficult to accept different people. Such intolerance can take many forms, such as violence, aggression or distancing. The case is how xenophobia manifests itself in Latvia, and what are the European values, as well as what does it mean to have a solid and tolerant way of thinking today. With the development of social networks and greater opportunities to take photographs, young people are becoming more interested in photography. Social problems are often reflected in photo projects, so this is a good way to get to know the phenomenon of xenophobia.

"VISU LATVIJAI!" – "TĒVZEMEI UN BRĪVĪBAI / LNNK" POLITICAL COMMUNICATION AT THE RIGA CITY COUNCIL EXTRAORDINARY ELECTIONS 2020

Author: **Laura Spurķe** ¹

Scientific research supervisor: Prof. Dr. hist. **Ilga Kreituse** ¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Political communication, political marketing, positioning theory, social media.

Objectives. The aim is to find out the extent to which the political communication implemented by the party association "Visu Latvijai!" – "Tēvzemei un Brīvībai / LNNK" in the 2020 Riga City Council extraordinary elections corresponds to the positioning theory.

Materials and Methods. The following methods will be used to achieve the goal of work: semi-structured interviews with experts and also with direct participants. Interview guidelines will be developed for the interview. The method of analysis of data will be based on qualitative content analysis. And author will use the analysis of secondary data (e.g. SKDS, CPCB data).

Results. As a result of the study, the author wants to find out what elements of the positioning theory the political party "Visu Latvijai!" – "Tēvzemei un Brīvībai / LNNK" used in its political communication during the pre-election period.

Conclusion. Today, as the the entry and role of political communication in public life is increasing, the author hopes to find out how political communication is implemented by a party association.

CREATIVE BACHELOR'S WORK – DOCUMENTARY SHORT FILM "GO-KART DRIVER 105"

Author: *Daniels Krusts*¹

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Go-kart, motorsport, documentary, short film.

Objectives. Creating a documentary short film about go-kart driver that shows the process of preparing for tournaments, training days, and the challenges that the driver has to face to become better at his craft.

Materials and Methods. "Go-kart driver 105" is an observational documentary-styled short film mixed with participatory style. The short film follows the main protagonist's training days, tournaments, and challenges that must be faced, to become one of the best drivers. There will be one cameraman throughout the filming process who will capture the driver's experience on and off the racetrack. Combined with observational episodes, interviews in front of the camera will be held that will help the driver to express his experience even more deeply, thus participatory style is included as one of the methods in making this short film.

Results. The short film will be taken on a digital camera and the final product will be distributed across multiple social media platforms such as Facebook and Youtube. The estimated length of the short film is about ten minutes.

Conclusion. Go-kart is a seasonal sport that attracts a large number of young people. Go-karts can be considered as a starting stage for a professional motorsport career. Compared to other sports, such as basketball, it is more demanding regarding the costs, such as fuel, vehicle maintenance, track rental, and clothing. Athletes have no physical contact with each other, as is the case in basketball, so both training and racing can be organized more frequently if epidemiological safety is taken into account.

USE OF LOYALTY PROGRAMS AMONG YOUNG ADULTS IN LATVIA

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Keywords. Consumer loyalty, loyalty programs, young adults, Latvia.

Objectives. Companies use and invest funds in consumer loyalty programs to create and maintain customer loyalty. Therefore, it is important to research the impact of a loyalty programs to understand what improvement opportunities they have in order to attract more customers who make purchases repeatedly. This study aimed to research consumer loyalty programs of 2019 Latvian largest restaurant chain “Čili Pica”, among young adults aged 19-29.

Materials and Methods. The monographic method was used to analyze the concept of loyalty, the role of loyalty programs in its formation, as well as ways of using them. An internet survey with 107 respondents was conducted using a quantitative research method. The survey consisted of 3 parts: general information about respondents; “Čili Pica” and its loyalty program related questions; respondents’ views on and use of loyalty programs.

Results. Respondents recognized mostly only one type of loyalty programs - loyalty cards, but many choose not to obtain them because of their inconvenience or incapability to offer relevant offers or simply do not want to buy it. The results showed that young people in Latvia are most interested in obtaining loyalty cards in fast food companies, if they offered discounts and money could be accumulated in it, or if they could get additional offers in the company, some are interested in the company’s collaboration with other companies.

Conclusion. The results of the survey indicated that, it is relevant for young adults to use various loyalty programs, however it is becoming less convenient to use cards and effective to use digital loyalty programs. Although many are still interested in using loyalty programs, most often due to discounts, this is not a guarantee that it will provide long-term consumer loyalty, offered benefits must be in line with the interests of the company’s target audience.

DOCUMENTARY SHORT FILM. "RAIL BALTICA" INFLUENCE ON THE CULTURAL HERITAGE IN TORNAKALNS

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Keywords. A documentary short film, documentary stylistic, documentary cinema in Latvia, cultural heritage, preservation of cultural heritage.

Objectives. To make a documentary short film, which will perpetuate and stress the importance of preservation of the cultural heritage in Tornakalns, paying attention to the significant changes that the "Rail Baltica" railway project will bring to the cultural monuments and authentic environment in this area.

Materials and Methods. Getting acquainted with Tornakalns environment and cultural monuments that will be changed or demolished; Selection and conduction of semi-structured interviews with the main characters; Obtaining archive materials from museums and repositories; Studying stylistic features, elements, tendencies and forms of documentary; Development of the creative concept of the work, camera work, framing, filming, editing and montage.

Results. The documentary short film explores the meaning of cultural heritage in Tornakalns before the construction of the "Rail Baltica". Through the interviews with the residents of Tornakalns, "Rail Baltica" and archive materials, it emphasizes the significance of cultural heritage and why it is so important to preserve it. The film delves into the complexity of preservation of cultural monuments and authentic environments while building a modern railway transport project in a place filled with historical artefacts.

Conclusions. The documentary short film provides information about the "Rail Baltica" influence on the cultural heritage in Tornakalns. The movie stresses why cultural heritage must be preserved despite the construction of the modern railway project.

INTERNAL CRISIS COMMUNICATION AT CHILDREN'S CLINICAL UNIVERSITY HOSPITAL: COVID-19 CASE

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Keywords. Internal crisis communication, pandemic, virus outbreaks, communication in hospital, children's hospital.

Objectives. It is important that internal crisis communication changes according to the circumstances. This is particularly important in the context of a pandemic, where something new about and fighting Covid-19 is still being discovered. The aim of this research is to analyse internal crisis communication and its possible changes at Children's Clinical University Hospital comparing both periods of emergency situation in Latvia.

Materials and Methods. The study will be based on Berlo's Communication model and theoretical research about the structure of internal crisis communication – main elements, strategy, employee satisfaction and awareness. To reach the objective of the research, there will be used qualitative research methods: semi-structured in-depth interviews with hospital administration representatives and health care specialists. Also, there will be used qualitative content analysis of the main internal channel and analysis of documents.

Results. Provisionally, document analysis will gather information about internal crisis communication strategy and possible internal channels and messages. The interviews will bring insight of the relevance of the internal crisis communication during the time of pandemic to hospitals strategy pursued, as well as a more in-depth insight into how the information provided by the administration was taken by hospital staff. Qualitative content analysis of the main internal channel will bring insight of the main messages to the hospital staff.

Conclusions. The provisional conclusions are that results will help gather information about hospital's internal crisis communication strategy and how it worked in reality. Also, author will be able to compare internal crisis communication in the period of both virus outbreaks. By carrying out this Bachelor's Thesis, the author hopes to gather insightful information about internal crisis communication in hospitals during the time of pandemic and make assumptions for further research about how this internal crisis communication affected interaction with patients.

CREATIVE BACHELOR'S WORK – INVESTIGATIVE ARTICLE SERIES "FUNCTIONAL FOOD"

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Keywords. Investigative journalism, functional food, investigative article series, description, interview.

Objectives. Creating a written investigative article series on functional food. Functional food – powders of soups, cocktails etc., mixed with water or milk.

Materials and Methods. Creative product is an investigative article series about functional food. Articles will be in written format. Possible article topics: What is functional food, use of functional food, functional food or food supplements, functional food distribution and business, functional food elsewhere in the world. Topics may vary. It depends on available sources and information, how responsive interviewees will be, what will be the quality and relevance of the responses provided in the context of the theme. In order to obtain the necessary information, previous studies, registers and databases, distributors' social media, functional food online stores will be examined. Also interviews with functional food users, nutritionists, food researchers will be conducted.

Results. Investigative article series which consists of three to five articles. Articles made in written format, each article will consist approximately of 4,000-5,000 words and suitable visual material as interviewees pictures, distributors' adverts, screenshots which reflect distributors' income. Investigative articles will contain findings from previous studies, document analysis, experiment, interviews, calculations and conclusions.

Conclusions. By analysing definitions, components and consistency, functional food should be called food supplements. Functional food should not serve as a daily nutrition but as an opportunity for those who have days when there is no time for a balanced meal or no other options to eat as people with serious diseases. Functional food can not completely replace everyday meals – it is effective in reducing weight only because it creates a huge calorie deficit. To purchase and use functional food is more expensive than to provide a balanced meal, furthermore, using food like this on personal initiative, without consulting a doctor may increase the risk of health problems.

DYNAMICS OF CHARACTER DEVELOPMENT UNDER THE INFLUENCE OF PROGRESSIVE NIHILISM AND ABSURDITY IN THE SERIES OF "RICK AND MORTY"

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Keywords. Nihilism, absurd, character, animated series, "Story Circle" technique, semiotic square.

Objectives. Explore how the popular animated series "Rick And Morty " characters develop in the face of situations that force them to reconsider their attitude to life, finding answers in their reflections in the philosophy of absurdity and nihilism.

Materials and Methods. Characters actions in the episode are analysed by Dan Harmon's Story Circle: 1. A character is in a zone of comfort; 2. But they want something; 3. They enter an unfamiliar situation; 4. Adapt to it; 5. Get what they wanted; 6. Pay a heavy price for it; 7. Then return to their familiar situation; 8. Having changed. The dynamics of different character development, decision change and communication results are analysed according to the semiotic square.

Results. The confrontation of nihilism and absurd philosophy with public morality helps the characters to develop.

Conclusions. The animation format provides an opportunity to widely interpret and ridicule various themes, which creates the need for characters to adapt to an absurd world and re-ponder their attitude – to develop as characters and grow out of their archetypes.

COMPARISON OF POLITICAL COMMUNICATION FOR POLITICAL PARTY "CONCORD" IN THE 2017 AND 2020 MUNICIPALITY ELECTIONS

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Scientific research supervisor: Prof. Dr. hist. *Ilga Kreituse*¹

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Keywords. Political communication, social media and politics, election campaign, social media campaign.

Objectives. This study aims to analyse the political communication of political party "Concord", in the pre-election time of the Riga City Council before the 2017 and the 2020 municipality elections and its compliance to positioning theory.

Materials and Methods. Firstly, in research will be used qualitative research method – semi-structured interviews with "Concord" communication representatives and council candidates, also with independent experts of the political communication field. Secondly, analysis of secondary data from SKDS will also be performed.

Results. Provisionally, the interviews will bring insight of the strategic side of political communication. Secondary data analysis will allow to compare differences in election results. In both pre-election stages, the party "Concord" had chosen a different communication positioning. The biggest difference is the lack of a campaign leader, which resulted in a smaller representation in the Riga City Council.

Conclusions. After the termination of long-term cooperation with the party "Honor to serve Riga", "Concord" was not able to reach those voters who had so far voted in favour of the consolidated list.

USAGE OF INFORMATION SOURCES IN NEWS WEBSITES. QUANTITATIVE CONTENT ANALYSIS

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Keywords. Information source, pluralism, news websites, quality of journalism, media diversity.

Objectives. Internet news portals use news agencies as their main source of information. Lack of diverse information sources does not let news websites to reflect opinions of different social groups. Therefore, the quality of journalism in these portals is low and the content is similar. Even consuming content from multiple news websites, audience receives the same information. The objective of the research is to determine what are the main, most used information sources in news websites.

Materials and Methods. To carry out this research I am using quantitative content analysis. Choosing random news articles from five different Latvian news websites of whom one is state founded public media website. Determining genre, topic and information source of the article. Analysing results and defining conclusion, comparing it to information I have previously found, doing literature research.

Results. One of most frequently used information sources is news agency LETA. All my researched news websites use the same or similar information sources. News websites do not reflect opinions and interests of different social groups.

Conclusions. According to Kurt Zadek Lewin's Gate keeping theory, media decide what information from which source is important and useful to the audience. Rest of the information does not get published. In the digital age it's very important, that news websites report on current events as fast as possible, therefore, journalists reach for information sources that are easier to find and provide posting-ready information, such as news agencies. Audience consumes more than one news webpage in hope to find different information, which would represent their opinion and be relatable to their everyday life. Using the same information sources, news web pages have trouble meeting this need.

THE INFLUENCE OF BRAND ON CONSUMER DECISION IN THE SELECTION OF READY-TO-EAT FOOD DELIVERY IN LATVIA

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Keywords. Food delivery, consumer decision, brand, Latvia, Bolt Food, Wolt.

Objectives. Nowadays, the number of brands is huge and for that reason, the competition is very high. Therefore, companies have to think about how they will be able to capture the desired audience - by paying more attention to the creation of the brand, or other factors such as price. The attention in this report will be paid to ready-to-eat food delivery services in Latvia. The possibility of ordering ready-to-eat products from cafes and restaurants has emerged recently but lately has become very popular due to the COVID19 virus. It would be interesting to find out the reasons why people choose a food delivery company and how important a brand is to consumers in this industry.

Materials and Methods. This study used several research methods, which are: Qualitative research method to gather theoretical information, such as brand definition and consumer decision affecting factors; Secondary data analysis method for compiling collected data about the peculiarities of buyers in Latvia; Statistical data processing method for analysing statistical data about food delivery customers; Quantitative research method for analysing survey results about consumer buying behaviour in the ready-to-eat food delivery industry.

Results. On the basis of theoretical knowledge, statistical data research, and independent research, the importance of the brand in the decision-making process of customers in the Latvian ready-to-eat food delivery industry had been studied. What is more, ready-to-eat food delivery market with specific attention to the biggest suppliers had been studied and the survey results had been collected and analysed.

Conclusions. Answering the research question: how important the brand is to the people of Latvia when placing a ready-to-eat food delivery order, it was found that the supplier's brand is insignificant in the industry and that other factors that affect their comfort are more important to the customers.

"REPRESENTATION OF THE IMAGE OF WOMEN ACCORDING TO FEMINIST IDEAS IN PHOTOGRAPHIC PORTRAITS"

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Scientific research supervisor: Assist. Prof. Dr. paed. *Alnis Stakle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Theoretical concepts and keywords used in the bachelor thesis: Feminism, equality, discrimination, stereotypes, ideas, women.

Objectives. The aim of the thesis is to present the ideas of feminism on real women in order to create a positive image of feminism and the image of women in general.

Materials and Methods. Before making a photo series, pre-selected models were addressed: everyone were explained about the purpose of the work and their tasks. The photo series was taken in early March 1.03.2021-10.03.2021, photo selection and processing 10.03.2021-15.03.2021. For the work realization was needed a tripod and a camera. The following topics are described in the creative work: Ideas of Feminism - F. Defaïnd, History of Feminism, Waves of Feminism - K. A. Keinsmark, gender problems and stereotypes - J. Butler. The theoretical selection is used in the bachelor thesis. Because of the pandemic, only the models who were willing and able to participate in the creative work were selected, therefore the given selection strategy is the most appropriate selection criteria. Method of work - photo portrait.

Expected results. Create a photo series that represents the idea of feminism as a reflection of a woman shaping a positive image of feminists.

Conclusions. The work shows women in a different light. Based on the works theoretical part, the goals and ideas of feminism were studied, and based on the earned information ideas of feminism was shown in the women's portraits. Photo series are dispelling the stereotypes about women feminists.

PROJECT IN AUTHOR PHOTOGRAPHY "DEGRADED URBAN AREAS"

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Keywords. Degraded urban areas, author photography, creative project.

Objectives. The objective of the Bachelor's Thesis is to create a project in author photography about Degraded Urban Areas in Latvia.

Materials and Methods. Author will use 2 methods to create a bachelor's thesis. The first one is Author Photography – research into the urban works and urban degraded landscape photographers, the creation of a photo series based on theories of author photography as well. The second one is - Documental Photography - research and photo fixation of degraded buildings that have preserved their aesthetics.

Results. The project in the Author Photography „The Degraded Urban Landscapes” – the creation of a photo exhibition in the libraries of Latvia. A library is a place which is often visited by many people of different age and it is a good chance to show it to various audience.

Conclusions. The creation of creative work requires the research and analysis of theoretical information that will help to orientate while the project is implemented. There is not enough information about the particular degraded urban landscapes on the Internet free websites that is why it is necessary to search for it in specialized groups and forums. It should be taken into consideration that many of the degraded urban areas are private property and it is necessary to unite with an owner to enter inside.

THE USE OF HORROR GENRE IN NETFLIX SERIES

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Keywords. Netflix, Horror genre, Genre theory.

Objectives. Netflix series is a relatively new concept, that hasn't been widely analysed in the film industry. Horror genre is described as a genre that aims to cause fear in it's audience. However, it's been proven hard to find one, distinctive definition, that describes the horror genre, because many of it's characteristics also describe genres like fantasy, science fiction etc. The aim of this study is to find defining characteristics of the horror genre, focusing specifically on horror series on Netflix.

Materials and Methods. Qualitative content analysis will be used to analyse 3-5 horror series on Netflix.

Results. The intended results are to gain general understanding of horror genre and to find narrative and stylistic characteristics, that define Netflix's horror series.

Conclusions. Using analysis based in genre theory, author expects to explore and analyse horror series on Netflix.

POLITICAL MARKETING STRATEGY AND TOOLS USED IN RIGA DOME EMERGENCY ELECTION IN 2020: ATTĪSTĪBAI/PAR!, PROGRESĪVIE CASE STUDY

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Keywords. Political marketing, political communication, framing theory, campaign analysis, case study, Attīstībai, PAR! / Progresīvie.

Objectives. Find out to what extent framing theory elements are used in political associations Attīstībai, PAR! / PROGRESĪVIE in 2020 Riga Dome emergency election political campaign.

Materials and Methods. To achieve research objective and give answers to the research questions author chooses to use qualitative research methods - document analysis, partly structured interviews and qualitative content analysis. Qualitative content analysis will be used to research party associations political marketing materials and messages in traditional and social media. Author will conduct partly structured interviews with communication specialists of each political party to obtain a clear point of view of party associations campaign strategy. Also, author will interview few neutral experts to evaluate party associations overall performance in this election.

Results. As a result of the study, the author wants to find out, the communication and political marketing tools, that political party Attīstībai, PAR! / PROGRESĪVIE used in their Riga Dome emergency election campaign.

Conclusions. Today when politics in Latvia are mostly dominated by established parties, that has dominated Latvian politics for many years, author seeks to find out, what political marketing tools and strategies are proven to be effective on current voter auditory for a relatively new party association.

CREATIVE WORK: CREATING AN INTERNET MEDIA PLATFORM FOR THE MUSIC RECORDING STUDIO "401" BRAND DEVELOPMENT

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Keywords. Digital media, communication, hip hop, culture, music, media platform.

Objectives. Bachelor's thesis - creative work: Creating an internet media platform for the music recording studio "401" brand development. As digital media tools and audiences are developing and growing all the time, different content creators, artists, organizations or other public communicators need to adapt to these new tools and audience media usage habits for effective communication. Nowadays internet gives everyone the opportunity to communicate not only to each other but also with different audiences. Active artists that are representing this specific music recording studio are creating content mainly focused on hip hop genre and culture which is also known for providing social messages and even critics on different topics. Unfortunately the internet media communications of these artists individually is pretty passive and irregular. While music by one artist has been played in radio and has reached thousands of people, other's content and media activities are not so effective despite the similar qualities in their works.

Materials and Methods. Research literature and theories about artist communication, social and personal identification through media usage and hip hop as a culture. Analyze already finished content by these artists, their creative future plans and their ideas. Plan, create and publish an internet media platform for this group of musical artists.

Results. By creating an internet platform for the studio and publishing their content, products and actual information about them and their work, the audiences of every artist would find other artists from the same group while following only one of them. It would also unite all their work in one place and help to develop the brand image of studio as an independent creative group.

Conclusions. By creating an internet platform to work with, these artists will become more active in the internet media field.

A MOVIE WITHOUT A MOVIE THEATER. COVID-19 IMPACT ON FILM DISTRIBUTION, FILM FESTIVALS AND CINEMA VIEWING HABITS

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Keywords. Film distribution, Covid-19 impact on film industry, film festivals, future of cinema.

Objectives. In most parts of the world movie theatres are closed, film festivals are cancelled or postponed indefinitely, and production companies are saving their films for a more financially favourable releasing moment. The experience of watching movies in cinemas is indispensable. Only on the big screen the viewer can see the film in the way that authors have intended that. In the movie theatre the cinematic experience is continuous and uninterrupted, and not less crucial – it is collective. Over the decades, movie theatres have survived a number of competing technologies that threatened the existence of cinema, including television, VHS tapes, DVD's and now the thriving rise of streaming platforms that are easily accessible to almost anyone, anywhere, anytime. Despite that, people still continue to go outside to enjoy a movie on the big screen. However, the covid-19 crisis has done what two world wars couldn't have: it has closed the doors of the movie theatres. Cinema in its traditional form, as one of the most influential mass media performing its respective functions, could go undergo serious changes.

Materials and Methods. Interviews with the film industry professionals.

Results. The intended result is a series of creative articles successfully published in cultural media to reach the potential auditory.

Conclusions. The aim is to create a series of creative articles that will discuss how covid-19 has affected the film market and encourage the discussion about the crucial role of cinemas and film festivals as a part of cinematic experience. Seeking for proposals on how to maintain cinema viewing habits in cinemas after the covid-19 crisis through an article series "A movie without a movie theatre" which would include the interviews with film industry professionals such as – film distributors, film festival organizers, directors and producers whose films have been postponed, movie theatre directors and representatives of the National Film Centre of Latvia.

COMMUNICATION OF THE NEW BRAND IMAGE OF AGENSKALNS MARKET

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Keywords. Agenskalns Market, “Kalnciema kvartāls”, brand positioning, brand identity, brand image, community.

Objectives. Agenskalns Market is one of the oldest markets in Riga as well as one of the areas significant community actors. At the beginning of year 2018 market was shut down due to its critical state. 8 months later markets new owners SIA “Kalnciema kvartāls” brought it back to life with a new idea of what the traditional, historical market could be. Selling local goods was not enough to compete with supermarkets and malls so new brand identity came along with new activities, wider key audience and therefore new challenges. This study seeks to identify what are the differences between new brand identity (created by the organization itself) and brand image (perceived by key audiences).

Materials and Methods. The research will be based on qualitative analysis of written materials on markets social media as well as web page. For a better insight in organizations communication planning author will have an interview with one of Agenskalns Market representatives. Additionally, a survey will be used to gather information about brand image in markets key audiences' eyes.

Results. The author wishes to find what are the similarities and differences of Agenskalns Market brand identity and brand image, what aspects of brand positioning do they use and how well they are doing it based on their key audience opinion. Additionally, this study can serve as a guide map for any future organizations who are willing to combine their brands historical, social values together with nowadays so important 21st century trends.

Conclusions. Communication really is the key and not only for creating and maintain brand image but also for making a positive impact in a bigger picture, as in this case forming a community and spreading cultural as well as historical values.

ANALYSIS OF THE SOCIAL CAMPAIGN #NEKLUSĒ. THE ACTUALITY OF MOBBING NOWADAYS, AMONG STUDENTS

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Keywords. Mobbing, cyber-mobbing bullying in school, social campaign #Neklusē.

Objectives. This study seeks to identify how social campaign “#Neklusē”, changed secondary school students’ attitude towards mobbing. How it changed their behaviour against other students, did the campaign help them to reach out for help, if they were the mobbing victim.

Materials and Methods. Author will perform quantitative research with online survey for five different Latvian schools. And two qualitative research methods, that are focus group and semi-structured interview with the social campaign creators. After that all of the gathered data will be summarized. To see if social campaign has changed their attitude, author will use persuasion theory.

Results. Based on similar studies that have been done, author is expecting to see changes that shows attitude has changed for better, meaning that more people are aware of mobbing problem, and do not use it in their everyday life.

Conclusions. In conclusion, because of global pandemic, there will be used online data gathering methods that may change the outcome of the results. And the results may vary depending on students, who will answer truthfully and who will answer falsely. The study should also show how well known the social campaign “#Neklusē” is.

"THE SIGNIFICANCE OF THE NEWSPAPER "LITERATURE AND ART" (1985 – 1990) IN THE THIRD AWAKENING IN LATVIA" (SCIENTIFIC RESEARCH WITH CREATIVE DIRECTION)

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Keywords. Day to day theory, Literature and Art, role of media, Third Awakening in Latvia, Journalism history, Cultural journalism

Objectives. Creating series of interviews with members of the Newspaper Literature and Art. The third awakening and the role of the media in the process of rebuilding Latvia's democracy and independence are an increasingly pressing issue of public communication for which there is a lack of scientific research. Literature and Art was very influential newspaper which has been considered as one of the highest quality newspapers in Latvian culture journalism which still has been considered as quality standard to strive for.

Materials and Methods. There will be analysis of the most important publications based on the day to day theory and also creating interviews with previous newspaper workers to find out what was the communicative influence of the newspaper and its editors in the formation of the political and cultural processes of the Third Awakening - proactive, leading or reactive. Creative product is a series of interviews. Interviews will have several topics to discuss during the meetings with, for example: The role of the Newspaper in the Third Awakening in Latvia.

Results. Prepare a series of textual and audiovisual interviews with newspaper staff, as well as study to clarify the role of the era "Literature and Art" (1985–1990) in the processes of the Third Awakening and providing its evaluation.

Conclusions. Creative work on the role of the newspaper "Literature and Art" in the Third Awakening is intended as a work of journalism as an important stage in history. This kind of study is innovative, as the results of the study will reveal the importance of publicism in the overall social context of the Awakening Time, including interviews with some editors who have never been interviewed before.

ECONOMICS

FACTORS FORMING THE ADVERTISING OF POLITICAL PARTIES WITHIN THE FRAMEWORK OF THE 2019 EUROPEAN PARLIAMENT ELECTION

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Keywords. Advertising factors, political advertising, European Parliament election.

Objectives. The aim of the research was to evaluate the factors forming the advertisements within the 2019 European Parliament election campaigns. The research is topical, considering that based on a survey conducted in 2018, 43% of Latvians dislike political advertising, which means that the factors that form them must be evaluated. The objectives of this research were to define the factors forming political advertising, to characterize the advertisements of the 2019 European Parliament election campaigns accordingly and to evaluate the effectiveness of these factors.

Materials and Methods. The monographic method was employed to study the essence of political marketing and political advertising, as well as to set criteria for the factors that form political advertising. Content analysis was used to describe the advertising of political parties in the 2019 European Parliament election campaigns. Expert interviews were conducted to find out the opinion of industry professionals about the aforementioned factors.

Results. In political advertising the intonation of advertisement is important. It is needed to be aware of political advertisement's main message or narrative. The use of clichés in political advertising is a way of combining generally accepted facts and images with new information to make it easier for voters to perceive.

Conclusion. Author concluded that the most valued factor in political advertising is the use of negative intonation, as it raises voters' anxiety about the risks that may arise if they do not go to the polls or vote for a particular party. Contrasting intonation in advertising creates less backlash against political advertising, as well as helps to better remember the information expressed in advertising. It is also important to use a narrative that is based on highlighting the issues and the party's position on them. Further research is needed on how voters perceive these advertising factors.

EVALUATION OF SMALL AND MEDIUM ENTERPRISES, DEVELOPMENT PROBLEMS AND OPERATIONAL SUPPORT IN LATVIA (IN A COMPARATIVE CONTEXT WITH ESTONIA)

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Keywords. SME, Latvia, Estonia, Development, Support instruments.

Objectives. SMEs promote entrepreneurship, innovation, economic growth, competitiveness and employment. SMEs are the ones that make up the majority of companies in the country and employ the majority of the country's population. SMEs are the ones that provide two out of every three jobs created. 1. To study the characteristics of small and medium-sized enterprises in order to draw reasonable conclusions about the situation of small and medium-sized enterprises in Latvia and Estonia, their development problems and operational support. 2. To compare Latvian and Estonian countries by support instruments and to draw conclusions.

Materials and Methods. 1. Monographic method - used for the analysis of theoretical aspects; 2. Case study - used to analyse the situation of SME sized enterprises in Latvia and Estonia; 3. Comparative analysis - used in comparing Latvian SME support instruments with Estonian SME support instruments.

Results. The author's comparison model of SME support instruments in Latvia and Estonia shows that both countries need to reduce the tax burden, as well as need to pay more attention to skills and innovation, which have the lowest indicators according to the Small Business Act 2018. In Estonia, the situation of SMEs is more favorable, they have wider and better support opportunities, comparing various support instruments with Latvia.

Conclusion. In both Latvia and Estonia, SME entrepreneurs agree that the main obstacles to business growth are the high tax burden and complex regulatory requirements. National, EU and global support is an important driver for the creation and operation of SMEs. Measures to support SMEs have an impact on their development and successful business, so they need support and help from both the country and the EU to work effectively. There are a number of factors that can have a significant impact on the development of SMEs, such as tax incentives.

EVALUATION AND PERSPECTIVES OF SUSTAINABLE ENTREPRENEURSHIP IN LATVIA

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Keywords. Sustainability, corporate responsibility, ethical lifestyle, climate neutrality, resource management, environment.

Objectives. Over the last five years, the importance of sustainability has been growing rapidly worldwide, in the light of climate change and declining pressures on natural resources, as well as the prevailing ethical lifestyles and conscious consumption trends in society. Objectives: 1. Define sustainability in the context of business; 2. Identify the factors that motivate and determine the sustainability of the company; 3. Analyze the development of sustainable entrepreneurship of Latvijas dzelzceļš; 4. Summarize the common features and tendencies of sustainable business in Latvia; 5. Evaluate sustainable business perspectives in Latvia.

Materials and Methods. 1. Monographic method - information on sustainability theory is collected using diverse literature; 2. Secondary data analysis method - existing data on the development of sustainable business in Latvia and Europe is studied; 3. Case analysis - the development of Latvijas Dzelzceļš is analyzed according to the sustainability factor in the Latvian market; 4. Content analysis- documents analyzed Latvia's performance and development strategy in the sustainability area; 5. Qualitative research method: expert interviews- expert interviews are conducted in order to evaluate sustainable business perspectives in Latvia.

Results. During the research, it was found that the development of sustainable entrepreneurship in Latvia is promoted by the regulatory pressure created by the European Union, as well as the growing public interest in sustainability issues created by the available information space. The development of sustainable entrepreneurship in Latvia is hindered by the lack of interaction between public education and the regulatory system in terms of sustainability, reducing the effectiveness of motivating sustainable choices.

Conclusion. In conclusion, in Latvia the most developed sectors in terms of sustainability are energy, forestry, agriculture, and the banking sector, perspectives are in the food, energy, finance, and transport sectors.

ANALYSIS OF SOCIAL ENTREPRENEURSHIP OPPORTUNITIES IN LATVIA (COMPARATIVE CONTEXT WITH FRANCE)

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Keywords. Social entrepreneurship, entrepreneurship, social policy, public purpose, non-profit organization.

Objectives. Social entrepreneurship has proven in many parts of the world that innovative business methods can solve painful problems in society. The aim of the work is to study and analyze the principles of social entrepreneurship in Latvia (as well as in the comparative context – France) experience in this field, as well as to provide proposals on the preconditions social business development opportunities in Latvia.

Materials and Methods. Monographic, quantitative, qualitative, statistical and graphical methods.

Results. Since the entry into force of the Social Enterprise Law in Latvia, a little more than two years have passed and currently 100 social enterprises are already operating. The most popular field of activity among social entrepreneurs in Latvia is labour integration, in which 32% of companies operate. Social entrepreneurs operate throughout the territory of Latvia, but most social enterprises – 58% are located in Riga.

Conclusion. In general, the understanding of social entrepreneurship is still developing in Latvia. In addition, too many entrepreneurs pursue a profit, and concerted action with societal goals is less important. However, social entrepreneurship is important because it can contribute to positive social change in people's lives and society. It is therefore necessary to promote the updating and development of social entrepreneurship in order to support the formation of an economically active and strong society.

THE ANALYSIS OF INNOVATIVE ENTREPRENEURSHIP IN LATVIA

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Keywords. Innovative entrepreneurship, innovative enterprises, innovation.

Objectives. To identify factors that can improve the development of innovative entrepreneurship in Latvia, based on the analysis of indicators of innovative companies and expert interviews.

Materials and Methods. The monographic method; The secondary data analysis method; The comparative analysis method; Qualitative research method: expert interviews.

Results. 1. Since 2014, the number of innovative companies in Latvia has been increasing, which has been facilitated by the support allocated to the European Union funds for the 2014-2020 programming period in the field of research, development and innovation; 2. Latvia has the lowest number of innovative enterprises among the Baltic States and is below the European Union average as well as Latvian enterprises have the lowest cooperation rate compared to the Baltic States; 3. Latvia's the lowest indicators in the European Innovation Scoreboard 2020 are in private investments in research and development, small and medium-sized enterprises that innovate, and in the number of doctoral degree holders.

Conclusion. 1. The performance indicators of Latvian innovative companies are improving, they show better indicators in terms of turnover and labor productivity, but in 2018 (the newest data), expenditures on innovations have decreased; 2. According to the answers provided by entrepreneurs to the Central Statistical Bureau of Latvia, the factors hindering innovation in Latvia are too high costs for innovation, lack of funding and other priorities in the company, but experts mention lack of entrepreneurial skills to innovate, tax policy, lack of funding, knowledge, qualified specialists and investors; 3. The growth and development of innovative enterprises can be improved by an innovation-friendly environment consisting of human capital, supportive public policies, access to finance, as well as various external conditions that force companies to seek new or improve existing solutions.

THE ASSESSMENT OF CONSUMER DECISION-MAKING PROCESS IN CASE OF CHOOSING THE STUDY PROGRAM OF RĪGA STRADIŅŠ UNIVERSITY

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Keywords. Consumer behavior, consumer decision-making process, marketing activities.

Objectives. Since September 2020, a new bachelor's study program "International Business and Start-up Entrepreneurship" has been implemented at Rīga Stradiņš University to ensure the competitiveness in the international education market and to contribute towards the modernization of study programs. Thereby, the objective of the research was to evaluate the impact of the marketing activities of the newly established study program on the consumer decision-making process.

Materials and Methods. Monographic method – used to summarize the findings of scientific theory regarding consumer behavior and consumer decision-making process; secondary data analysis and content analysis – utilized to describe the specific program and the marketing activities performed to promote it; quantitative research method (electronic survey) – exploited to study the students' decision-making process and factors influencing it regarding the newly established study program, as well as to develop recommendations for promoting the visibility of this program.

Results. The survey revealed that consumers had made a purposeful choice in accordance with their interests regarding the specific study program, which the majority learned about on the RSU website, from informative video and press releases. The most important factor in the choice of the program was the study courses offered. Respondents suggested to use students' experience stories as one of the marketing tools and to be more active on RSU social platforms.

Conclusion. Some of the marketing activities selected by RSU have not fully performed their functions, however, there are positive examples of communication that should be developed, such as the use of video format, press releases, and word-of-mouth marketing. For program's further promotion, the author recommends reviewing the possibility to attract more highly qualified foreign guest lecturers, improving the description of the study program on the RSU website, and sharing the information with potential students regarding opportunities of the program through social networks.

IMPACT OF EUROPEAN UNION STRUCTURAL FUNDING ON DEVELOPMENT OF LATVIAN AGRICULTURAL ENTERPRISES

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Keywords. EU structural funding, agricultural enterprises.

Objectives. As the agricultural sector is resource-intensive and highly dependent on various external factors, external financial support is crucial to sustaining the sector, thus also ensuring the food chain and move towards development in a more sustainable way. Furthermore, the EU has set their thematic goals for sustainable and climate-friendly development, but the funding allocated for the agricultural development for 2021-2027 makes up 82% of the funding for the ongoing planning period. The aim of the research is to distinguish trends in the absorbance of the funding available.

Materials and Methods. The monographic method was used for theoretical analysis of EU structural funding, its importance for the development of the sector, and regulations of allocation. Secondary data analysis was employed to analyze the trends in funding absorption in Latvia whereas the qualitative analysis - expert interviews was used to evaluate the trends from the perspective of the administrative representatives and farmers from enterprises of various natures.

Results. The funding allocated for investment in tangible assets is the most important for all kinds of agricultural businesses, especially in terms of sustainability, as the dated technologies are being replaced. Unfortunately, the funding is not sufficient to implement more expansive technologies for environmentally friendly practices. The smaller businesses value area-payments for the support whereas bigger businesses emphasize the importance of payments for insurance of their fields.

Conclusion. Structural funding is crucial for agriculture while also helping to reach thematic goals set by the EU in terms of sustainability and sustenance of the sector, thus sustaining the food chain. As the funding is available on a project-basis, it can be allocated, based on the needs, therefore being almost fully absorbed, and often the number of applications exceeds the funding available, especially for the tangible assets.

ANALYSIS OF INTERNATIONAL MARKETING ACTIVITIES FOR AIRLINE "AIRBALTIC"

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Keywords. Young adults, Latvia, export, aviation.

Objectives. International marketing serves as a fundamental tool for companies as a way of creating and delivering a company image across national borders, while also attracting and maintaining a diverse customer base globally. This study aimed to research the impact of international marketing activities of 2018 Latvian leading export company "airBaltic" among young adults aged 18-25.

Materials and Methods. This study used various international marketing literature materials from 2015-2016, including original works from Philip Kotler, Gary Armstrong and Kevin Lane Keller, which provided a theoretical background for the first part of the study, using monographic research method. Secondary data analysis was used for the second part of the study to provide information about the history and development, as well as international marketing activities of Latvian airline "airBaltic" using "airBaltic" public data. Quantitative research method was used for the third part of the study to collect information about the given topic from young adults aged 18-25 using a survey.

Results. A total of 138 surveyed young adults, out of which 61,9% were women and 38,4% were men, showed that the main source of airline information for 78,3% respondents were airline websites, followed by family, friends, acquaintances (35,5%) and social media (31,2%), and the most important factors when choosing an airline were price (87,7%), offer (57,2%) and customer reviews (42,8%).

Conclusion. The findings provide that the overall interest in air services among young adults aged 18-25 was relatively low, therefore there was little to no knowledge nor interest in any "airBaltic" international marketing activities, considering that the main influencing factor when choosing an airline was the price.

RECENT CHALLENGES IN PERSONNEL SELECTION LATVIA

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Keywords. Personnel selection, recruitment, labor market, work management.

Objectives. The focus of the topic relates to the constantly changing work management environment and the entry of a new generation into the labor market. The objective of the study is to, on the basis of theoretical information, research the personnel selection processes in order to define related problems and find solutions.

Materials and Methods. 1. The monographic method is used to study theoretical aspects of personnel selection; 2. A concessional method used to explore current trends in recruitment processes and therefore to be able to define existing problems; 3. The quantitative study method is used to compile and analyze public survey results; 4. The qualitative study method is used to compile and analyze the results of interviews provided by industry representatives or experts; 5. The method of logical-constructive analysis is used to analyze all the data collected, to find solutions to problems in the personnel selection processes.

Results. There is a connection between the sector in which respondents work or search for work and the platforms used to search for job advertisements. There is also a connection between the age of respondents and the advertising platforms used. Following an analysis of the results of the quantitative study, it shows that the determining factor in the choice of workplace is the amount of wage. Important factors are the social guarantees offered by the organization, growth opportunities and location of organization. The experts pointed to the problem of finding qualified workers, with practical skills and the lack of necessary experience.

Conclusion. Personnel selection processes are complex set of measures. Methods applied and processes carried out depends on the number of employees employed in the organization and the operational sector of the organization. Competitive pay, growth opportunities and rapid recruitment are key factors capable of delivering a successful outcome.

EVALUATION OF SOCIAL MEDIA COMMUNICATION OF THE CENTRE FOR DISEASE PREVENTION AND CONTROL OF LATVIA

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Keywords. Social media communication, health-care marketing.

Objectives. Public interest in the health-care sector has reached a high level due to the overall public incidence of COVID-19. Objectives of this research was to evaluate the communication content of the social media of the Centre for Disease Prevention and Control of Latvia based on scientific literature and statistics.

Materials and Methods. The monographic method was used to find out and analyze the information provided on the theoretical basis about the communication and use of social media. Secondary data analysis method was used to study the communication content of the Centre for Disease Prevention and Control of Latvia social media. Quantitative research method (survey) was used to analyze the communication of the social media of the Centre for Disease Prevention and Control of Latvia.

Results. After the beginning of the COVID-19 pandemic, communication of the Centre for Disease Prevention and Control of Latvia on social networks increased, more records were published about the situation of COVID-19 in Latvia and about security measures in various situations. The number of followers of social media and the involvement of users in records also increased.

Conclusion. Author concluded, that social media communication for the Centre for Disease Prevention and Control of Latvia could be more interactive to get more audience involvement in current public health issues. For publications, it would be recommended to use more infographics on social media to make it easier for people to understand the data collected.

SOCIAL MARKETING CONCEPT AND ANALYSIS IN LATVIA

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Keywords. Social marketing, behavior change, marketing principles.

Objectives. Social marketing is one of marketing types, same as sport, B2B or political marketing; with the main difference that goal of social marketing is not commercial good, but positive social effect. To achieve this goal social marketing combine marketing principles with behavior change models. The main objective is to analyze how marketing principles and psychological models are used in social marketing campaigns in Latvia.

Materials and Methods. The monographic method was used to explore the nature of social marketing and its development history; marketing principles and behavior change models. Using quantitative researched method an internet survey was conducted with 116 respondents. Survey topics: campaign reach, message, general evaluation, and ability to change behavior.

Results. All three analyzed campaigns (CSDD “You can do it in front. You can do in the back.”; Hospiss LV “Table for our own”, Agihas “Dangerous not to know”) were evaluated as motivational and mostly emotional, which is a crucial characteristic for social marketing campaigns. However, CSDD campaign was evaluated as “too funny” and because of that less educational; Hospiss campaign was evaluated as too aggressive and as a result less motivational. The message of the campaigns was partly unclear. Most of the respondents admitted that analyzed campaigns could change their behavior.

Conclusion. The main conclusion is that authors of social marketing campaigns must select only one main goal - behavior that should be changed; and only one campaign message. Visual materials and text copy are supposed to support campaign message amongst all marketing channels. Behavior change models and marketing techniques are supposed to be selected based on the campaign goal.

SUSTAINABLE BUSINESS ECOSYSTEM CHALLENGES AND OPPORTUNITIES IN LATVIA (COMPARATIVE ANALYSIS OF EUROPEAN COUNTRIES)

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Keywords. Sustainable development, Business, Ecosystems, Latvia, European Union.

Objectives. The research aims to contribute to fostering sustainable business development in Latvia by 1. exploring the concept of sustainable business and its development over time, 2. analyzing the Latvian sustainable business scene and 3. defining the challenges and opportunities for sustainable business development in Latvia through a comparative analysis of several European Union countries.

Materials and Methods. The research methods include a thorough analysis of scientific literature, policy documents and statistical data as well as an analysis of interviews with experts, entrepreneurs and consumers. Moreover, the research explores the sustainable business scenes of several countries of the European Union and compares them to Latvia with the aim of defining challenges and opportunities for further development of the sustainable business ecosystem in Latvia.

Results. The result of the study is twofold: 1. a clear definition of the concept of sustainable business as well as a description of the dynamics of this concepts' development and 2. an outline of challenges and opportunities of sustainable business implementation in Latvia.

Conclusion. In the same way as sustainability is based on three pillars – social, economic and environmental, sustainable business both depends on and supports the same three elements. Only through their open and balanced cooperation, a well-functioning sustainable business ecosystem can be created and sustained. It is of utmost importance to strengthen the bonds between these three pillars and to establish a continuous dialogue between them by ensuring that the government is well-informed about the needs of the society and businesses, that the society has a clear picture of the concept of sustainability and its importance, as well as national development strategies, tendencies and opportunities, and that businesses can account on governmental support as well as adapt to and meet the needs of the society.

LAW

PROBLEMS OF LEGAL REGULATION IN THE PROCESS OF ORPHAN'S COURT'S SUPERVISION OF THE CHILD'S PROPERTY MANAGEMENT

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Keywords. Criminal responsibility, demonstration, general system, legitimacy, riots.

Objectives. The importance of the subject of our research that this freedom has become the platform which is expressed the citizens for their views and ideas on the general situation in the state and the expression of all legitimate means for their satisfaction or dissatisfaction on the decision issued by a public authority , and the fact that majority of citizens newly democracy and the exercise of public freedoms. Peaceful demonstration is an important means of expressing opinion and pressure on official and governmental bodies to achieve certain demands or to put these demands effectively and the empowerment of individuals and groups to practice the right to peaceful demonstration as a right in harmony with freedom of association and the right to form and join parties and unions leads to a civil society in a state of harmony with the government. Be in conflict with the government, but the role of civil society institutions must be the creation of a citizen that respects the state and seeks to participate in it.

Materials and Methods. Developing appropriate solutions and appropriate provisions for the precise equation in the field of reconciling the necessity of implementing judgments. On the one hand, regarding guarantees of freedom of public demonstrations, and among administrative control authorities In maintaining public order on the other hand .

Results. The pretense the peaceful among the most important rights guaranteed by the stipulations of the conventions and charters, they have included successive constitutions and legislation provide this right, however, the constitutional and legal safeguards is still limited, prejudice to the right to peaceful assembly.

Conclusion. There is no doubt that any kind of restriction to be imposed on the freedom to demonstrate must be directed In the end, it strikes a balance between freedom and public order, not leading to the tyranny of one over the other.

PROBLEMS OF LEGAL REGULATION IN THE PROCESS OF ORPHAN'S COURT'S SUPERVISION OF THE CHILD'S PROPERTY MANAGEMENT

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Keywords. Child's property management, rights and interests of the child.

Objectives. In analyzing the legal framework for the management of the child's property, identify the deficiencies of the competence and duties of the Orphan's Court in the process of monitoring the child's property and develop a proposal for improving the legal framework, which will ensure a high-quality process for monitoring the child's property.

Materials and Methods. Analytical and descriptive methods were used to draw conclusions, with the help of which the competence, duties, and responsibilities of the Orphan's Court, which are binding in child custody cases, were clarified. In turn, grammatical, historical, teleological, and systemic methods of interpretation were used to explain the regulatory framework for the implementation of the competence and duties of the Orphan's Court; the reasons for the emergence of legal norms and their meaning, in relation to the objective which should be achieved by the application of the specific norm and the type and purpose of the legal action by the application of its specific legal norm; as well as research and analysis of legal norms in the context of other norms and laws applicable to ensuring the operation of the Orphan's Court in child property supervision cases was performed.

Results. As a result of the study, several significant problems were identified, which can be attributed to the Orphan's Court's ability to ensure a high-quality monitoring process of the child's property management, which excludes the risk of negligence and inaction of the Clerks of Orphan's Court.

Conclusion. At the end of the study, it was concluded that in accordance with the procedure established by the legal regulation, no exceptions are provided in child property supervision cases, which would oblige the Orphan's Court to invite an expert with specific knowledge in certain child property management cases. This means that with the current legal framework, the Orphan's Court not only assumes full legal responsibility in cases where decision-making and supervision of the case require specific knowledge, but also supervision of the child's property management process is formal.

POLITICAL SCIENCE, INTERNATIONAL RELATIONS

THE RUSSIAN ORTHODOX CHURCH FACTOR IN RUSSIAN FOREIGN POLICY IN THE CONTEXT OF THE AUTOCEPHALY OF THE UKRAINIAN ORTHODOX CHURCH

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Keywords. Russia, Ukraine, religion, Orthodox Church, autocephaly.

Objectives. In Russia, orthodoxy restores a strong identity to compete in the international environment. Ukraine always was Russia's sphere of interests. In Ukraine, major part of the population belongs to orthodoxy, what allows Russia to spread its influence through the Russian Orthodox Church(ROC), that has some influence on Ukrainian orthodoxy. However, the Ukrainian Orthodox church (UOC) should not be independent in that case – no autocephaly should be granted. The study aims to analyse the factor of the ROC in the Russian foreign policy in the context of proclamation of autocephaly of the UOC.

Materials and Methods. The work is based on neoclassical realism theory that clarifies the internal phenomena determination of the state's behaviour in the international environment. Firstly, study reflects a qualitative analysis of the official documents and announcements of the Ministry of foreign affairs of Russia, where the ROC is addressed. Secondly, the empirical part of the study reflects the evaluation of the reaction of Russia to the proclamation of autocephaly, based on the interviews of Russian political leaders.

Results. Binding tendencies were identified between the ROC and Russia's political power. The ROC accepts unity of the orthodox world, while political territories do not matter. For Ukraine, the proclamation of autocephaly of UOC means the ideological secession from Russia, which contradicts with the ROC's idea of historical ties between Russia and Ukraine.

Conclusion. The factor of the Russian Orthodox Church is present in Russian foreign policy, as it welcomes the denial of acceptance of the autocephaly of the UOC in Russian foreign policy discourse.

CHANGES IN FORMING BRAZIL'S REGIONAL RELATIONS IN LATIN AMERICA SINCE 1 JANUARY 2019

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Keywords. Brazil, regional relations, Latin America, corruption, Jair Bolsonaro.

Objectives. As Brazil is the biggest country in Latin America and one of the biggest economies in the world, it is important to analyse how Brazil will continue to form regional relations since the election of Jair Bolsonaro as a president of Brazil on 1 January 2019. This election has changed left-wing "Worker's Party" long lasting dominance in Brazil's politics, as Jair Bolsonaro is a far-right politician. The aim of the research is to analyse how Brazil has changed policy of forming regional relations since 1 January 2019.

Materials and Methods. The method used in this research is qualitative research method, more precisely, text content analysis, which allows to focus on the content of documents and research.

Results. Brazil no more tries to position itself as a voice of Latin America and developing states. The success of Brazil's president in electoral campaigns and elections can be explained by the fact that Brazilian people were tired of high crime rates, unemployment rates, corruption scandals and the economic recession. Until the election of Jair Bolsonaro Brazil's foreign policy was focused on gaining allies in new development centres (BRICS) and in the already stable centres of power (EU, USA). Since the election of Jair Bolsonaro Brazil's foreign policy has moved from multilateral to bilateral relations. In the Latin American region, Brazil has gone from being a moderator among different ideologies to a supporter of right-wing politics.

Conclusion. Changes in forming Brazil's regional relations in Latin America since 1 January 2019 have been encouraged by a change in a model of regional cooperation.

THE INVOLVEMENT OF THE CATHOLIC CHURCH IN FORMING PUBLIC OPINION ON POLITICAL ISSUES AT THE FEAST OF THE ASSUMPTION OF THE BLESSED VIRGIN MARY IN AGLONA (2014–2019)

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Keywords. Public opinion, clergy, Catholic church, religion and politics.

Objectives. Main objective is to find out if and how the Catholic Church is trying to influence public opinion on political issues at the feast of the Assumption of the Blessed Virgin Mary in Aglona.

Materials and Methods. Qualitative data analysis, content analysis.

Results. After analyzing TV broadcast recordings of this religious event clergyman spoke about political issues almost every year and almost always there were resonance with actual issues and events that were happening at that time. Each clergyman had his tendencies how he spoke about political issues.

Conclusion. There is an influence on public opinion because of the communication form of the clergy which in its form is similar to the communication way of broadcasting media and also the church and the clergy has got big trust from the society in Latvia. The nature of speeches doesn't change in years of Parliament elections. Political speeches are about political tendencies except in 2019. There are more political tendencies in speeches of those clergyman having higher position in church hierarchy. There is a formation of public opinion on political issues because they are not discussed from different points of view.

CONTINUITY OF THE SAEIMA'S FUNCTIONS DURING THE COVID19 CRISIS

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Keywords. Covid-19, Saeima (parliament), e-Saeima, politicians, digital transformation.

Objectives. The Latvian Parliament had to re-plan its agenda in commissions and plenary sessions in order to ensure the fulfillment of its functions and tasks in the conditions of Covid19 crisis. The aim of the work is to study the Saeima's ability to adapt to the implementation of functions during the Covid19 crisis, focusing on the horizontal comparison between the Saeima and its commission meetings.

Materials and Methods. The new institutionalism is used as a theoretical framework. As a research method is used a qualitative research method - analysis of a collection of documents, literature, interviews and other materials. The analytical basis consists of the above materials and sources.

Results. The Saeima was able to find a technological solution in a short time and create a platform e-Saeima, which provides an opportunity to hold parliamentary sittings remotely. Thus, the continuity of the functions of the Saeima during the state of emergency was ensured. An important factor in the ability to implement the new solution was the readiness of politicians to work on the e-Saeima platform, as well as the technical support. Commissions used a less secure but convenient solution by holding meetings on Zoom or Webex platforms; in turn, a platform e-Saeima was developed for plenary sessions, which was recognized as the most successful e-signature integration solution in Latvia in 2020.

Conclusion. The Saeima became one of the first parliaments in the world to introduce a special platform to ensure the work of the parliament in remote mode. Performing a horizontal comparison, it can be concluded that the successful implementation of tasks in the Saeima sittings was hindered by the knowledge of some politicians in the work with the new platform, while in the commission meetings - a large number of participants and their technological skills.

THE ROLE OF "NEW START" AGREEMENT IN THE POSITIONS OF THE UNITED STATES AND RUSSIA IN THE ARMS CONTROL NEGOTIATIONS

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Keywords. Arms control, New START, Nuclear deterrence, The United States, Russia.

Objectives. The United States and Russia, holders of the majority of world's total nuclear arsenal, have signed various bilateral arms control agreements, in order to reduce the ability of its disposal. Currently, the "New START" agreement is the last existing arms control treaty between both actors. If not exceeded, it expires on February 5, 2021, leaving both great powers without any framework of bilateral arms control. Different prepositions for further framework have been made, however the negotiations between both countries have not been successful. Thereby the aim of the study is to analyse the correlation of the "New START" agreement and the positions of the United States and Russia in arms control, in period from August 2, 2019 till February 5, 2021.

Materials and Methods. In order to achieve the goal, different reports, protocols and other documents of foreign and defence ministries, as well as public statements of officials will be analysed through the qualitative content analysis (coding themes related to the "New START" agreement).

Results. The provisional results of the research indicate that both Russia and the United States insist on further nuclear deterrence. Both actors urge to exceed or restart the "New START" agreement, although they have conflicting demands of its maintenance that hinders the process of the negotiations.

Conclusion. Provisionally it can be concluded that the expiration of the "New START" agreement facilitated the US-Russia arms control dialogue. The United States insists on the need for an inclusive agreement in line with today's international security situation, thus also including China. Meanwhile, from Russia's position, the main goal from exceeding the "New START" is to keep restraining the United States.

COMPARISON OF THE ERRORS IDENTIFIED BY THE MEDIA IN THE 2016 PRESIDENTIAL ELECTION CAMPAIGNS OF H. CLINTON AND D. TRUMP

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Keywords. Election campaigns, political marketing, media, The United States, social media campaigns.

Objectives. The 2016 U.S. presidential election has been one of the most controversial in U.S. history. H. Clinton entered history as the first woman to win a big-party (Democratic party) nomination as a candidate for president. Her opponent in the general election, became the unlikely Republican Party Nomination D. Trump. Few believed that there was a chance that the inexperienced and scandalous Trump would get to the party nomination and even victory in the election. The 2016 results, however, are definite. But it is unknown whether he won because he had an outstanding campaign, or simply because H. Clinton's campaign was not one. The aim of this research is to analyze and compare media identified errors in D. Trump's and H. Clinton's campaigns to determine whether there is a link with the results of the elections.

Materials and Methods. The theoretical framework is based on political marketing and campaign theory. The research method is qualitative – document content analysis. Various media articles are used to find out what errors the media have identified.

Results. The media identified 17 errors from 7 media articles in Hillary Clinton's campaign. Types of errors identified by the media: message; use of campaign resources; use of campaign tools; communication with voters; voter research; political marketing directives. In Donald Trump's campaign media identified 6 errors from 6 media articles. Types of errors identified by the media: response analysis; campaign promises; political debate; use of volunteers, grass-roots; adaptation of campaign promises; realization of promises.

Conclusion. The media identified more errors in H. Clinton's than in Trump's campaign. But in the theoretical view, comparing media identified errors and political marketing theory, H. Clinton had 14 errors, but D. Trump - 6. It is evident that theoretically, Donald Trump had a more successful campaign.

THE POSITION OF LATVIA AND LITHUANIA TOWARDS EVENTS IN BELARUS AFTER THE PRESIDENTIAL ELECTION IN AUGUST 2020

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Keywords. Belarus presidential election 2020, protests, Latvia's position, Lithuania's position, sanctions.

Objectives. To analyze and compare the position of Latvia and Lithuania towards the events in Belarus after the presidential election in August 2020. Describe the events in Belarus after the presidential election in August 2020. Analyze the position of Latvia towards the events. Analyze the position of Lithuania towards the events. Compare the positions.

Materials and Methods. Media source analysis, foreign policy document analysis.

Results. Results show a difference in the position towards the events after the Belarus presidential election in August 2020 between Latvia and Lithuania. The foreign policy makers of Lithuania chose more of a proactive position being first to deny Alexander Lukashenko as the president-elect of Belarus and call for political sanctions from the European Union while Latvia's politicians were more careful and reserved in their rhetoric.

Conclusion. Lithuania's approach is seen as proactive. The reasons are, first, the goal of changing the European Union's attitude towards the Astraveca power plant. Secondly, the avoidance of the possibility of sharing a border with a Russian controlled state. Thirdly, the close historical ties with Belarus. Fourth, the world view of the key foreign policy makers. While the first two reasons are why Lithuania's position consists of foreign policy elements from the realism school of thought, the proactivity, caused by empathy because of the strong historical ties with Belarus and the liberal world view of key foreign policy makers, is the reason why the position is seen as based in the liberal theory of foreign policy. Latvia's approach is seen as careful and reserved, the main reason being the argument of a possibility of a hostile reaction from Russia that may conflict with the national security interests, which is why it is viewed as proposing the traditions of the realism school of thought.

STRENGTHENING BRAZIL'S FOREIGN POLICY POSITION TOWARDS ARGENTINA – THE ROLE OF MERCOSUR

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Keywords. Brazil, MERCOSUR, Argentina, balance of power, trade and investments, South America, interdependence.

Objectives. Brazil is a new potential power that seeks to compete with its neighbours and ensure relations between the countries to develop in a beneficial perspective for it. MERCOSUR as an economic integration project helps Brazil to build closer relations with its neighbours making them weaker players – dependent on mutual trade and foreign investments. Argentina has long sought to become more influential than Brazil, but now is economically and politically dependent on it. In order to suppress Argentina's efforts to slow down Brazilian influence and prevent its political image, Brazil is practising balance of power against Argentina in the context of MERCOSUR. Aim of the work is to analyse how Brazil uses MERCOSUR to strengthen its regional position.

Materials and Methods. The obtained data is analysed according to the qualitative – text content analysis method providing an analysis of Brazil's use of MERCOSUR to strengthen its position and bilateral relations with Argentina.

Results. Brazil is improving and saving its role, meanwhile weakening Argentina's position in the region. At the same time, however, Brazil's rapid growth is based on its blockade of Argentina's growth balanced by the strengthening of good and strong relations with MERCOSUR member states.

Conclusion. Brazil has significantly developed its economy over the last 50 years, becoming a regional power. Regional organizations demand a sacrifice of sovereignty for common interests. Brazil is not interested in such an action as long as it helps to maintain its position. Being the largest power in the region, Brazil needs to control developments, and invest a lot of money. Due to disagreements and competition Brazil decided to expand balance of power against Argentina, building elements of good relations and interdependence with other MERCOSUR member states.

CIVIC ENGAGEMENT IN THE PUBLIC ADMINISTRATION SYSTEMS OF THE UNITED STATES OF AMERICA AND ROMANIA

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Keywords. Marist College Honors Program, Honors By Contract Project, Public Administration Systems of the United States and Romania.

Objectives. Demonstrate how the correct implementation of technology would increase fairness and transparency throughout the Public Administration Systems of the United States and Romania. Identify the fundamental cause of the lack of civic engagement in the two apparently different regimes, the USA and Romania and tackle the apparent issues from various philosophical perspectives.

Materials and Methods. With regards to the American Public Administration System there is data collected from The Marist Poll, The Center for Disease Control, different DMV's, and townships while with regards to the Romanian Public Administration system, backing data will be collected from the Ministry of Internal Affairs and The Ministry of Labor because these two institutions control and design the public administration there. More specifically, there is information collected on recent elections, petitions created, syndicates, and engagement programs that each institution runs in order to attract the public on their side.

Results. The Public Administration systems of the United States and Romania have been acting with lack of interest towards their most important component: the public. Mostly, the lack of civic interest is due to the lack of transparency, red tape or corruption that the Governments of the two countries have offered to their constituents over the course of the years. However, the solution is not simple as public administration demands all the time new alternatives and means to engage the public as the generations change. I think that it would be on Generation X and Generation Y to think and shift the governmentality, create, and implement policies to include the other generations as they can relate both to newer and older generations and create consensus.

Conclusion. Therefore, it is mandatory the creation of an integrated digitalized public administration system that would encompass all the agencies and departments of as state, as this generation has come to the conclusion that computers are way more trustable and transparent than people. Only in that way we would have a transparent homogeneous public administration system, that would engage the public with "just a click".

ENERGY SECURITY IN THE BALTIC STATES IN THE CONTEXT OF THE USA LNG POLICY

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Keywords. Energy security, LNG, transnational relations, international gas market.

Objectives. Security of supply and interconnectivity are top priorities in the field of energetics in the EU. The Baltic states are becoming more integrated in the common European gas market, especially in terms of Klaipėda's LNG terminal "Independence" (2014), "Balticconnector" (2019) - gas pipeline connecting Finland-Estonia, "GIPL" (2022) connecting Lithuania-Poland. Presently the EU is the World's largest energy importer. Nonetheless, in the context of the EU's imposed sanctions towards Russia (the EU's largest exporter of natural gas), and the USA LNG policy ("shale gas revolution"), with rapidly growing shares, making it the third largest exporter worldwide. The main goal is to analyse whether the implemented USA LNG policy and the change in the global gas market can have a positive influence on the energy security in the Baltics.

Materials and Methods. Analyse documents and official statements about the USA LNG policy and its developments. As well as the official documents from the EU and national policies. Research will also include semi-structured expert interviews.

Results. The Baltic states are part of the EU energy agenda, but due to geographical and historical reasons it was difficult for Baltics to diversify alternative gas importer besides Russia. Globally, the USA is exporting more LNG than Russia (2019), and with the rhetoric of the state leaders, followed by strengthening transnational relations, the issue is becoming even more important.

Conclusion. For the last decade, the EU had an aim to diversify its gas supplies. The Baltic states are no longer the "Energy Island", but rather the "Energy Peninsula". Despite increasing threat to the security, Russia remains the largest LNG importer to the EU. Although the USA is considered as one of the alternatives to diversify suppliers, it cannot fully meet the energy needs of the region due to geography, costs and international politics.

CLIMATE CHANGE DISCOURSE IN THE ARCTIC POLICY OF RUSSIA

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Keywords. Russia, climate change, Arctic, discourse.

Objectives. The Arctic as a region with warming climate and therefore full of potential opportunities has attracted attention of many international organizations and countries. One of them is Russia, which has its own objectives as a largest Arctic country. During the last few years Russia has been paying huge attention to the development of its Arctic territories. Many investments and infrastructure projects, adaptation of the armed forces to the specific climate circumstances and strategic documents show Russia's ambition to be present in the Arctic. That is obvious because melting Arctic opens the door to the broader use of Northern Sea Route and extraction of natural resources. However, the Arctic cannot be viewed without climate issues. Climate change and increased human activity in the regions of Arctic raise awareness about climate and future of Arctic. Therefore, the research aims to analyze climate change discourse in the Arctic policy of Russia. Is Russia worried about climate change or overwhelmed only with resources and money?

Materials and Methods. The research is made using discourse analysis. The attention is paid to Russia's strategic documents and leaders, especially Russia's president Vladimir Putin.

Results. Provisional results state that the Arctic policy of Russia includes climate change related issues minimally. Russia speaks about climate change not because it wants to minimize the effects of climate change on nature of the country, but because such rhetoric helps Russia to achieve its goals in the Arctic.

Conclusion. Both climate change and the Arctic are topical issues to Russia. Albeit Russia is not a world leader in mitigating climate change, Arctic related climate issues is going to be a field Russia needs to address.

INDIA'S STRATEGIC PARTNERSHIPS WITH THE USA AND RUSSIA SINCE 2004

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Keywords. India, The USA, Russia, strategic partnership, alliance, great power.

Objectives. India's modern foreign policy consists of balancing between two great powers – the USA and Russia. Historically India has kept closer ties with Russia than with the US. With the collapse of the Soviet Union the bilateral international system ceased to exist, and unipolarity took its place, so India once again had to choose what kind of foreign policy to pursue. Short after 2004 it first became clear that India has set itself on a path to restore multilateralism and become a global great power and it started to shift away from Russia and closer to the USA. Even though India has not left Russia completely and there are no indications that it would, it can be said that the US over the course of these last 16 years has become its primary strategic partner, since India can gain much more from this partnership than the one with Russia. Furthermore, India has done so in order to counter balance the growing power of People's Republic of China in the region.

Materials and Methods. The research method is document analysis. During the research different treaties and bilateral contracts that India has signed with the USA and Russia will be analyzed.

Results. The provisional results indicate that India stands to gain more from the strategic partnership with the USA as well it can be its primary partner to reach the goal of becoming a global great power.

Conclusion. The provisional conclusions are that India has kept close relationships with Russia throughout these two decades to boost its military, in the meantime it has shifted its strategic partnership policy by choosing the USA to be its primary ally, due to the increased economic and technological advancements the USA provides.

PUBLIC DIPLOMACY OF THE PEOPLE'S REPUBLIC OF CHINA IN THE REPUBLIC OF LATVIA – THE EXAMPLE OF THE CONFUCIUS INSTITUTE

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Keywords. Confucius Institute, Public diplomacy, Soft power, Sharp power, People's Republic of China, Republic of Latvia.

Objectives. Since 2007, the use of soft and sharp powers by the People's Republic of China (PRC) has grown significantly, raising concerns among several countries about the impact of this political course, most notably mentioning the Confucius Institute as one of the leading instruments of this course. Many countries and educational institutions around the world have engaged in limiting or completely closing their Confucius Institutes. Therefore, it has become more important than ever to evaluate the Confucius Institutes – tasks, programs, connection to and dependency of the government of PRC. Hence, the aim of this research is to evaluate the previously mentioned aspects and analyze how different political interests of the PRC are reflected in the activities of the Confucius Institute.

Materials and Methods. The research method is document analysis. During the research different institutional bylaws and bilateral contracts, as well as interviews will be analyzed.

Results. The provisional results of this research indicate that the priority of the Confucius Institute in Latvia within the framework of public diplomacy of the PRC is to build long-term relations.

Conclusion. The provisional conclusions are that the Confucius Institute is a significant part of the public diplomacy of the PRC in the Republic of Latvia, with the unique possibility of operating directly and freely in the countries educational system, thus providing a rare opportunity to make not only an academic but also a political impact on the future of the country – the students – which in turn may affect the future relations between the Republic of Latvia and the PRC.

THE ELEMENTS OF SOFT POWER IN RUSSIA'S FOREIGN POLICY: ORTHODOXY AS UNITING FACTOR AMONG RUSSIA, BELARUS AND UKRAINE

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Keywords. Russia, soft power, orthodoxy, Ukraine, Belarus.

Objectives. Russia, Belarus and Ukraine altogether formed the Holy Rus' in the past. Nowadays Russia do not want to lose its influence, so it usually uses the references to the past conditions to justify the unity with these countries despite the political independence. Orthodoxy is still common in these countries, although the nature of it varies in Belarus and Ukraine. Thus, the aim of this work is to analyse how Russia uses orthodoxy to build influence in Belarus and Ukraine.

Materials and Methods. The work is based on neoclassical realism and the concept of soft power within it. According to that, soft power can be seen as an alternative form of hard power, which is formed by state inner aspects that may have some influence on the international environment. Firstly, study will reflect a qualitative analysis of the official documents and announcements of Russia's political actors to define the usability of the soft power concept towards Russia, as well as the role of Russian Orthodox Church in it. Secondly, the empirical part of the study will address the analysis of Orthodox Church contribution to non-religious activities in Belarus and Ukraine.

Results. Russia supports various cultural projects though the ties of Russian Orthodox Church in Belarus and Ukraine. As well as the Belarussian and Ukrainian Orthodox churches may take pro-Russian stances in various questions, allowing the spread of Russia's influence to these countries.

Conclusion. In Belarus and Ukraine Russia uses orthodoxy as the element of soft power in aim to build influence, where the usage of hard power could cause undesirable negative consequences.

STRATEGIC HEDGING IN THE POST-SOVIET REALITY: COMPARISON OF THE KAZAKHSTAN AND AZERBAIJAN EXPERIENCE

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Keywords. Strategic hedging, neoclassical realism, multi-vector foreign policy, regional politics, post-soviet space.

Objectives. The main objective of the research is to compare the strategic hedging behavior experience of Kazakhstan (between China and Russia) and Azerbaijan (between Turkey and Russia) to identify under what foreign policy features hedging strategy is more successful in the post-soviet realities. In the framework of this research strategic hedging is considered as a neoclassical realism school concept to operationalize small states political elite behavior towards great powers in obstacles of high uncertainty. The research seeks to test the hypothesis: Kazakhstan's strategic hedging behavior experience was more successful than Azerbaijan's within the post-soviet space.

Materials and Methods. The analysis of text content and documents is used in the research. Research focuses on primary (national government documents, agreements) and secondary (think-tank publications, media articles) sources.

Results. Research shows that Kazakhstan's strategic hedging in Central Asia is more stable than Azerbaijan's in the Caucasus region. In the case of Azerbaijan, the hedging potential has reduced due to the level of intensity competition between the regional superpowers Russia and Turkey in the Caucasus, has increased by implications of Second Nagorno-Karabakh war. As a consequence of this Azerbaijan has not been able to achieve the desired stability of the Caucasus region, which reduces the future possibilities of a potential implementation of the policy of hedging.

Conclusion. Comparative research concludes that Kazakhstan's experience has been more successful rather than Azerbaijan's in the terms of strategic hedging in the post-soviet space. The hypothesis that Kazakhstan's strategic hedging behavior experience was more successful than Azerbaijan's within the post-soviet space proves.

Authors

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“RePharm”

Providing services throughout the entire health care cycle - from the opportunity to maintain healthy lifestyle options to diagnostics and treatment - AS “Repharm” is a group of companies working in the healthcare sector with the equity of Latvia. It combines the pharmaceutical company “Sentor Farm aptiekas” (development of the “Mēness aptieka” brand), the outpatient health care company “Veselības centru apvienība”, “Centrālā laboratorija” with more than 55 branches, one of the largest herbal remedies manufacturers in the Baltics “Rīgas farmaceutiskā fabrika” and drug wholesaler “Recipe Plus”. The “Veselības centru apvienība” (VCA) is the basis for study and practice in outpatient medicine at Riga Stradiņš University. Latvia’s “Mēness aptieka” several years in a row have been recognized as the “Favorite Brand” of the Latvian pharmaceutical industry. Corporate group professionals work at all stages of health care with the conviction that available health care means a healthier society.



“Datamed”

Datamed is a leading Latvian telemedicine and healthcare IT solution provider. We support medical personell on-site, by automating their daily routine procedures, such as X-ray scan, ECG test, reporting, or Laboratory testing process from patient appointment to their test result in the mobile device.

We connect medical devices to information systems, archives, databases, and provide vendor-neutral solutions. We also implement pre-operation assessment systems, and patient flow management systems, thus providing full control over and improving patient journey from appointment to recovery.



“iVF Riga”

Treatment services:

- Diagnosis and treatment of all types of infertility (insemination, IVF, ICSI)
- Diagnosis and treatment of male infertility (urologist and andrologist consultations, sperm analysis, PICSI, TESA)
- Donor programs
- The first official genetic material bank in the Baltic States (freezing and storage of ova, sperm, embryos)
- Fertility maintenance in patients with oncological disorders
- Caring, low invasive surgery (andrology, urology, proctology)
- Pregnancy monitoring
- Gynaecology

Genetic center services:

- Preimplantation genetic testing of embryos at chromosomal and gene level (PGT-A and PGT-M)
- Doctor-geneticist consultations
- Determination of karyotype
- Genetic tests for complex female / male infertility testing
- Molecular-genetic testing (thrombophilia molecular testing, PAI, non-invasive fetal Rhesus test in pregnant women, fragile X chromosome testing, Y chromosome testing (AZF factor), HLA-typing, KIR-typing, genetic testing for aborted pregnancy, inherited tumor testing, testing of recessive diseases)
- Lifestyle genetic tests Viva Genomics to help you understand yourself and identify the right lifestyle and habits for you

Stem cell center services:

- Acquisition, quality control and storage of umbilical cord blood stem cells;
- Acquisition, quality control, cultivation and preparation of umbilical cord and adipose tissue stem cells for preparation and storage of personalized medicinal products



E. Gulbja Laboratorija



ukiyo

