



RĪGA STRADIŅŠ UNIVERSITY INTERNATIONAL STUDENT CONFERENCE 2023

Abstract Book

SOCIAL SCIENCES





Rīga Stradiņš University
**INTERNATIONAL STUDENT
CONFERENCE 2023**

March 27th-28th, 2023

Abstract Book

SOCIAL SCIENCES



RĪGA STRADIŅŠ
UNIVERSITY



Rīga, Latvia

Rīga Stradiņš University International Student Conference 2023
(Rīga, March 27th-28th, 2023): Abstract Book – Social Sciences. – Rīga: RSU, 2023, 53 p.

Authors are responsible for their Abstracts.

Layout: Andris Strazdīts

© Rīga Stradiņš University Student Union, 2023
Rīga, Dzirciema Str. 16, LV-1007

ISBN 978-9934-9097-5-7

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 the Rīga Stradiņš University International Student Conference "Health and Social Sciences". It is currently the largest student conference in Northern Europe.

Thanks to our joint efforts, our sense of responsibility, and the work of researchers, we are able to gather in person again this year. However, due to the technological advances made during the pandemic, people will be able to participate in the conference online as well. This significantly expands the conference's geographical reach and the diversity of the participants.

Today, almost 400 students from 25 different countries will present their scientific achievements, from amongst others Germany, Poland, UK, Sweden, Lithuania and Estonia. We also welcome participants from Ukraine. We admire their ability to continue carrying out research during the brutal war that Russia wages in their country. This is a confirmation that the Ukrainian people are strong and will overcome all challenges.

Dear students! At the conference, you will have the opportunity to present your studies, participate in workshops and master classes, and meet leading lecturers from all over the world.

You will present your theses in both medical and social sciences across the conference's 29 sections. In addition, 16 international jury members from 10 countries, amongst others from Germany, Ireland, Italy, Lithuania, the Netherlands, the UK, and the USA will participate in the conference. This testifies to the outstanding research capabilities of the students here at RSU.

This conference is a significant event for all participants 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. Our students, professors, researchers, and all academic and administrative staff are essential to our team.

I hope that you will all experience a conference where you will get many new and creative ideas and forge new professional contacts.

I wish you a productive and successful conference!

Professor Aigars Pētersons
RECTOR OF RĪGA STRADIŅŠ UNIVERSITY

Dear friends and guests of Rīga Stradiņš University,

Previous years were quite difficult for everyone due to COVID-19 pandemic. As I remember at the last moment in 2020 the RSU International Student Conference was transferred online and no one could imagine that only now, in 2023, the conference will bring curious students from all the world back to the RSU buildings to celebrate science and gain new knowledge.

All organisers have done a huge amount of work to bring back the RSU International Student Conference on site. There were ups and downs and difficult moments, but I believe that as in this saying *per aspera ad astra* (through difficulties to the stars), everything will go upwards and all of you will reach your goals in the conference.

I hope you will enjoy our keynote speakers, plenary sessions, and workshops that will expand new horizons of knowledge for all of you. Let's start this two-day-long journey with enthusiasm and curiosity! And remember science is infinite as are your abilities and creativity!

Klāvs Putenis
CHAIRPERSON OF THE INTERNATIONAL STUDENT
CONFERENCE 2023 ORGANISING COMMITTEE

Organising Committee

Klāvs Putenis

Chairperson of Organising Committee

Alise Antuanete Sniķere

Project Coordinator

**Agnese Pridāne, Krista Velta Purbērziņa,
Rihards Slišāns**

Public Relations

Aija Tumova, Rihards Seržāns

Local Jury Coordinators

**Hoshika Tharni Sivapalan,
Rini Stella Roy Francis Xavier**

International Jury Coordinators

Agate Mačtama

Social Science Jury & Activity Coordinator

Ksenija Gorelova

Opening & Closing Ceremony Coordinator

Krišjānis Upenieks, Rihards Seržāns

Plenary Session Coordinators

Jānis Jurkāns

Partner Conferences
& Mentor Programme Coordinator

Diana Lismane

Tour & Social Programme Coordinator

Klaudija Aišpure

Workshop Coordinator for Health Sciences

**Artūrs Vecbaštiks, Kristers Reķis,
Lāsma Ludborža**

Sponsorship Coordinators

Ance Mistre, Nadežda Soboļeva

Communications
& Internal Collaborations Coordinators

Andris Kamergrauzis, Rūdolfs Štāls

Technical Coordinators

Matīss Linde

Financial & Visa Coordinator

Līga Pūsepa

Head of Science Affairs, RSU Student Union

Andris Strazdīts

Designer

Rolands Blujus

Webpage Developer

Scientific Committee

Prof. Anda Rožukalne

Prof. Jānis Grasis

Assoc. Prof. Agnese Dāvidsone

Assoc. Prof. Inga Kudeikina

Assoc. Prof. Marta Urbāne

Asst. Prof. Aleksandrs Fillers

Asst. Prof. Alnis Stakle

Asst. Prof. Anželika Berķe-Berga

Asst. Prof. Ivans Jānis Mihailovs

Asst. Prof. Karīna Palkova

Asst. Prof. Mārtiņš Daugulis

Ieva Puzo, PhD

Lāsma Šķerstere, PhD

Santa Bromane, PhD

Elīna Vroblevska, MSc

Ilze Bērziņa, LL.M.

Jekaterina Pankova, MSc

Kristīne Blumfelde-Rutka, MSc

Lelde Metla-Rozentāle, MSc, MBA

Māris Cepurītis, MSc

Ruta Siliņa, MSc

Vineta Kleinberga, MSc

International:

Prof. Alexander Lerner

Prof. Janina Tutkuviene

Prof. Reet Mändar

Prof. Rimvydas Asoklim

Prof. Venerando Rapisarda

Prof. Vincentas Veikutis

Assoc. Prof. Noel Barengo

Asst. Prof. Jurgita Babarskienė

Dr. Anna Boron

Dr. Cindy Hester

Dr. Davide Borroni

Dr. Ellie Hothersall

Dr. Massimo Di Nicola

Dr. Paul Mozdziak

Dr. Tantirige Chintiraj Ravindra Ruberu

Dr. Ulrich Bartels

Contents

Preface	3
Organising Committee	4
Scientific Committee	5
COMMUNICATION	9
DEPICTION OF POST-SOVIET URBAN ENVIRONMENT IN NIGHT PHOTOGRAPHY <i>Elizabete Sulamite Matisonē</i>	9
PERFORMING FOR CAMERA AS PHOTOTHERAPY (CREATIVE WORK) <i>Ērika Burija</i>	10
USING THE PRINCIPLES OF BEHAVIORAL ECONOMICS TO PROMOTE BEHAVIOR CHANGE IN STRENGTHENING ENERGY-EFFICIENT HABITS <i>Agneta Auzāne</i>	11
NEWS REPORTERS LANGUAGE IN COMMERCIAL AND PUBLIC MEDIA: 14. LATVIAN PARLIAMENTARY PRE-ELECTION NEWS IN TV ₃ AND LTV ₁ <i>Estere Kristiāna Ozoliņa</i>	12
THE INFLUENCE OF GERMAN EXPRESSIONISM AND INTERTEXTUALITY IN THE TV SHOW BABYLON BERLIN <i>Anete Kalēja</i>	13
REPRESENTATION OF AN ERA IN THE FILMS OF HISTORICAL GENRE MADE IN LATVIA FROM 2018 TO 2022 <i>Laura Brīdaka</i>	14
AN INFLUENCER: LIFE BETWEEN A HOBBY AND PROFESSIONALISM. BEHIND-THE-SCENES PHOTO SERIES OF DIGITAL CONTENT CREATION PROCESS <i>iktorija Treimane</i>	15
REPRESENTATION OF THE IMAGE OF WOMAN IN DANCE PHOTOGRAPHY <i>Agneta Rimša</i>	16
STYLE AND NARRATIVE ANALYSIS OF THE FILMS (2014-2022) BY SWEDISH DIRECTORS RUBEN ÖSTLUND <i>Alise Pētersone</i>	17
REPRESENTATION OF THE URBAN ENVIRONMENT OF THE ADMINISTRATIVE TERRITORIES OF MADONA COUNTRY IN A AUTHOR PHOTOGRAPHY <i>Oļīvija Zeta Survillo</i>	18
TIKTOK PLATFORM AS A NEW TOOL FOR APPEALING TO THE ELECTORATE IN THE 14 TH SAEIMA PRE-ELECTION CAMPAIGN <i>Krista Ivanovska</i>	19
DEVELOPMENT OF AN EDUCATIONAL AUDIOVISUAL PODCAST ABOUT THE SPECIFICS OF MEDIA PRODUCTION IN LATVIA <i>Katrīna Berga</i>	20
ANALYSIS OF THE COVERAGE OF THE WAR ON THE NEWS PORTAL DELFI: COMPARISON OF THE MESSAGE OF STATE OFFICIALS AND JOURNALISTS <i>Baiba Cimoška</i>	21

FACTORS AFFECTING MEN'S BEHAVIOR - A BASIS IN HEALTH COMMUNICATION STRATEGY OF PROSTATE CANCER PREVENTION <i>Agnese Baumanē</i>	22
A DOCUMENTARY PHOTOGRAPHIC STORY OF THE DEGRADED LANDSCAPE OF PĀRDAUGAVA DEPICTED IN A ZINE <i>Polina Kirejeva</i>	23
MAKING A VIRTUAL YOUTUBER MODEL AND UTILIZING IT FOR LIVESTREAMING ON THE PLATFORM TWITCH <i>Marta Holstē</i>	24
LATGALIAN LOCAL RUSSIAN-SPEAKING INTERNET MEDIA PORTALS (CHAYKA.LV; REZEKNESZINAS.LV; 46.LV) SPECIFICITY OF WORK DURING HOSTILITIES CAUSED BY RUSSIA AGGRESSION <i>Marta Puzaka</i>	25
JOURNALISTIC ROLES IN MATERIALS CREATED FROM UKRAINE BY LATVIAN TELEVISIONS' JOURNALISTS: SELF-DEFINED ROLES, ROLE PERFORMANCE AND PERCEPTION IN AUDIENCE <i>Agnese Dimdiņa</i>	26
USAGE AND HABITS OF VIDEO STREAMING PLATFORMS IN FAMILIES <i>Nikola Geste</i>	27
REPRESENTATION OF THE URBAN ENVIRONMENT OF THE ADMINISTRATIVE TERRITORIES OF MADONA COUNTRY IN A AUTHOR PHOTOGRAPHY <i>Zane Vāveriņa</i>	28
ECONOMICS & BUSINESS (STARTUP, MARKETING, INTERNATIONAL BUSINESS, SUSTAINABLE ECONOMY, BUSINESS LAW)	29
COMPARISON OF "IKEA" AND "JYSK" ADVERTISING ADAPTATIONS FOR DIFFERENT MARKETS <i>Signe Liepina</i>	29
DEVELOPMENT PERSPECTIVES OF THE MARKETING ENVIRONMENT <i>Patrīcija Sintija Irbe</i>	30
MARKETING COMMUNICATION EVALUATION AND IMPROVEMENT OPPORTUNITIES IN COMPANY "PLŪKT" <i>Egīta Blaus</i>	31
PRICE SETTING IN THE COSMETICS INDUSTRY IN LATVIA <i>Krista Beāte Bērziņa</i>	32
EVALUATION OF THE VISUAL IDENTITY OF THE LATVIAN AGRICULTURAL COMPANY'S BRAND AND OPPORTUNITIES FOR IMPROVEMENT <i>Evelīna Locmele</i>	33
PROBLEMS OF ADVERTISING REGULATION: EUROPEAN UNION AND LATVIA <i>Vendija Ivane</i>	34
ANALYSIS OF EXAMPLES OF SOCIAL MARKETING FOR CHARITY ORGANIZATIONS IN LATVIA IN THE CONTEXT OF THE YOUTH AUDIENCE <i>Katrina Dommere</i>	35
THE USE OF SOCIAL NETWORKS IN MARKETING COMMUNICATION: A CASE STUDY OF A SMALL COMPANY <i>Marta Vidusa</i>	36

ANALYSIS OF LEADERSHIP STYLE APPLICATION IN LATVIAN START-UPS <i>Evelīna Locmele</i>	37
MANAGING A PORTFOLIO OF SECURITIES IN VARIOUS ECONOMIC CONTITIONS <i>Laura Undīne Šulce</i>	38
LAW	39
SUB-FIELD OF THE RIGHT TO HEALTH: PALLIATIVE CARE IN LATVIA IN THE CONTEXT OF INTERNATIONAL AND NATIONAL OBLIGATIONS <i>Valērija Ruta Hartmane</i>	39
SUB-FIELD OF THE RIGHT TO HEALTH: PALLIATIVE CARE IN LATVIA IN THE CONTEXT OF INTERNATIONAL AND NATIONAL OBLIGATIONS <i>Valērija Ruta Hartmane</i>	40
THE DECLARATION AND MANAGEMENT OF THE STATE EMERGENCY DURING COVID-19 PANDEMIC OUTBREAK IN 2020 UNDER THE LATVIAN AND SWEDISH CONSTITUTIONS <i>Julija Banceviča</i>	41
PUBLICITY VS. DATA PROTECTION: LEGITIMACY OF DISCLOSURE OF INFORMATION ON BENEFICIAL OWNERS <i>Diāna Kamiševa</i>	42
DIGITAL EVIDENCE AND CYBERCRIME PROOF: BETWEEN ROOTING AND INTERPRETATION <i>Nadia ELalfy</i>	43
POLITICAL SCIENCE (INTERNATIONAL RELATIONS, EUROPEAN STUDIES)	44
THE ENVIRONMENT AND CLIMATE NARRATIVE OF THE LATVIAN PARLIAMENT AND ITS CHANGE IN CONTEXT OF RUSSIA'S WAR IN UKRAINE <i>Katrīna Laura Tkačenko</i>	44
LATVIAN EXCEPTION: THE REGIONALLY UNIQUE PERSONNEL RESERVE SYSTEM FOR LATVIAN ARMED FORCES AND ITS READINESS FOR 21ST CENTURY CONVENTIONAL WARFARE <i>Zintis Sils</i>	45
CHANGES IN THE PERCEPTION OF POLAND AS A PARTNER WITHIN THE EUROPEAN UNION AFTER THE RUSSIAN INVASION OF UKRAINE <i>Maija Laizāne</i>	46
RUSSIA'S WAR IN UKRAINE AND IT'S EFFECT ON CAUCASUS REGION <i>Nodar Bokeria</i>	47
TURKEY'S FRAMING IN RUSSIA'S FOREIGN AND DEFENCE POLICY (2014-2022) <i>Anastasija Smirnova</i>	48
RESILIENCE BUILDING OF LATVIA IN THE EU FRAMEWORK (2014-2022) <i>Kārlis Griška</i>	49
POSSIBLE INFLUENCE OF MENTAL HEALTH ISSUES IN FUTURE POLICY MAKING PROCESS <i>Kristers Straumers</i>	50
THE UNITED STATES POSITIONING IN FRANCE'S FOREIGN AND DEFENCE POLICY (2001-2022) <i>Enia Kaņepāja</i>	51
Sponsors & Partnerships	52
General Sponsors	53

COMMUNICATION

DEPICTION OF POST-SOVIET URBAN ENVIRONMENT IN NIGHT PHOTOGRAPHY

Author: *Elizabete Sulamite Matisonē*¹

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

¹*Rīga Stradiņš University, Latvia*

Keywords. Photography; Post-Soviet; Urban environment; Photo series

Objectives. Over 30 years after the collapse of the Soviet Union, every day the residents of Latvian cities experience the presence of Soviet architecture leftovers in tandem with the changes the 21st century has brought in the urban environment. The objective is to create a photo series that depicts this hybrid environment in a unique and unified light using night photography.

Materials and methods. The main tasks at hand include the research and description of relevant literature and sources about themes related to night photography, post-Soviet urban environment depiction in photography as well as pictorialism in photography. The method that will be used is analysis of good practice examples and literature, which will then be used to develop a photography series.

Results. The results will include a photography series consisting of 10-15 black and white photographs depicting a post-Soviet urban environment using pictorialism techniques and night photography, thus creating a unified atmosphere between the contrasting urban environment elements.

Conclusions. The provisional conclusion is that night photography can be used as a medium to unify and alter the depiction of generally brutal and lackluster environments to instead create an aesthetically pleasing and scenic image.

PERFORMING FOR CAMERA AS PHOTOTHERAPY (CREATIVE WORK)

Author: *Ērika Burija*¹

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

¹ *Rīga Stradiņš University, Latvia*

Keywords. Performing for camera, phototherapy, author photography, self-therapy, person with functional disability, mental health, intrapersonal communication.

Objectives. Creative work is about performing for camera as phototherapy. A collection of self-portrait photographs will be supplemented with handwritten short descriptions of my feelings and experiences with them (intrapersonal communication).

Materials and methods. Based on theoretical knowledge about performance for the camera and phototherapy, create a photo series in author photography. As a young woman with functional disabilities, who has depression, stress and anxiety, with this creative work, I want to share my experience. A collection of self-portrait photographs will be supplemented with handwritten short descriptions of my feelings and experiences with them (intrapersonal communication).

Results. The theory is mainly based on photography – performance for camera, phototherapy, fine art photography, photography as communication, which are supplemented with research articles. Also reviewed literature on visual art as therapy, feminism in visual art and autoethnography as a research method. Creative work's result is photo series - colorful self-portrait photographs supplemented with handwritten short intrapersonal communication texts about disability and mental challenges.

Conclusions. Depicting depression, anxiety and stress as well as functional disability in photographs is a process of self-discovery, which is relevant not only because of the author's personal considerations, but also because of society's position (exclusion, social injustice).

USING THE PRINCIPLES OF BEHAVIORAL ECONOMICS TO PROMOTE BEHAVIOR CHANGE IN STRENGTHENING ENERGY-EFFICIENT HABITS

Author: *Agneta Auzāne*¹

Scientific research supervisor: Mg. sc. comm. *Lāsma Šķestere*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Behavioral economics; Behavioral change communication; Social campaigns; Energy efficiency

Objectives. To identify what behavioral economics principles the “Elektrum” Energy efficiency centre uses in communicating with society to change and strengthen energy-efficient habits.

Materials and methods. In the empirical part of the work will be used qualitative and quantitative study design. Three methods will be used in the research. The first method, semi-structured interview with the head of the Energy efficiency centre. A second, qualitative content analysis, which will be used to analysis the 2022 Energy efficiency centre’s social campaigns “Turi siltumu ciet!” and the Energy efficiency centre’s communication on social media and on news sites. The third method will be a survey. Participants who are customers of both “Elektrum” and other electricity traders will be invited to take part in the survey.

Results. The results will show what behavioral economics principles are used in Energy efficiency centre’s campaigns and communication on social media and on news sites.

Conclusions. It is possible to change energy-efficient habits in society using behavioural economics model “MINDSPACE”, behavioural change communication and social campaigns. Social campaign on television, radio and media portals could inform a wide range of the public about energy efficiency-related topics, as well as strengthen and promote energy efficiency habits. Regular communication with the target audience is necessary to strengthen energy-efficient habits in society.

NEWS REPORTERS LANGUAGE IN COMMERCIAL AND PUBLIC MEDIA: 14. LATVIAN PARLAMENTARY PRE-ELECTION NEWS IN TV3 AND LTV1

Author: *Estere Kristiāna Ozoliņa*¹

Scientific research supervisor: Asst. Prof. *Dite Liepa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Public service broadcasting; Commercial broadcasting; Elections; News reporters; Language; Nonverbal communication

Objectives. Elections in Latvia are held every four years, and this is one of the most important events on the media agenda during the entire pre-election period. In a democratic country, objective coverage of elections is important, and language is one of the most important communication tools for journalists. Elections in Latvia are covered by both public and commercial television, despite differing in their structure.

Main goal is to find out if and how there are differences in language, analysing pre-election news reports of commercial (TV3) and public (LTV1) television.

Materials and methods. In the theoretical part there will be studies about literature on the territory of gatekeepers, news journalism, language aspects in news journalism, public and commercial media, nonverbal communication. The method for empirical study will be content analysis, understanding language categories according to which journalists' language will be analyzed, then there also will be analysis of nonverbal communication.

Results. As a result, the author wants to compare those media and it is essential to understand whether journalists' belonging to public or commercial media can influence their language style. Therefore, the question of how precise, how objective, neutral the language is is also important; or it can cause misunderstandings, biased coverage of events, bias of the report, indicate the author's subjective attitude.

Conclusions. It is necessary to find out whether the use of news language by public media and commercial media differs, for example, based on the assumption that due to many limiting factors and the specifics of public media, the language would be more neutral than in commercial media.

THE INFLUENCE OF GERMAN EXPRESSIONISM AND INTERTEXTUALITY IN THE TV SHOW BABYLON BERLIN

Author: *Anete Kalēja*¹

Scientific research supervisor: Asst. Prof. *Dita Rietuma*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. German expressionism; TV series; European cinema; Babylon Berlin; Tom Tykwer

Objectives. German expressionism cinema is an important and influential stretch of cinema history. The origins of German expressionism in cinema lie in Berlin, the various techniques used during German expressionism, such as close-ups, a moving camera, and the use of decorations to create a special feel for audiences, continue to be used in contemporary filmmaking and have had a lasting impact on the development of cinema art. The series Babylon Berlin is a historical crime drama series that reflects Germany's period of expressionism, Berlin, from 1929 onwards. This series reflects the historical events, atmosphere, and living conditions of that time, drawing attention to detail. An analysis of the series Babylon Berlin will explore how the German expressionist style of the time is introduced to the contemporary series, and what references to cinematic artworks of the time are used.

Materials and methods. For this research there will be used qualitative content analysis, which will include narrative analysis and stylistic analysis, to assess the meaning, content, and various elements of the series Babylon Berlin. The work will look for features of German expressionism (cinema) as well as intertextuality.

Results. As a result of the research, it will be determined how the series Babylon Berlin introduces the viewer to the themes, and characteristics of German expressionism, and how it feeds into the show's action.

Conclusions. A successful study will result in an answer to a question: What distinctive features of the German expressionist style (cinema) are used in the series Babylon Berlin?

REPRESENTATION OF AN ERA IN THE FILMS OF HISTORICAL GENRE MADE IN LATVIA FROM 2018 TO 2022

Author: *Laura Brīdaka*¹

Scientific research supervisor: Asst. Prof. *Dita Rietuma*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Latvian cinema; Film analysis; Historical film; Historical genre; History; Communication and Media

Objectives. Historical films are among the most watched films in Latvia. Films can educate about the events of the past and look at the history through the point of view of the director. The aim of the research is to summarize the means of cinema language used to represent an era in Latvian historical genre films made in 2018-2022.

Materials and methods. Six Latvian movies made in 2018-2022 will be analysed using qualitative method of content analysis and semiotic analysis. Using content analysis data will be collected on the historical film content that creates the era in the film (mainly related to the mise-en-scene style and film's narrative). Semiotic analysis will be used to examine in detail the use of cinema language in films, paying attention to the signs found there and their symbolic meaning. Using this method, the main goal is to spot a sign and be able to explain it and analyse how signs help to create a representation of an era in the film.

Results. As a result of research, it is intended to obtain a collection of data on the possibilities of how an era can be reconstructed in the historical genre films. These era representation elements are intended to be reflected in the table and divided into categories and subcategories.

Conclusions. A successful study will result in deeper understanding of historical genre films, Latvian film industry and will answer questions: 1) How using various signs does help to create a representation of a specific era in film?; 2) What cinematographic elements and techniques are used to represent an era?

AN INFLUENCER: LIFE BETWEEN A HOBBY AND PROFESSIONALISM. BEHIND-THE-SCENES PHOTO SERIES OF DIGITAL CONTENT CREATION PROCESS

Author: *Viktorija Treimane*¹

Scientific research supervisor: Asst. Prof. *Agita Lūse*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Influencers; Digital content creation; Photo series; Behind-the-scenes process

Objectives. Nowadays social media influencers have become a popular and common profession. Influencers are able to not only reach their audience quickly, but also build trust and influence their followers. However, it is a fact that the behind-the-scenes content creation process (skills, technical methods, motivation etc.) remains hidden to the audience. The purpose of the work is to reflect and compile in a photo collection the behind-the-scenes activities of Latvian influencers.

Materials and methods. In the development of the creative work, a review of the professional literature and similar studies will be carried out. The behind-the-scenes work of influencers will be explored through a visual observation during which documentary photographs and notes will be taken.

Results. The work will lead to the creation of a documentary photo series, reflecting the behind-the-scenes process of influencers' work, which is usually kept hidden from the social media users.

Conclusions. Possible conclusions could be related to the fact that the work of influencers is very complex, as influencer's work seems to require many different skills. Reflection of the behind-the-scenes work process can be more explicitly revealed by using a combination of a text and photos as opposed just to one type of reflection – a written text. The combined approach allows us to describe the process of influencer's skill application and the outcome of this creative process much better.

REPRESENTATION OF THE IMAGE OF WOMAN IN DANCE PHOTOGRAPHY

Author: *Agneta Rimša*¹

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

¹ *Rīga Stradiņš University, Latvia*

Keywords. Women's representation; Dance photography; The female gaze; The male gaze

Objectives. The image of women is often sexualised, and this is reflected in the concept of the 'male gaze'. However, the concept of the 'female gaze' questions the dominance of male objectification in the cultural environment. There are misconceptions about currently popular dance movements such as 'High Heels', 'Strip Dance' and 'Pole Dance', which are compared to erotic and nightclub dancing. By analysing the theoretical knowledge of the female gaze in photography and dance photography, develop a project in author photography.

Materials and methods. Main tasks: to analyse the literature on the theories of the female gaze and the male gaze, to study the genre of dance photography, to explain the movements of High Heels, Strip Dance and Pole Dance, to create a visual representation based on the theories of the female gaze and dance photography in photographs, and to draw conclusions. Method: analysis of literature examples, best practices and creative work.

Results. In the created author photography series, each of the photographs expresses several characteristics of the female gaze - the active subject, control over the body and identity, offering new meanings and alternative representations of women, and collaboration in the creative process.

Conclusions. The provisional conclusions are that the visual works of the female gaze help to find new and diverse representations of women as subjects, which free women from existing objectifying representations.

STYLE AND NARRATIVE ANALYSIS OF THE FILMS (2014-2022) BY SWEDISH DIRECTORS RUBEN ÖSTLUND

Author: *Alise Pētersone*¹

Scientific research supervisor: Asst. Prof.. *Dita Rietuma*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Social issues; Auteur theory; Style analysis; Narrative analysis; Ruben Östlund

Objectives. Ruben Östlund is a Swedish film director known for his unique style of filmmaking. His films often explore our society's social issues, such as power dynamics, societal norms, and the human condition. Östlund's films are known for their dry humour, subtle irony, and their ability to create a sense of unease and tension in the viewer. The main objective of the work is to find out through Ruben Östlund's movie style and narrative analysis how complex and thought-provoking themes are portrayed and what qualities make him an auteur director.

Materials and methods. I am analyzing three of Ruben Östlund's movies – "The Square", "Triangle of Sadness" and "Force Majeure" through analysis of narrative and qualitative content analysis where each movie will be analyzed individually and systematically divided, creating categories of cinematography.

Results. I will gain a deeper understanding of his unique storytelling techniques and how he uses visual language, structure and themes to convey his ideas through narrative analysis and qualitative content analysis. The results will include insights into Östlund's recurring themes and motifs, his use of symbolism and imagery, and how he uses camera work, lighting and sound to create atmosphere and tension. Additionally, I will observe the ways in which his films have been critically acclaimed, and what are the reasons behind their success.

Conclusions. The analysis will provide a deeper understanding of Östlund's unique perspective and approaches to filmmaking. He often uses long takes, static shots, and minimalistic camera movements to make sense of realism and to immerse the viewer in the story. Portraying social issues through satire and comedy can effectively raise awareness by making them more relatable, and less divisive, and creating a sense of shared understanding and community.

REPRESENTATION OF THE URBAN ENVIRONMENT OF THE ADMINISTRATIVE TERRITORIES OF MADONA COUNTRY IN A AUTHOR PHOTOGRAPHY

Author: *Olivija Zeta Survillo*¹

Scientific research supervisor: *Mg. art. Jana Kukaine*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Hyperreality; Photography; Jean Baudrillard

Objectives. Hyperreality is a concept created by sociologist Jean Baudrillard, describing how people can't differentiate between reality and the possible reality simulations they live in. With the rapid development of technology, artificial intelligence, and content we see in media, our sense of reality can be subtly interfered with the constant audio-visual material the digital world provides. A photograph can be used as an example to this phenomenon, as a photo never truly shows reality, but just one of its many altered versions. My objective is to not only create a photo series based on the concept of hyperreality, but to also defy the meaning and visual attributes of modern-day hyperreal photography.

Materials and methods. The photo series will be based on hyperreality photography attributes. The attributes will be concluded from literature material research about J. Baudrillard's concept of hyperreality, as well as from visual example analysis of other photographers incorporating this concept into their own ideas.

Results. My creative concept will contain conclusions about the defining visual attributes of hyperreal photography, along with the definition of hyperreality concept as part of photography. The photo series of Rīgas landscapes will be based upon these conclusions, using the analysed visual attributes into practise.

Conclusions. The purpose of this work is to enhance and show the many hyperreal details of our ordinary lives that we miss due to our world being intertwined with technology, media and other advancements, which we assume is our "reality". Likewise, other photographers might find this work useful for their own hyperreality ideas in the future.

TIKTOK PLATFORM AS A NEW TOOL FOR APPEALING TO THE ELECTORATE IN THE 14TH SAEIMA PRE-ELECTION CAMPAIGN

Author: *Krista Ivanovska*¹

Scientific research supervisor: Mg.sc.soc., Mg.oec. *Lelde Metla - Rozentāle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. 14th Saeima; Political communication; Political campaign; Social media; TikTok

Objectives. The aim of this bachelor's thesis is to find out how political parties used the social networking site TikTok to address their potential voters in the 14th Saeima pre-election campaigns.

Materials and methods. The literature part will consist of two chapters, which will describe the importance of social media in a modern political advertising campaign, the habits of public participation in elections and methods of addressing the electorate to promote political mobilization, the characteristics and functions of the social networking site TikTok, general characteristics of the 14th Saeima pre-election campaigns. Two qualitative methods will be used in the bachelor thesis - content analysis and semi-structured interviews. With the qualitative content analysis, the frequency, intensity, content, engagement of the electorate (like, share, comments), video format. Through semi-structured interviews, party members who participated in the creation of the TikTok video will be interviewed.

Results. As a result of this research, the author will determine, with the help of qualitative content analysis, what topics politicians talked about with their voters, as well as how often political parties used the social network TikTok as a communication channel. However, with semi-structured interviews, it will be clarified why political parties and politicians choose TikTok as a communication channel to communicate with voters, and it will also be clarified whether the use of the TikTok channel was a conscious or unconscious communication strategy.

Conclusions. A successful study will result in answers to following questions: 1. What methods of addressing the electorate and promoting political mobilization were used in the pre-election campaigns of the 14th Saeima on the social networking site TikTok? 2. What topics are covered on the social networking site TikTok in the pre-election campaigns of the 14th Saeima?

DEVELOPMENT OF AN EDUCATIONAL AUDIOVISUAL PODCAST ABOUT THE SPECIFICS OF MEDIA PRODUCTION IN LATVIA

Author: *Katrīna Berga*¹

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

¹ *Rīga Stradiņš University, Latvia*

Keywords. Podcasts; Education; Audiovisual culture; Media production; Media studies

Objectives. Based on theoretical knowledge about the evolution of audiovisual culture trends, create an educational audiovisual podcast series about the specifics of media production in Latvia.

Materials and methods. The author will examine relevant scientific literature about the trends and evolution of audiovisual culture, media production, and the podcast phenomena, its production, montage, publishing and use as educational material. After the research has been concluded, the author will develop the content plan and technical plan for the audiovisual podcast and produce a podcast series using interviews with media production experts. The author will draw conclusions about the field of media production based on the studied literature, expert given opinions in the interviews and practical experience gained while creating an audiovisual podcast.

Results. The expected result is a research based thesis about the media production field and audiovisual podcast production, followed by an audiovisual podcast series that is based on the theoretical material, that consists of interviews with media production experts and can be used as educational material for media and communication students.

Conclusions. The expected conclusion is that an audiovisual podcast series can be produced based on theoretical and practical knowledge gained while developing the thesis, and going forward the podcast can be used as educational material for media and communication students.

ANALYSIS OF THE COVERAGE OF THE WAR ON THE NEWS PORTAL DELFI: COMPARISON OF THE MESSAGE OF STATE OFFICIALS AND JOURNALISTS

Author: *Baiba Cimoška*¹

Scientific research supervisor: *Asst. Prof. Dite Liepa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Media; War; Language; Journalism; Communication

Objectives. To find out how the war in Ukraine has changed the language used in the messages of journalists of the news portal Delfi and officials, paying attention to the use of figurative expression and lexical categories: euphemisms and dysphemisms. The war in Ukraine has brought the narrative and the language used by officials and journalists into sharper focus. War on this scale has not been seen in Europe (Eastern Europe) for a long time, so there have been no studies on how language in the media changes in the face of war in our region.

Materials and methods. As materials for the theoretical part will be used the necessary literature related to the war language and language in politics, Latvian history, and selected communication theories. For the empirical part of the study, articles, opinion pieces and interviews on the news portal Delfi will be selected using the keywords “war”, “Ukraine”, “invasion”. Time period: 24.02.2022 - 24.08.2022.

Results. If the research is carried out successfully, will be obtained data that will reflect how the specifics of the language of state officials and journalists on the news portal Delfi changed under the influence of the war in Ukraine.

Conclusions. It can be provisionally concluded that the war in Ukraine has affected the language of the media.

FACTORS AFFECTING MEN'S BEHAVIOR - A BASIS IN HEALTH COMMUNICATION STRATEGY OF PROSTATE CANCER PREVENTION

Author: *Agnese Baumane*¹

Scientific research supervisor: *Mg. Sc. Vita Savicka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Prostate cancer; male behavioral factors; health communication; prostate cancer screening

Objectives. To find out, what behavior models and behavior change techniques should be used in the communication strategy to promote men's prophylactic prostate cancer behavior - performing annual examinations.

Materials and methods. By choosing the PRECEDE theoretical model, which is intended for determining health education and health promotion needs, a qualitative study is conducted using the semi-structured in-depth interview method with five men aged 45-70 years. From the obtained data of the in-depth interviews a quantitative study is carried out with the aim of obtaining data from a wider target audience.

Results. From the data obtained in the study it will be possible to conclude, what are the factors affecting the behavior of men living in Latvia, which influence the health communication strategy for prostate cancer prevention - annual examinations.

Conclusions. Every year more than half a million men in Europe die from prostate cancer because they seek for help too late. Prostate cancer is completely curable if detected at an early stage. If the thesis is developed successfully, answers to the research question will be found and the obtained data will serve as auxiliary tools for the development of successful health campaigns for timely preventive examinations of men.

A DOCUMENTARY PHOTOGRAPHIC STORY OF THE DEGRADED LANDSCAPE OF PĀRDAUGAVA DEPICTED IN A ZINE

Author: *Polina Kirejeva*¹

Scientific research supervisor: Mg. art. *Madara Bunkše*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. The History of Zines; Zines in Latvia; Photojournalism; Documentary Urban Photography; Residential Buildings; Photo Story

Objectives. Degradation of residential buildings is a very common problem in Pārdaugava, half of the city of Riga. A huge number of people live in this kind of conditions. Analysing theoretical knowledge and best practices, to make a zine (self-made photo book) to portray this problem through a documentary photo story and to draw attention to it.

Materials and methods. The main tasks are to study theoretical literature on photojournalism, documentary urban photography and zines, to portray the problem of degradation of residential buildings in Pārdaugava in photographs, to interview Pārdaugava residents about their experiences of living in a degrading landscape and finally to combine all the theoretical, creative, and practical work in a zine that contains a photographic story with the thoughts of the interviewed people in addition.

Results. As a result of the study, we will have a self-made zine with a documentary photographic story presenting the problem of Pārdaugava's degrading landscape and the experiences of people living in this environment.

Conclusions. Preliminary conclusions are as follows: life in a degrading environment has a tangible negative impact on a person's mental state and overall perception of life.

MAKING A VIRTUAL YOUTUBER MODEL AND UTILIZING IT FOR LIVESTREAMING ON THE PLATFORM TWITCH

Author: *Marta Holste*¹

Scientific research supervisor: Mg.sc.soc. *Ruta Siliņa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Virtual YouTuber; 2D model; Livestreaming; Digital persona; Media uses and gratification theory; Creative bachelor's thesis

Objectives. The aim of this thesis is to showcase the making of a 2D Virtual YouTuber model, to compare the work invested to the commission fees of professional grade models, and to test the audience's reception to the created model compared to livestreams on the platform Twitch that don't use any visualization of the content creator and livestreams that show the content creator using a webcam.

Materials and methods. The materials needed will be literature relating to character design, the creation of a digital persona, and media uses and gratification theory; the programs Clip Studio Paint to draw and divide the model and Live2D Cubism to rig the created model. The needed research method will be quantitative data gathering and analysis to gather reference materials for the model and to document and analyze the audience's reaction to 3 different livestreams.

Results. The result will be a 2D Virtual YouTuber model that moves along with the content creators body using motion capture software. The model will be used for 1 of 3 test livestreams on the platform Twitch to gauge the audience's reception to different types of livestreams and see which is more popular among viewers.

Conclusions. Making a 2D Virtual YouTuber model is very time consuming and technical work, which justifies the high price tag for professional made models, but that doesn't guarantee that the audience will prefer seeing a model during a livestream compared to a real person. However, the use of a 2D model might lower the chance of the content creator getting negative comments about their looks, as the real person cannot be seen.

LATGALIAN LOCAL RUSSIAN-SPEAKING INTERNET MEDIA PORTALS (CHAYKA.LV; REZEKNESZINAS.LV; 46.LV) SPECIFICITY OF WORK DURING HOSTILITIES CAUSED BY RUSSIA AGGRESSION

Author: *Marta Puzaka*¹

Scientific research supervisor: Prof. *Anda Rožukalne*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Latgale; Russian-speaking media; Specificity of work; War; Internet media

Objectives. A large percentage of the Latgale region population consists of russian-speaking people – also those, who support war. For this reason, Latgalian local russian-speaking internet portals perform an important function – they inform and educate the public about the topic of war to prevent hate speech, propaganda and disinformation. The purpose of the research is to study three mentioned internet portals to find out changes in the specifics of their work since 24 February. The concept of specificity of work includes editorial line, agenda, professional ethics, audience feedback, criticality of content.

Materials and methods. In the theoretical part, the author will get acquainted with the specifics of local media, explore the basic principles of journalism and its changes during the war. Deep semi-structured interviews with employees of mentioned local russian-speaking media will clarify their opinion about changes experienced in the specifics of work, internal communication, audience reactions after the start of the war. Qualitative content analysis with emphasis on framing analysis will allow to find out how the war theme is “framed” in each of the media and what attitude is applied to it.

Results. The author will find out factors that changed the specifics of the work of local media and what principles they observe to work now. Also will summarize the experience of local media employees during unprecedented, war-bound situations, when a part of the audience has an opposite position about such an important topic.

Conclusions. A successful study will result in answers to questions: 1. How has changed the specifics of the work of Latgalian local russian-speaking internet portals since 24 February? 2. Do russian-speaking local media in such a geopolitical situation feel external risks to work and exist? 3. How does the specific media represent the Russian – Ukrainian war through certain genres of publications?

JOURNALISTIC ROLES IN MATERIALS CREATED FROM UKRAINE BY LATVIAN TELEVISIONS' JOURNALISTS: SELF-DEFINED ROLES, ROLE PERFORMANCE AND PERCEPTION IN AUDIENCE

Author: *Agnese Dimdiņa*¹

Scientific research supervisor: Dr. com. *Jānis Juzefovičs*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. War journalism; Journalistic professional roles; Role conception; Role performance; Audience perception

Objectives. To find out the self-defined journalistic roles of TV news journalists in Latvia, reporting about the war in Ukraine, the performance of roles, and perception in audiences.

Materials and methods. One of the methods used in the study will be quantitative content analysis, which will be used to analyze reports from the war in Ukraine included in the "Panorāma" and the "TV3 Ziņas" news, created by journalists Ina Strazdiņa, Gints Amoliņš, and Ieva Vārna. This analysis will be conducted to decode the performance of journalists' roles in their reports. Semi-structured, in-depth interviews will be conducted with LTV and TV3 journalists Ina Strazdiņa, Gints Amoliņš, and Ieva Vārna, who creates materials from the war in Ukraine. The goal is to find out how they define their journalistic roles when reporting the war in Ukraine. Semi-structured interviews will be conducted with the audience of "Panorāma" and "TV3 Ziņas" news. The purpose of the interviews is to find out the audience's perception of the journalists' roles seen in the fragments of reports. Interviews will be thematically analyzed.

Results. The obtained data will be able to conclude how TV news journalists in Latvia fulfill their journalistic roles in self-created materials from the war in Ukraine, how they explain their roles in reporting about the war in Ukraine, and how the audience perceives these roles.

Conclusions. The study will show to what extent journalists see themselves in different professional roles: informant, distributor, reporter, on the one hand, and advocate, activist, mobilizer, on the other. Different interpretations of TV news stories (the roles of journalists included in them) are expected among respondents whose family language is Latvian and those whose family language is Russian.

USAGE AND HABITS OF VIDEO STREAMING PLATFORMS IN FAMILIES

Author: *Nikola Geste*¹

Scientific research supervisor: Dr. com. *Jānis Juzefovičs*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Streaming platforms; Video on demand; Families; Use patterns

Objectives. To find out the use patterns of video streaming platforms of families.

Materials and methods. Three research methods will be used in this work: a questionnaire, diary method and semi-structured interviews. A questionnaire will determine the individual viewing habits of each family member – what they watch, what kind of content, why. Each member of the family will be assigned a diary for one week. They will have to record which streaming platforms they used, during which period of time, what content they watched. After collecting data from the questioner and diaries, there will be semi structured interviews together with all family members.

Results. As a result, will find out how family viewing is regulated, and also how do families decide what to watch individually and what to watch collectively. Will found out what kind of content has been watched by the families.

Conclusions. The provisional conclusions are that families are sharing video streaming platform accounts, which means that most of the time they are watching something with at least one other person in a room. For the families watching content on a video streaming platform will appear as a fulfillment of social function, providing a platform for family togetherness. Some differences will emerge between children's and parents' video streaming platform viewing patterns. While parents may consider viewing to be a “family” activity, children appear more likely to watch content on the video streaming platform alone. Therefore, not only children's viewing time will be much higher than parents, but they also watch it in more isolation. Also content watched while being together will be different than when family members watch something alone.

REPRESENTATION OF THE URBAN ENVIRONMENT OF THE ADMINISTRATIVE TERRITORIES OF MADONA COUNTY IN A AUTHOR PHOTOGRAPHY

Author: *Zane Vāveriņa*¹

Scientific research supervisor: Mg. art. *Ivans Jānis Mihailovs*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Photography; Author photography; Urban; Photo series; Street photography

Objectives. With the help of the created photo series, the attention of the inhabitants of the county and to introduce the urban environment of Madona county through the author's subjective viewpoint. It is important to be aware of our environment and get to know it from different angles. Later, as the region develops and the world's urbanization changes, these photos will serve as historical evidence of this time.

Materials and methods. Author photography. The bachelor thesis consists of a theoretical part and a creative concept part. The theoretical part examines the concept and meaning of author photography, the role of photography in communication, the concept of urban environment, urban photography and the opinions of various authors about it. Several tasks were performed in order to achieve the goal and intention of the work – to research the work and methods of other authors; research the theory materials, which discuss author photography and the role of photography in communication; to research theoretical materials about the urban environment; Create a concept of creative work; to explore and photograph the territory of the county; to take photos and process them; to come to conclusion about the theoretical and conceptual parts of creative work.

Results. A bachelor's degree creative dissertation on "Representation of the urban environment of the administrative territories of Madona municipality in an author's photography" is developed based on the author's photography, which represents a subjective view of the urban environment of Madona county from the perspective of the author. A photo series will be created that will allow local residents to familiarize themselves with the urban landscape in Madona county.

Conclusions. With the photo series, the author will try to give a closer look and experience about Madona through local photography that shows more insight look of it.

ECONOMICS & BUSINESS (STARTUP, MARKETING, INTERNATIONAL BUSINESS, SUSTAINABLE ECONOMY, BUSINESS LAW)

COMPARISON OF “IKEA” AND “JYSK” ADVERTISING ADAPTATIONS FOR DIFFERENT MARKETS

Author: *Signe Liepina*¹

Scientific research supervisor: Dr. oec. *Ieva Kalve*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Social media; Advertising adaption; Different markets

Objectives. One of the key marketing prerequisites for a successful and profitable international business is an effective and adapted advertising. As social media has become a powerful marketing tool that is daily used by a large number of people, the author aims to emphasize the topicality of social media communication adaptation for different cultures. For this reason, the aim is to compare and evaluate the adaptations of social media advertising by “Jysk” and “Ikea” in Thailand, Latvia and United Arab Emirates.

Materials and methods. The author uses 4 research methods. The theoretical background is based on the use of monographic method, the analysis method is used to compare the social media accounts of the two companies, the primary data collection method is used for the expert interviews and the logical-constructive method is used for making recommendations for both enterprises.

Results. “Ikea”, in comparison to “Jysk”, is implementing social media adaptation to a bigger extent in the analyzed markets which might help to reach the target audience more effectively. However, “Ikea” does not emphasize the local celebrations in Thailand and Latvia, and “Jysk” doesn’t emphasize them in Thailand & UAE which would be recommended if both companies want to work in the foreign markets more respectfully.

Conclusions. Although there are researchers who believe that adaptation is not necessary because of the homogenization of cultures, the additional costs and the possibility of a global company losing its core values, the author concludes that adaptation is necessary because it helps to adapt more effectively to the local market. The author supports the idea of “glocalization”, which is a combined approach of standardization and adaptation. All interviewed experts support the idea of adaptation but emphasize that it can only be implemented if it suits the financial possibilities and the specific targets of the company.

DEVELOPMENT PERSPECTIVES OF THE MARKETING ENVIRONMENT

Author: *Patrīcija Sintija Irbe*¹

Scientific research supervisor: Mg. Sc. Soc. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Marketing environment; Marketing professionals; Latvia

Objectives. Marketing environment is made of two components internal and external factors, which influence company's activities. The aim of the research was to study the development perspectives of the Latvian marketing environment and its role in the context of the provided marketing services, based on theoretical knowledge and secondary data analysis.

Materials and methods. The monographic method was used for theoretical analysis of marketing environment concept and process. Secondary data analysis method was used to analyse Surveys of Latvian marketing environment¹. The qualitative research method (expert interviews) was used to identify the development opportunities of the marketing environment in Latvia.

Results. Theoretical framework research revealed the marketing environment allows for a business to avoid possible threats, make good business decisions, develop relevant campaigns and allocate their resources efficiently. The main emphasis in the present situation for marketing strategy for the next 1-2 years from social and economic challenges are price increase in consumer goods categories, economic recession or instability, environmental sustainability and responsible consumption and many others, leaving equal society group rights to the last concern.

Conclusions. Studying and exploring marketing environment is important because present and future existence of a company, profits, image, and positioning depend on its internal and external environment. Main subjects in Latvia's marketing environment are readiness for possible recession, strategic and creative works made by own efforts, a lack of knowledge and resources for the wider use of marketing technologies, marketing returns to targets it can directly influence, trends of recent years will continue to be relevant.

MARKETING COMMUNICATION EVALUATION AND IMPROVEMENT OPPORTUNITIES IN COMPANY “PLŪKT”

Author: *Egita Blaus*¹

Scientific research supervisor: Dr. oec. *Santa Bormane*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Marketing communication; Sustainability; Entrepreneurship; Business

Objectives. The research objectives are to explore the definition, activities and distribution channels of marketing communications, describe the company “Plūkt”, analyze marketing communication usage in company “Plūkt” and evaluate the company’s competitor’s usage of marketing communications and perform a survey to evaluate marketing communications in company “Plūkt”.

Materials and methods. The methods used in the research are monographic method, secondary data analysis method, content analysis method, graphical method and quantitative method (survey).

Results. The main results show that different consumer groups have different opinions about which marketing communication activities are most appealing to consumers to make a purchase. By age younger consumers are more attracted to the virtual environment- social media, reviews, online shop, homepage, while older consumers are more attracted to the physical environment- store’s design and atmosphere and tangible things- packaging.

Conclusions. In conclusions by combining multiple marketing communication activities and distribution channels, it is possible to better shape consumer perceptions and associations about a product, service or company and brand at a given time and place. Thanks to technology, marketing communication has evolved and the task of companies is to keep up with the latest trends by educating themselves through regular training in order to use modern methods in communication with consumers.

PRICE SETTING IN THE COSMETICS INDUSTRY IN LATVIA

Author: *Krista Beāte Bērziņa*¹

Scientific research supervisor: Prof. *Inna Dowladbekova*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Pricing factors; Cosmetics industry; Case study

Objectives. The aim of this research was to determine the criteria of pricing policies in the cosmetics industry in Latvia to objectively assess the quality of the price strategy of the cosmetic manufacturer “Stenders”.

Materials and methods. The monographic research method was used to identify factual elements of pricing policies, secondary data analysis was utilised to identify pricing factors in “Stenders”, and qualitative expert interviews were used to generate a multifaceted understanding of pricing principles within the cosmetics industry.

Results. Theoretical frameworks research revealed that pricing decisions should be based on in-depth market research. This research also identified target audience specifications, classified variable and fixed costs and revealed the narrative between the set price level and company’s long-term goals. “Stenders” diversified their pricing strategy to accommodate audiences of different price sensitivities which contributed to the success of their long-term business goals as well as helped them meet the continuously evolving industry standards. As a result, “Stenders” have been able to adapt within this fast-growing industry which has enabled them to remain relevant in the public eye.

Conclusions. To achieve the highest possible market share and marginal revenue, the most important factors of economical survival in the hyper-competitive market in Latvia are to closely monitor competitors, to anticipate and adapt to dynamic market changes and to build a strong brand image so that the prices calculated can be justified.

EVALUATION OF THE VISUAL IDENTITY OF THE LATVIAN AGRICULTURAL COMPANY'S BRAND AND OPPORTUNITIES FOR IMPROVEMENT

Author: *Evelīna Locmele*¹

Scientific research supervisor: Mg. Sc. Soc. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Brand's visual identity; Food industry; Marketing

Objectives. A brand is business and marketing content that helps consumers identify a particular company, business, product or individual. Based on theoretical findings and secondary data analysis, as well as content analysis and expert interviews, the aim of the research was to evaluate the visual identity of the Kotiņi brand.

Materials and methods. A monographic or descriptive research method to explore nature and elements of brand visual identity. The method of secondary data analysis, working with already existing and verified information, to describe the activity of the Kotiņi company and to characterize the visual identity of the Kotiņi brand. Content analysis to research and characterize the existing visual identity of the Kotiņi brand. Qualitative research method – expert interviews to evaluate and develop proposals for the visual identity of the Kotiņi brand.

Results. The basic elements forming the brand's visual identity are five: logo, color palette, typography, photography and graphic elements, which together form a rich visual identity of the brand. In the food industry, when creating the brand's visual identity, the choice of colors should be appropriate for the industry, without choosing too bright and unnatural tones. Added value and brand positioning are also important, which differ from brand to brand, so nowadays consumers often choose a product from a particular brand precisely because of its positioning, to show their position as well.

Conclusions. The company management team should work with the graphic designer and create a unique and industry-appropriate logo so that it is modern, as well as easy to use and clearly understood in the digital environment. Companies working in the agricultural sector must specifically rethink the color palette in their visual identity, so that the nature of the colors is more in line with the direction of agriculture.

PROBLEMS OF ADVERTISING REGULATION: EUROPEAN UNION AND LATVIA

Author: *Vendija Ivane*¹

Scientific research supervisor: Dr. iur. *Marta Urbāne*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Advertising; Digital platforms; EU Law; Advertising law

Objectives. In today's rapidly developing digital age more and more new ways are found how to advertise using latest and most efficient tools and channels. Therefore, regarding advertising regulation in digital platforms, it can create a great challenge to maintain consumers' fundamental rights protected, yet at the same time to enable conditions of fair competition that are crucial for businesses. European Parliament addresses this problem – in 2022, both Digital Markets and Digital Services Acts are approved. The intention was to improve current rules governing digital services and create a single set of rules applicable throughout the European Union. The research aims to determine the problems of advertising regulation in Latvia in order to develop proposals for their solution, thus it is based on theoretical research, analysis of the law of EU and Latvia, and qualitative research.

Materials and Methods. The methods applied in this research are monographic method, legal analysis, qualitative method – structured expert interviews, and thematic analysis of the primary data.

Results. The study shows that the main problems faced by the regulation of advertising in Latvia are related to the clarity of the regulatory acts in certain areas where large advertising restrictions are applied (advertising of alcoholic beverages, tobacco products, consumer lending) as well as the regulation of advertising in the digital environment; for instance, the current ban on gambling advertising in today's global digital environment is ineffective.

Conclusions. The author concludes that there are no systematic problems regarding advertising regulation in Latvia, however in certain areas improvements could be made. In terms of monitoring, the biggest challenges are related to supervision of the digital environment, and it is expected that in this sense the new EU requirements will be a positive influence and provide various benefits and advantages.

ANALYSIS OF EXAMPLES OF SOCIAL MARKETING FOR CHARITY ORGANIZATIONS IN LATVIA IN THE CONTEXT OF THE YOUTH AUDIENCE

Author: *Katrina Dommere*¹

Scientific research supervisor: Mg. Sc. Soc. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Social marketing; Charity organizations; Youth audience

Objectives. Social marketing is an organization or business approach used to develop specific actions aimed at changing or improving the behavior of an individual and/or society or actions, as well as positioning the importance of health or safety for the promotion of public welfare. The aim of this research is to analyze the effectiveness of Latvian charity organizations in the context of the youth audience.

Materials and methods. The monographic method is used to describe the theoretical insights and to analyze the nature, expressions and trends of social marketing. The secondary data method is used to identify information about charitable organizations or campaigns and their value to society. The quantitative method is used to design a questionnaire on the attitudes of young people towards charity organizations in Latvia. The research will be conducted as a case study of two Latvian charitable organisations “Dod pieci” and ziedot.lv.

Results. One of the main and most important factors limiting young people’s ability to donate to charities is their financial situation. In order to facilitate more successful communication between these charities and young people in Latvia, it is necessary to think of more effective ways of communicating information.

Conclusions. The charity marathon “Dod pieci”, organized by the public media, is one of the most recognized organizations in Latvia and highlights various problems faced by specific target groups. Every year, in cooperation with Ziedot.lv, a charity marathon is organised to highlight one of the problems faced by society and collect donations for this specific cause. The author’s proposal to the social media and digital content marketing manager of Dod Pieci and Ziedot.lv is to collaborate with various well-known digital content creators in Latvia, as well as recognisable personalities, to encourage young people to donate and get involved in charity.

THE USE OF SOCIAL NETWORKS IN MARKETING COMMUNICATION: A CASE STUDY OF A SMALL COMPANY

Author: *Marta Vidusa*¹

Scientific research supervisor: Mg. Sc. Soc. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Social networks; Marketing communication; Small company

Objectives. Social networks have become an important marketing tool for most businesses. Due to the lack of human resources and knowledge, companies often choose social networks that are not suitable for the brand's target audience or do not use all the opportunities provided by suitable platforms. Small companies use of social networks in brand marketing communication will be investigated and proposals for its improvement will be developed.

Materials and methods. Case study of a small flower retail company. Content analysis - to gather information about social networks. Monographic method - to describe social networking trends and usage habits of a small business. Secondary data analysis - to analyze the performance metrics of a small business. The qualitative research method - expert interviews - to find out expert's opinions about the possibilities of small companies to effectively use social networks in marketing communication.

Results. Social networks allow companies to reach buyers in foreign countries, without spending a lot of resources on it, so social media marketing is now a standard practice for any company communication. Small businesses tend to push social media management onto someone who isn't knowledgeable or experienced enough. In order to save resources, it is necessary to use social networks appropriate to the company's target audience, in which the highest possible quality content should be published regularly, or social network communication should be entrusted to an agency.

Conclusions. Define the company's purpose and target audience in social networks, its characteristics and habits. Knowing the target audience and purpose, create paid publications to reach the specific audience and goals and get even better results. For the rest of the time, use programs designed for planning the content of social networks, in which it is possible to schedule publications on a specific date and time when followers are most active.

ANALYSIS OF LEADERSHIP STYLE APPLICATION IN LATVIAN START-UPS

Author: *Rihards Ozoliņš*¹

Scientific research supervisor: Mg. Sc. Soc. *Kristīne Blumfelde-Rutka*¹

¹ *Rīga Stradiņš Univeristy, Latvia*

Keywords. Start-up; Leadership styles; Management

Objectives. Along with the popularity of the start-up business model, the question has also come up about the way and style of their management, because it is a company with high development potential, which, according to the author, can be the reason for the introduction of specific management styles in order to realize this high development potential. Referring to this, the author has decided to investigate what leadership styles are used in Latvian start-ups and what role they play in the development and operation of the company as a whole.

Materials and methods. Monographic or descriptive method: based on scientific literature, leadership styles will be defined, their importance in the company. Analysis of secondary data: based on already existing studies, will analyze different leadership styles in Latvian start-ups and how they affect the company's action. The method of comparative analysis: several start-ups will be compared with different management styles. Qualitative research method (interviews with the start-up will be conducted with representatives, with the aim of finding out how leadership styles affect the company's operation.

Results. Employees are motivated and their performance is increased by having employees from time to time encouraged, friendly relations are maintained with them, thus creating a sense of team. It is also valuable to motivate employees to express their thoughts and opinions, but it should be emphasized that must be constructive and reasoned.

Conclusions. When choosing your management style in a startup, you need to balance your manager ambition with team aspirations that help everyone to be on the 'same page'. adaptive style, a serious, development-oriented environment, concrete and confident actions, and set tasks, trust in employees, as well as the ability to listen to feedback from oneself and analyze it, is prerequisite for your leadership style to be successful and growth-oriented.

MANAGING A PORTFOLIO OF SECURITIES IN VARIOUS ECONOMIC CONDITIONS

Authors: *Laura Undīne Šulce*¹

Scientific research supervisor: Asst. Prof. *Anželika Berķe-Berga*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Securities portfolio; Economic conditions; Investment strategies

Objectives. As investments become more popular among the public, increasingly more new investors face the loss of financial resources due to insufficient skills and knowledge. The objective of this research was to analyze and clarify the basic conditions for the formation of securities portfolios and the changes in the return of securities at different stages of economic development.

Materials and methods. The monographic method was used to analyze and summarize the literature and scientific literature findings on securities, investment strategies, and portfolio types. The secondary data analysis method was used to gather information about the composition and returns of the most influential investors' securities portfolios at different stages of economic development. The method of qualitative analysis (interviews) was used to find out the main conditions for creating a portfolio of securities and the importance of investment strategies for the portfolio at different stages of economic development.

Results. The main prerequisites for an investor before creating a portfolio are defining the goal, risk tolerance, and time period. During times of economic growth, equity securities will have higher returns. At the peak of the economy, all types of securities will bring good returns, but during recessions and troughs, debt securities will have higher returns due to high demand and lower market interest rates. In addition to the mentioned prerequisites, the application of diversification has a great influence on creating a portfolio.

Conclusions. An investor who does not have the time and knowledge to keep up with market changes should choose a passive investment strategy, as it will provide greater security and return for the relevant risk. As well as the year, 2022 was an example of the fact that the market cannot always be predicted, therefore, active strategy investors should always follow market events to make timely decisions.

LAW

SUB-FIELD OF THE RIGHT TO HEALTH: PALLIATIVE CARE IN LATVIA IN THE CONTEXT OF INTERNATIONAL AND NATIONAL OBLIGATIONS

Author: *Valērija Ruta Hartmane*¹

Scientific Research Supervisor: Mg. iur. *Dārta Ūdre*¹

¹ *Rīga Graduate School of Law, Latvia*

Keywords. Palliative care; Right to health; Article 111 of Satversme; Article 12 of the ICESCR; Article 11 of the ESC (1961); Article 2 of the ECHR; Article 3 of the ECHR

Objectives. Palliative care - a complex yet synergetic process of care for persons who do not anticipate convalescence. The main pillar and fundament of such action are to improve and maintain the quality of a patient's life. However, the existing palliative care falls short to meet such requirements due to the aging population; progresses in incurable diseases; State's limited resources and lack regulations. The aim of the research is to establish whether there are unifying obligations upon states both internationally and domestically to ensure the right to palliative care under the broader notion of the right to health.

Materials and Methods. The author used doctrinal research method as the paper's subject entails an examination of the legal norms from several perspectives based on background assessments, admissible facts, and antecedent sources. The teleological interpretation approach was applied to determine the content and purpose of the legal norm analyzed. Textualism and case study methods were used to recognize the case law and its interpretation to posed objectives examined by the CESCR, ECSR, ECtHR, and Constitutional Court of Latvia.

Results. Latvia under international norms possesses an obligation to establish a right to palliative care. Satversme creates a framework for ensuring the right to palliative care as a sub-field of the right to health under Article 111. The existing palliative care environment falls short in many matters – accessibility; equality; environmental establishment.

Conclusions. Latvia possesses a sporadic regulatory environment and does not directly address palliative care. Latvia under its international obligations has progressed in policy-shaping mechanism duty and has established a conceptual report on palliative care in Latvia acknowledging major loopholes and providing possible solutions.

SUB-FIELD OF THE RIGHT TO HEALTH: PALLIATIVE CARE IN LATVIA IN THE CONTEXT OF INTERNATIONAL AND NATIONAL OBLIGATIONS

Author: *Valērija Ruta Hartmane*¹

Scientific Research Supervisor: Mg. iur. *Dārta Ūdre*¹

¹ *Riga Graduate School of Law, Latvia*

Keywords. Palliative care; Right to health; Article 111 of Satversme; Article 12 of the ICESCR; Article 11 of the ESC (1961); Article 2 of the ECHR; Article 3 of the ECHR

Objectives. Palliative care - a complex yet synergetic process of care for persons who do not anticipate convalescence. The main pillar and fundament of such action are to improve and maintain the quality of a patient's life. However, the existing palliative care falls short to meet such requirements due to the aging population; progresses in incurable diseases; State's limited resources and lack regulations. The aim of the research is to establish whether there are unifying obligations upon states both internationally and domestically to ensure the right to palliative care under the broader notion of the right to health.

Materials and Methods. The author used doctrinal research method as the paper's subject entails an examination of the legal norms from several perspectives based on background assessments, admissible facts, and antecedent sources. The teleological interpretation approach was applied to determine the content and purpose of the legal norm analyzed. Textualism and case study methods were used to recognize the case law and its interpretation to posed objectives examined by the CESC, ECSR, ECtHR, and Constitutional Court of Latvia.

Results. Latvia under international norms possesses an obligation to establish a right to palliative care. Satversme creates a framework for ensuring the right to palliative care as a sub-field of the right to health under Article 111. The existing palliative care environment falls short in many matters – accessibility; equality; environmental establishment.

Conclusions. Latvia possesses a sporadic regulatory environment and does not directly address palliative care. Latvia under its international obligations has progressed in policy-shaping mechanism duty and has established a conceptual report on palliative care in Latvia acknowledging major loopholes and providing possible solutions.

THE DECLARATION AND MANAGEMENT OF THE STATE EMERGENCY DURING COVID-19 PANDEMIC OUTBREAK IN 2020 UNDER THE LATVIAN AND SWEDISH CONSTITUTIONS

Author: *Julija Banceviča*¹

Scientific research supervisor: Prof. *Filip Cyuńczyk*²

¹ *Riga Graduate School of Law, Latvia*

² *SWPS University of Social Sciences and Humanities, Poland*

Keywords. Constitutional settings; COVID-19 pandemic; Emergency state implementation; Sweden; Latvia

Objectives. The author's objectives are to describe the constitutional and governmental frameworks of Latvia and Sweden in times of emergency, to evaluate the procedure for declaring an emergency state as stipulated in the states' constitutions, and to determine both countries' successfulness in the aforementioned issue based on the three following factors: constitutional settings of a state with regard to the declaration of state emergency; the key challenges of the state's constitutional approach to declaring a state emergency in times of COVID-19; the achievements of the state's constitutional approach to declaring a state emergency in times of COVID-19.

Materials and Methods. The author uses doctrinal and comparative legal research methodologies to achieve their objectives. The main materials used in the research paper are the Latvian and Swedish constitutions, primary law sources and scholarly literature.

Results. This paper provides an analysis of two parliamentary republics with decentralised systems and European Union member states, while Latvia is a unitary state, but Sweden practices dualistic system, which is beneficial for finding out whether unitary state system or the dualistic one deals with state emergency cases more efficiently. The result is expected to provide evaluation and contrast of the approaches used by Latvian and Swedish authorities in declaring and regulating the state of emergency during the first COVID-19 pandemic breakout in 2020, taking into account their respective constitutional settings, in order to find out which approach was more efficient and was implemented more successfully.

Conclusions. This research paper demonstrates that the general public reacted positively to both Latvian and Swedish approaches to emergency state implementation. However, due to the Swedish dualistic government system and clauses in the Swedish Constitution pertaining to emergency states, the Swedish method created more complex challenges and uncertainty. Therefore, Latvian constitutional approach can be considered more successful.

PUBLICITY VS. DATA PROTECTION: LEGITIMACY OF DISCLOSURE OF INFORMATION ON BENEFICIAL OWNERS

Author: *Diāna Kamiševa*¹

Scientific research supervisor: Prof. *Jānis Grasis*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Public credibility; Personal data; Privacy; Beneficial owners; Public registers

Objectives. The objective of this study is to examine the relationship between the legal requirement to disclose information on beneficial owners to the public register and protection of personal data. Further, the objective is to substantiate the need to re-evaluate the extent and scope of applicability of the information disclosure requirement, so as it would conform better to the principles of data protection.

Materials and Methods. In order to conduct the study, doctrinal analysis of the relevant laws in the realm of AML and data protection will be performed. Moreover, case law of the CJEU will be analysed, since the judgment of 22.11.2022 of the CJEU in joined Cases C-37/20 and C-601/20 concluded that a definition of legitimate interests for disclosure of information on beneficial owners has to be elaborated and included in the respective laws.

Results. The results of this study will draw attention of the legislator to the current non-conformity of principles of data protection and requirement to disclose information on beneficial owners in the EU.

Conclusions. Given the legitimate objective of the AML regulation to ensure complete transparency of legal entities by revealing information on beneficial owners, so as to avoid commission of financial fraud, the author will propose certain elaboration of the normative framework of the EU on disclosure of beneficial owners. More precisely, the concept of legitimate interests which provides for a more balanced approach to the disclosure of information on beneficial owners will be developed in the study. As a result, the author will put forward a conclusion that such amendments in the normative framework may strike a more equitable balance between respect for privacy of beneficial owners as natural persons and the legitimate purpose of the AML regulation to disclose actual persons in control of legal entities registered in public registers.

DIGITAL EVIDENCE AND CYBERCRIME PROOF: BETWEEN ROOTING AND INTERPRETATION

Author: *Nadia ELalfy*¹

Scientific research supervisor: Prof. *Amin Mostafa*¹

¹ *University of Alexandria, Egypt*

Keywords. Cybercrime; Information crimes; Digital Forensic Evidence; Legal legislation; Criminal justice

Objectives. Perhaps this study achieves its objectives by explaining what this type of crime is, and what it is. The evidence that proves it, and the attempt to highlight the presence or absence of this evidence in the articles of laws and legislation local and global.

Materials and Methods. The sophistication and progress of societies in various fields have contributed to the emergence of a new type of crime. It has been associated with the complex and rapid technical and informational development, which has been called by several names such as: Cybercrime, information crime, or cybercrime, and since proving a crime requires criminal evidence on which the judge bases his judgment, so-called digital evidence has appeared, so Its strength is science, knowledge and craftsmanship.

Results. The results of the study showed the existence of legislative gaps and voids in the digital evidence, and the existence of a deficiency and weakness in dealing with the technical reality that imposed itself in all aspects of life. As the study recommended of which was the need to work on spreading electronic awareness among legal workers, and training technical staff on digital forensic research techniques, in addition to strengthening the work of the judiciary in issuing legislation based on digital forensic evidence.

Conclusions. The study touched on digital evidence and its role in criminal evidence. We found that digital forensic it must be dealt with through the development of procedural rules that are in line with the specificity of cybercrime, and in general, it can be said that whatever the scientific and technical value of the digital forensic evidence in proof, the judge's authority Discretion is necessary in order to make the scientific truth a judicial fact.

POLITICAL SCIENCE (INTERNATIONAL RELATIONS, EUROPEAN STUDIES)

THE ENVIRONMENT AND CLIMATE NARRATIVE OF THE LATVIAN PARLIAMENT AND ITS CHANGE IN CONTEXT OF RUSSIA'S WAR IN UKRAINE

Author: *Katrīna Laura Tkačenko*¹

Scientific research supervisor: Mg.sc.soc., Mg.oec. *Lelde Metla-Rozentāle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Climate change; Strategic narrative; European Green Deal; War in Ukraine

Objectives. Despite the slow progress of global politics towards the transition to climate neutrality, the European Union (EU) is determined to move forward more rapidly. It has set an ambitious goal that foresees achieving climate neutrality by 2050 as well as reducing net emissions by at least 55% till 2030 compared to 1990. However, Russia's war in Ukraine has shaken the typical order of the region, not only affecting the EU's relations with neighboring countries, but also introducing corrections to the EU's climate policy. Therefore, the aim of this study is to explore the coherence between the environment and climate narrative of the 13th Saeima of the Republic of Latvia and EU climate policy at the same time observing the affect of the Russia's war in Ukraine.

Materials and methods. Informed by new institutionalism theory, the multilevel governance theory and strategic narrative conceptual framework, the climate and environment-related speeches of the members of the parliament were analyzed applying a method of qualitative content analysis coding materials according to 8 pre-defined parameters.

Results. Affected by the current situation in the European region caused by Russia's war in Ukraine, the environment and climate narrative of the 13th Saeima have changed towards more compliance with the primary setting of the EU's climate policy. The change in the narrative is mainly caused by the economic benefit of the transition to more climate-neutral energy sources rather than actual understanding of the situation and care for the environment and climate change.

Conclusions. The new more environmentally friendly narrative of the Latvian parliament is not reliable, as it does not have a solid foundation based on a real understanding of the threat of climate change and a determination to implement a lifestyle change.

LATVIAN EXCEPTION: THE REGIONALLY UNIQUE PERSONNEL RESERVE SYSTEM FOR LATVIAN ARMED FORCES AND ITS READINESS FOR 21ST CENTURY CONVENTIONAL WARFARE

Author: *Zintis Sils*¹

Scientific research supervisor: Asst. Prof. *Mārtiņš Daugulis*¹

¹*Rīga Stradiņš University, Latvia*

Keywords. National guard; Military reserve; Mobilization; Conscription

Objectives. Analyze and compare capabilities and structure of the military personnel reserve system of Latvia and those of Estonia and Lithuania. Using War in Ukraine as a blueprint for modeling potential needs of Latvian National Armed Forces reserve to withstand prolonged war with Russian Federation.

Materials and methods. Analysis of various National Security documents and laws. Analysis of comments made by senior military and civilian officials regarding the matter. Analysis of various sources about Russian invasion of Ukraine and subsequent Ukrainian mobilization.

Results. The effective Ukrainian defense against Russian invasion has been largely made possible by a combination of professional standing forces, territorial defense units and a large mobilization pool made up of conscripts and Donbass War veterans. In a potential conflict between Russia and Baltic States, assuming technological parity and similar intensity as in Ukraine, it is not unreasonable to expect that each of Baltic States should mobilize multiple brigades for frontline duty, rotation and additional reserve for replacement of casualties, as well as territorial defense units as a second line guard against potential sabotage and desant operations. Currently, the only Baltic State unable to meet this goal is Latvia, due to a very specific personnel reserve system, which is more suited for countries with large manpower pools and no immediate enemies, such as the United States.

Conclusions. This problem requires an even deeper investigation, as the almost institutionalized opposition to conscription through the years, and more specifically, since annexation of Crimea in 2014, is not seen in either Estonia, Lithuania, Ukraine or Finland. This policy has put the security of the whole NATO Eastern flank in jeopardy, as Latvia is not able to provide adequate defense against a potential Russian invasion.

CHANGES IN THE PERCEPTION OF POLAND AS A PARTNER WITHIN THE EUROPEAN UNION AFTER THE RUSSIAN INVASION OF UKRAINE

Author: *Maija Laizāne*¹

Scientific research supervisor: Mg.sc.soc., Mg.oec. *Lelde Metla-Rozentāle*¹

¹*Rīga Stradiņš University, Latvia*

Keywords. Poland; European Union; Poland-EU relations; the Russian invasion of Ukraine

Objectives. This research aims to explain changes in Poland's perception as a partner within the EU after the Russian invasion of Ukraine. The question has risen, because, before February 24th, 2022, Poland was rated ambiguously. Controversial judicial reform, restrictions towards human rights, and questionable rule of law were the main points in the agenda of the EU concerning Poland. However, after the Russian invasion, Poland positions itself as a key ally of Ukraine by supporting it financially and militarily. Polish behavior has caused double standards and evoked an essential question for this research – is Poland a stable and reliable partner within the EU because it supported Ukraine intensively?

Materials and methods. During the research, changes in the perception of Poland will be analyzed from the perspective of the object of analysis – EU institutions. For that reason, textual analysis of the speeches of EU leaders will be used. Besides that, the information will be acquired in press releases of the EU institutions. Additionally, reports and decisions made by the EU institutions, including recommendations for Poland, will be used.

Results. Expected results will confirm - Poland's perception within the EU has changed. The results will highlight the particular spheres where Polish-EU relations have changed after February 24th. The position of the EU concerning Poland will be analyzed within and without the context of the Russian invasion of Ukraine to compare the differences. Respectively, the analysis includes a period from 2015, when the Polish-EU relations escalated, to the anniversary of the Russian invasion of Ukraine in February 2023.

Conclusions. Potential conclusions will discuss Polish perspectives to become a long-lasting, stable, and reliable partner of the EU. Furthermore, the research will include the advantages and disadvantages of changing the perception of Poland within the EU.

RUSSIA'S WAR IN UKRAINE AND IT'S EFFECT ON CAUCASUS REGION

Author: **Nodar Bokeria** ¹

Scientific research supervisor: Prof. **Nugzar Ruhadze** ²

¹ *Caucasus University, Georgia*

² *Ivane Javakhishvili Tbilisi State University, Georgia*

Keywords. Ukraine; Russia; Caucasian region; War

Objectives. The Current war between Russia and Ukraine is the main event in the XXI century, that can fully change the order of the world, especially in Caucasus region. Ongoing war's impact over this crucial Region is mammoth in diverse spheres: economy, military, demographic and in international affairs. It is clear, that the position of Caucasian countries may have decisive role in the faith of the war. This article aims to analyze, what was the effect of current war on Caucasus region, what will be the plan of Vladimir Putin toward the Caucasian countries and how they will be able to use war in order to improve their country's condition.

Materials and methods. This finding research and revision is based on governmental and non-governmental institutions of Georgian and Transcaucasian statistics and articles which are made from the very beginning of the war toward nowadays and clearly shows the negative influence of this war on the region. This abstract consists of statistical and meta-analysis of European Union and NATO's speakers and publishing's.

Results. According to the statistics of International Mutual Fund, in the light of close economical ties with Russia, Georgia, Armenia and Azerbaijan will have the most harmful results. The last economical outlook presents, that the war in Ukraine could raise poverty rates by about 1% in Caucasus and inflation will be inevitable during the war. The conflict has led to increased nationalism and separatist sentiment in the region, and has made it more difficult for governments in the Caucasus to maintain stability.

Conclusions. Overall the ruthless campaign of Russia in order to attain its ambiguous plans, really managed to change everything from good to bad. During this campaign the economical condition in the Caucasian countries was remarkably declined. Beyond Europe, these alongside nations will feel greater results from Russia's recession and the sanctions, so they will face the risk of reduced energy exports, if sanctions extend to pipelines through Russia.

TURKEY'S FRAMING IN RUSSIA'S FOREIGN AND DEFENCE POLICY (2014-2022)

Author: *Anastasija Smirnova*¹

Scientific research supervisor: Mg. soc. pol. *Mārtiņš Vargulis*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Russia; Turkey; Framework; Defence

Objectives. Russia-Turkey relations have never been linear. On the one hand, Turkey has been a NATO member since 1952, while it also has close economic and political ties with Russia (for example, Turkey imports 44.9% of total gas volume from Russia), - a country that was identified as a direct threat to the alliance at the 2022 NATO Madrid Summit. The last eight years have been challenging for Russia-Turkey relations, owing to opposing positions in conflicts in Ukraine, Syria, and Nagorno-Karabakh, as well as the downing of a Russian Su-24 bomber on the Syrian-Turkish border by a Turkish F-16 fighter patrolling the airspace. Despite this, the close relationship between V. Putin and R. Erdogan confuses the West. Accordingly, the goal of this research is to discover the other side of the coin: how Russia frames Turkey in its foreign and defense policy. Partner, ally, opponent, or enemy?

Materials and methods. The theoretical framework is based on constructivism theory. The obtained data is analyzed according to the qualitative - text content analysis method providing an examination of Russian strategic documents and speeches by Russian officials.

Results. Provisional results state that the dynamics of Russia - Turkey relations were not homogeneous. A striking example is the rapid decline in 2015 after the Turkish Air Force shot down a Russian SU-24 on the Syrian-Turkish border, followed by an increase in 2016, when Russia backed the Erdogan government during a coup attempt. At the same time, while Turkey is positioned as a partner on paper, relations are more strained in practice.

Conclusions. Understanding how Russia defines Turkey in its foreign and defense policy allows Western countries, particularly NATO, to build a more clear and deliberate approach to dialogue with Turkey.

RESILIENCE BUILDING OF LATVIA IN THE EU FRAMEWORK (2014-2022)

Author: *Kārlis Griška*¹

Scientific research supervisor: Mg. sc. pol. *Mārtiņš Vargulis*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Resilience; Baltic states; Security; EU; Latvia; Defence

Objectives. The second decade of the twenty-first century has shown that significant military and non-military threats, such as the Covid-19 pandemic and Russia's War in Ukraine, also affects the EU as a whole. The concept of resilience is not new, but the scale and frequency of crises has compounded its meaning to emphasize the importance of hard security as well. Therefore, resilience building is becoming the new age component of the larger philosophical framework of security. The nine year timeframe of 2014 to 2022 has been chosen as an inbetween of two major shifts in the security thinking of Latvia, where the latest has emphasised resilience as a critical element. Therefore, the research's goal is to examine the resilience building of Latvia before the recent underlining of resilience. What has Latvia done to strengthen their resilience inside the EU framework?

Materials and methods. Political discourse analysis was used to conduct the study. Latvia's and the EU's agents' speech, as well as EU strategy documents and national policies, are all given attention. Semi-structured interviews will also be a part of the research.

Results. According to preliminary findings, Latvian efforts to build resilience has been focused in comfortable fields. A cohesive approach has not been emphasised. The majority of state-level policy is thought to be horizontally executed between member states, i.e., countries collaborate to achieve their goals utilizing the resilience-building frameworks the EU provides.

Conclusions. Latvia is wary of "European strategic autonomy" and the potential "doubling effect" of NATO, which is reflected in the low level of cooperation within the hard security components of strengthening EU resilience. Despite this, intra-EU resilience building is viewed as having NATO-complimentary capacity, confirming that Latvia should adopt a wider approach and greater intensity to resilience building within the EU.

POSSIBLE INFLUENCE OF MENTAL HEALTH ISSUES IN FUTURE POLICY MAKING PROCESS

Author: *Kristers Straumers*¹

Scientific research supervisor: Asst. Prof. *Mārtiņš Daugulis*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Depression; Suicide; Adolescence; Future policies; Politics

Objectives. The aim of the study is to raise awareness of the impact that will be caused by how our youth is affected by mental health diseases and how depression in adolescence children particularly in Roja secondary school works as an indicator for the possible issue in other schools in the country. The purpose of this research is go with this assumption and raise awareness about the possibilities of how this issue could shape and influence the way we view and experience politics and how mental health will be decisive factor for the 21st century policy making processes.

Materials and methods. For the theoretical part the author will analyze depression and look at what kind of policies are starting to appear in connection to detrimental status quo of mental health. Author will then conduct a interview with doctor in psychotherapy. To reflect the issue of depression author will use PHQ-9 test and then survey the students. To conclude the research data will be processed and analysed.

Results. At the end of the research, the author wants to illustrate how mental health is influencing the policy making processes today. The obtained data will be used to raise awareness and illustrate that more than 70% of the respondents in this research are experiencing symptoms of depression.

Conclusions. Students suffer from depression and its caused consequences, our youth is affected by this illness. The data in this research shows that students (adolescence children) don't trust the 'help personnel' and usually deal with these issues privately in their family. The provisional conclusion is that mental health in general will influence how we approach new policy making processes in the future either by new rules; regulation; exc.

THE UNITED STATES POSITIONING IN FRANCE'S FOREIGN AND DEFENCE POLICY (2001-2022)

Author: *Enia Kaņepāja*¹

Scientific research supervisor: Mg. sc. pol. *Mārtiņš Vargulis*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. France; The United States positioning; European autonomy; Defence

Objectives. In recent decades, the European and global security and defence architecture has seen changing trends, which have brought adjustments to various actors' perceptions of policy-making and cooperation. Looking at Washington's aid to Ukraine following Russia's full-scale invasion on February 24, 2022, the fact that the hegemon behind the ocean is a significant ally will increasingly confirm, raising doubts that the region could ever become strategically independent from the US. Although analysts make such findings, the war outside the borders of the European Union also confirms the need to strengthen the region's military capabilities. It's an idea that the French President has championed for a long time. A nuclear state like France has its views on the necessary path choices, including what the accomplices are on the route, whether to trust only European powers or position the US as a partner in the security and defence sector. Thereby the study aims to analyse how the US has been positioned in France's foreign and security policy between 2001 and 2022.

Materials and methods. In order to achieve the goal, different concepts, reports, protocols and other documents of foreign and defence ministries, as well as public statements of officials will be analyzed through qualitative content analysis.

Results. The provisional results of the research indicate that France has been working towards European strategic autonomy and sees the US as a competitor more than an ally.

Conclusions. Provisionally it can be concluded that several external shocks since 2001 have made an impact on the US positioning in France's foreign and defence policy, making it possible to understand whether is France cooperating, contradicting itself, or following Washington and what are the main reasons for that framing.

Sponsors & Partnerships

General Sponsors

RSU Student Union
 RePharm
 RSU Alumni Association
 MikroTik
 Egila Gulbja laboratorija
 DataMed
 MGI Latvia
 Latvian American Eye Center
 Ardeline
 Veselības centru apvienība

Associations & Societies

Latvian Association of Anaesthesiologists and Reanimatologists
 Latvian Association of Doctors and Dentists
 Latvian Association of Doctors and Psychotherapists
 Latvian Association of Healthcare Management Specialists
 Latvian Association of Human Genetics
 Latvian Association of Paediatrics
 Latvian Association of Physiotherapists
 Latvian Association of Surgery
 Latvian Institute of Organic Synthesis
 Latvian Society of Cardiology
 Latvian Society of Occupational Physicians

Partnerships

Annual International (bio)Medical Students Meeting
 International Congress of Young Medical Scientists
 International Medical Students Conference
 In4Med Conference
 OSCON Student Congress
 Sky Meeting
 International Medical Congress of Silesia

Sponsors

Actimel
 Alpro
 Baltic Journal of Clinical Medicine and Research
 Balticovo
 Brain Games
 Cēsu klīnika
 Doctus
 Kafijas pasaule
 Kalve Coffee Roasters
 Mars
 Maxima
 Medicīnas apgāds
 Milzu
 Nodarbinātības valsts aģentūra
 Oyakata
 Pergale
 PopHouse
 Roche
 Saldais dzintars
 Samsung Latvia
 Semper Anticus
 Tērvetes Alus
 The Brew Company
 Tofffee
 Žurnāls IR

General Sponsors



“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 “Rigas 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.



“Ardeline”

Ardeline provides customers with individual practical medical workwear, taking style and comfort into account. Their main goal is to provide professional scrubs and footwear that will make customer feel confident and be prepared for work in any environment and conditions.



“Latvian American Eye Center”

The Latvian American Eye Center is the first private eye clinic in the Baltic States modelled on the patient care and state-of-the-art technology famous in the USA. Here professional patient care meets modern technologies along with supreme knowledge, which results in high quality eye and vision diagnostics for adults and children.



“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.



“Latvia MGI”

Latvia MGI Tech (MGI Latvia) is a subsidiary of MGI Tech Co., Ltd. (MGI), a global leader in life science innovation, established in 2016 and now operating in more than 50 countries and regions serving more than 1000 customers worldwide. MGI is committed to enabling effective and affordable healthcare solutions for all. Based on its proprietary technology, MGI produces sequencing devices, equipment, consumables and reagents to support life science research, medicine and healthcare. MGI's multi-omics platforms include reagents, medical imaging, laboratory automation, and genetic sequencing. MGI solutions are used in such sectors as scientific research, agriculture, and healthcare.

MGI Latvia focuses on providing effective real-time, comprehensive, life-long solutions for Europe and other international regions. MGI Latvia has been the largest foreign investment in the biotechnology sector in Latvia and the Baltics to date, exceeding 15 million euros. MGI Latvia has formed extensive collaborations with local research centres. One of the key collaborators is the Latvian Biomedical Research and Study Center. The company participates in a number of major national projects including ERDF, and Horizon 2020 projects. MGI Latvia is a member of the Foreign Investors' Council in Latvia and the Latvian Chamber of Commerce and Industry.

