



RISEBA

Riga International School of Economics and Business Administration



APRIL 29-30, 2010, RIGA, LATVIA

3rd INTERNATIONAL SCIENTIFIC CONFERENCE

BUSINESS COMPETITIVENESS IN LOCAL AND FOREIGN MARKETS: CHALLENGES AND EXPERIENCES





Dear Conference Participant,

In the times of complexity and ongoing structural changes with a great consequence for global and local communities we are gathering together to discuss and to discover new perspectives for our emerging future. I would like to wish all of you fruitful discussion and new personal discoveries reflecting the issues of the conference topics.

A handwritten signature in black ink, written in a cursive style that reads "Tatjana Volkova".

Dr. Tatjana Volkova

Professor, Rector

BA School of Business and Finance



Riga International School of Economics and Business Administration



3rd International Scientific Conference

Business competitiveness in local and foreign markets: challenges and experiences

April 29-30, 2010, Riga, Latvia

Venue: BA School of Business and Finance, Valdemara str. 161, Riga

Conference Briefing & Programme

Conference co-chairs:

Dr. Tatjana Volkova

Professor, Rector
BA School of Business and Finance

Dr. Velta Vikmane

Vice-rector
BA School of Business and Finance

CONFERENCE SCIENTIFIC COMMITTEE:

Dr. Tatjana Volkova

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Dr. Virginijus Kundrotas

Professor, Chairman, Baltic Management Development Association, Lithuania

Dr. El Thalassinos

Professor, University of Piraeus, Chair Jean Monnet, Editor, European Research Studies Journal, Greece

Dr. Elena Gorbashko

Professor, St. Petersburg State Economic and Finance University, Russia

Dr. Werner Lachmann

Professor, Nurnberg University, Germany

CONFERENCE PROGRAMME

Day one: Thursday, April 29, 2010

- 09:00 Registration, morning coffee
- 09:45 Welcome speech
- 10:00 Plenary session
- 11:30 Coffee/tea break
- 12:00 Plenary session
- 13:30 Press briefing
- 13:30 Lunch (*Dunties str. 6, red building, cross the road and walk to the left from the school*)
- 15:00 Parallel session: (CS1) Business as the main driver of sustainable economic growth
Parallel session: (CS3) The experience of international business
Parallel session: (CS5) New approaches in measuring and assessing business resources and potential
- 17:00 Welcome reception with buffet

Day two: Friday, April 30, 2010

- 09:30 Morning coffee
- 10:00 Parallel session: (CS1) Business as the main driver of sustainable economic growth
Parallel session: (CS4) Clusters as a business competitiveness tool
- 12:30 Lunch (*Dunties str. 6, red building, cross the road and walk to the left from the school*)
- 14:00 Parallel session: (CS5) New approaches in measuring and assessing business resources and potential
Parallel session: (CS6) Crisis management - the case of a small open economy
- 16:00 Closing plenary session
- 17:00 Free time (guided tour in Riga)

PLENARY SESSION

Chair: Dr. Irina Sennikova, Associate Professor, Acting Rector of Riga International School of Economics and Business Administration (RISEBA)

Part one (Thursday, April 29, 2010; 10:00-11:30)

Level 1, Conference hall

- 10:00 *"Ekonomikas izaugsmes atjaunošanas virzieni Latvijā"*,
Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance, Latvia
- 10:30 *"Programma 760"*, **Mr. Aivars Žimants**, Chairman of the board, SIA Pure Food, Latvia
- 11:00 *"Economic recovery: elaboration of measures to be taken for the revival of the national economy of the Republic Of Latvia"*, **Ms. Inguna Sudraba**, Auditor General, State Audit Office of Latvia, Latvia;
Dr. hab. Vulfs Kozlinskis, Professor, Pro-Rector, Riga International School of Economics and Business Administration (RISEBA), Latvia; **Mr. Jānis Zvīgulis**, PhD student, RISEBA, Latvia

Chair: Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance

Part two (Thursday, April 29, 2010; 12:00-13:30)

Level 1, Conference hall

- 12:00 *"Latvijas Finieris - pieredze un izaicinājumi globālās krīzes apstākļos"*,
Mr. Mārtiņš Lācis, Board Member, Head of Marketing, Purchasing and Logistic, Latvijas Finieris, Latvia
- 12:30 *"Crisis management - the case of a small open economy"*,
Dr. Ieva Kvedaravičienė, Associate Professor, ISM University of Management and Economics, Lithuania
- 13:00 *"Contemporary issues in the world economy"*,
Dr. El Thalassinos, Professor, University of Piraeus, Greece, Chair Jean Monnet, Editor, European Research Studies Journal

PARALLEL SESSION**CS1****BUSINESS AS THE MAIN DRIVER OF SUSTAINABLE ECONOMIC GROWTH**

Moderator: Ms. Brigita Baltaca, Vice-Rector, BA School of Business and Finance

Part one (Thursday, April 29, 2010; 15:00-17:00)

Level 2, Room 205

1. *"Can Economic Growth Ever Be Sustainable?"*,
Dr. Ivars Brīvers, Professor, BA School of Business and Finance, Latvia
2. *"Business as the main driver of sustainable economic growth"*,
Mr. Ionescu Romeo, Head Of Public Administration Department, Dunarea De Jos University, Romania
3. *"Intellectual Entrepreneurship – a Model to Increase Economic and Business Competitiveness"*,
Dr. Irina Sennikova, Associate Professor, Acting Rector of Riga International School of Economics and Business Administration (RISEBA)
4. *"Innovation as a Factor of Economic Growth in Regions"*,
Ms. Dace Štefenberga, Head of Department, Lecturer, Ventspils University College, Latvia
5. *"Innovation as an essential competitiveness factor"*,
Mr. Davis Plotnieks, PhD student, University of Latvia, Latvia
6. *"Economic divergence and convergence in the way to sustainable development"*,
Dr. Dzintra Atstaja, Associate Professor, BA School of Business and Finance, Latvia
7. *"The Business Incubators and Other Public Support for Business Start - ups as a Business Competitiveness Tool"*,
Ms. Inga Uvarova, PhD student, Tukums business and technology incubator, Latvia
8. *"Dynamics of Labour Income Share in Latvia and the EU"*,
Mr. Olegs Krasnopjorovs, PhD student, University of Latvia, Latvia
9. *"Innovation capacity - assessment and development of Latvian enterprises"*,
Ms. Renate Lukjanska, Managing director, SIA "Personals Plus", Latvia
10. *"Corporate Decisions Making and Challenges of Long - run Economic Sustainability"*,
Dr. Tatyana Boikova, Associate Professor, RISEBA, Latvia

PARALLEL SESSION

CS1

BUSINESS AS THE MAIN DRIVER OF SUSTAINABLE ECONOMIC GROWTH

Moderator: Ms. Brigita Baltaca, Vice-Rector, BA School of Business and Finance

Part two (Friday, April 30, 2010; 10:00-12:30)

Level 2, Room 205

1. *"Attīstības uzņēmējspējas – konkurētspējas nodrošināšanas svarīgs nosacījums",*
Ms. Lāsma Lancmane, Lecturer, BA School of Business and Finance, Latvia;
Dr. Veronika Bikse, Professor, University of Latvia
2. *"Acquisition of ICT by business is a tool for improvement of competitiveness",*
Mr. Anatolijs Zabašta, Senior project manager, SIA "Euro Data", Latvia
3. *"Competitiveness of Latvian engineering and metalworking industry in the situation of global crisis",*
Mr. Egils Vītols, PhD student, Ventpils University College, Latvia
4. *"Development of the technological component of the business Macro environment in Baltic Sea region countries",*
Ms. Liene Riekstina, PhD student, Ventpils University College, Latvia
5. *"Marketing of Microfinance Services: Case of Latvian Credit Unions",*
Ms. Tatjana Mavrenko, Assistant Professor, BA School of Business and Finance, Latvia
6. *"Significance of liability insurance in national economy",*
Mr. Toms Liepins, Lecturer, BA School of Business and Finance, Latvia;
Dr. Vadims Danovics, Professor, University of Latvia
7. *"Motivation of Latvian Entrepreneurs in the Decision Making Process",*
Dr. Sarmīte Rozentāle, Docent, Vidzemes Augstskola, Latvia
8. *"Taxes as a factor influencing competitiveness",*
Dr. Liga Leitane, Lecturer, University of Latvia, Latvia
9. *"Globālo pārmaiņu inovatīvā ietekme uz apdrošināšanas nozares pakalpojumu",*
Dr. Aija Graudiņa, Associate Professor, BA School of Business and Finance, Latvia

PARALLEL SESSION**CS3****THE EXPERIENCE OF INTERNATIONAL BUSINESS****Moderator:** Dr. Janis Grasis, Associate Professor, BA School of Business and Finance**One part (Thursday, April 29, 2010; 15:00-17:00)****Level 2, Room 203**

1. *"Risk management in Baltic logistics"*,
Dr. Yuriy Agafonov, Assistant Professor, BA School of Business and Finance, Latvia;
Mr. Saulius Bitinas, Logistics manager, Coca Cola HBC, Lithuania
2. *"Quality of human capital as a competitiveness driver of economy. Multidimensional analysis for European Union Countries"*, **Dr. Adam P. Balcerzak**, Assistant Professor, Nicolaus Copernicus University, Poland
3. *"Globalization, Lisbon Programme and Latvia's Competitiveness"*,
Dr. Aleksandrs Fedotovs, Associate Professor, RISEBA, Latvia
4. *"International Marketing of Innovation Products in Latvia"*,
Ms. Ieva Kantmane, Lecturer, Head of Department of Doctoral Studies, Ventspils University College, Latvia;
Dr. Sergejs Hilkevičs, Vice-Rector, Ventspils University College, Latvia
5. *"The approach toward HRM strategy development: a case of Lithuanian business companies"*,
Dr. Renata Korsakienė, Associate Professor, Vilnius Gediminas Technical University, Lithuania
6. *"The experience of perspective forms of crossborder financial services"*,
Dr. Ilmars Kreituss, Vice-Rector, BA School of Business and Finance, Latvia
7. *"Influence of global crises on financial services trade"*,
Ms. Marija Lindemane, PhD student, BA School of Business and Finance, Latvia
8. *"Migrācijas plūsmu vadība Eiropas Savienībā - teorētiskie un juridiski tiesiskie aspekti, to ietekme uz starptautisko uzņēmējdarbību"*, **Dr. Inga Šīna**, Lecturer, University of Latvia, Latvia
9. *"Acquisition versus Greenfield Investment - the Impact on the Competitiveness of Polish Companies"*,
Ms. Małgorzata Szałucka, Assistant, Nicolaus Copernicus University, Poland
10. *"Whether FDI performance remains unchanged during average business cycle: empirical evidences from Lithuania"*,
Dr. Manuela Tvaronavičienė, Professor, Vilnius Gediminas Technical University, Lithuania

PARALLEL SESSION

CS4

CLUSTERS AS A BUSINESS COMPETITIVENESS TOOL

Moderator: Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance

One part (Friday, April 30, 2010; 10:00-12:30)

Level 2, Room 204

1. *"Intercorrelation of Cluster Development and Competitiveness of State in Global Economy"*,
Dr. Vera Boroņenko, Researcher, Daugavpils university, Latvia;
Dr. Anastasia Vilcinya, Latvian University of Agriculture, Latvia
2. *"Business clusters for improving competitiveness and innovation of enterprises"*,
Dr. Elita Lielā, Lecturer, BA School of Business and Finance, Latvia;
Mg. Zane Zeibote, PhD student, BA School of Business and Finance, Latvia;
Mg. Laura Štāle, International department, BA School of Business and Finance, Latvia
3. *"Uzņēmumu inovāciju potenciāla palielināšanas iespējas Latvijas tautsaimniecībā"*,
Mr. Ivars Kassalis, PhD student, University of Latvia, Latvia
4. *"Dizaina industrijas nozīme un tās potenciāls Latvijas tautsaimniecībā"*,
Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance, Latvia;
Ms. Inga Jākobsone, PhD student, BA School of Business and Finance, Latvia;
Mr. Miks Pētersons, Member of the Board, SIA Nordi Dizaina Klubs, Latvia
5. *"Cluster life cycle concept: its use in study of film industry development in Latvia"*,
Mr. Kaspars Steinbergs, PhD student, Ventspils University College, Latvia;
Ms. Renate Cane, PhD student, School of Business Administration Turība, Latvia
6. *"Increasing competitiveness through concentration of product supply and demand in dairy sector"*,
Ms. Agnese Krieviņa, PhD student, Latvia University of Agriculture, Latvia;
Mg. Agnese Radžele-Šulce, PhD student, Latvian University of Agriculture, Latvia
7. *"Increasing competitiveness of Latvian bioethanol industry through cluster forming"*,
Mr. Darius Sargautis, PhD student, BA School of Business and Finance, Latvia;
Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance, Latvia

PARALLEL SESSION

CS5

NEW APPROACHES IN MEASURING AND ASSESSING BUSINESS
RESOURCES AND POTENTIAL

Moderator: Dr. Irina Kuzmina, Professor, Riga International School of Economics and Business Administration (RISEBA)

Part one (Thursday, April 29, 2010; 15:00-17:00)

Level 2, Room 204

1. *"New Approaches in Measuring and Assessing Viability of Blue Ocean Strategy in B2B Sector"*,
Dr. Andrejs Chirjevskis, Professor, RISEBA, Latvia;
Genadijs Homenko and Sergejs Petrovs, Final MBA course students of RISEBA, Latvia
2. *"Problems Of The Optimal Allocation Of Financial Resources In Commercial Banks"*,
Dr. Natalia Konovalova, Docent, RISEBA, Latvia
3. *"Estimation pattern of anticipated errors rate"*,
Mr. Roman Adrian, PhD student, Assistant, University of Pitesti, Romania
4. *"Identifying Of Company Insolvency Signs From The Economical Point Of View"*,
Ms. Natālija Asača, PhD student, Daugavpils University, Latvia
5. *"Risk Management for Sustainable Growth. Do we need a new approach?"*,
Ms. Jekaterina Kuzmina, PhD student, BA School of Business and Finance, Latvia
6. *"Evaluation of business's performance"*,
Mr. Marek Vochozka, Rector, Vysoka skola technicka a ekonomicka v Ceskych Budejovicich, Czech Republic
7. *"Digital Signal Processing Methods Use for Financial Time Series Analysis"*,
Dr. Sergejs Hilkevics, Vice-Rector, Ventspils University College, Latvia
8. *"Regulation Of Landing Business"*,
Mr. Ilmars Purins, Partner, LTD Consilium optima brokers, Latvia
9. *"Necessary Competencies of HR Managers for HRM Evaluation"*,
Ms. Liga Peiseniece, Assistant Professor, BA School of Business and Finance, Latvia;
Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance, Latvia
10. *"Latvijas studentu zināšanas par finansēm: to noteicošo faktoru analīze"*,
Ms. Gunta Innuse, Assistant Professor, BA School of Business and Finance, Latvia
11. *"Analysis of the effectiveness organizational culture for promoting competitiveness"*,
Mr. Lotars Dubkevics, Assistant Professor, BA School of Business and Finance, Latvia
12. *"The efficient use of the professional potential of individuals for stimulation of economy"*,
Ms. Baiba Brigmane, Lecturer, BA School of Business and Finance, Latvia

PARALLEL SESSION

CS5

NEW APPROACHES IN MEASURING AND ASSESSING BUSINESS RESOURCES AND POTENTIAL

Moderator: Dr. Irina Kuzmina, Professor, Riga International School of Economics and Business Administration (RISEBA)

Part two (Friday, April 30, 2010; 14:00-16:00)

Level 2, Room 204

1. *"The Application Of Process-Based Approach For Financial Structure Construction"*,
Ms. Svetlana Savina, Financial analyst, Latvian Post, Latvia
2. *"Customer-Acceptable Variation Of E-Commerce Quality Characteristics"*,
Ms. Natalija Guseva, PhD student, Vilnius University, Latvia
3. *"Organisational Flexibility - Reasons for Applying and Ways for Assessing It"*,
Ms. Ieva Brencē, PhD student, University of Latvia, Latvia
4. *"The Contribution fo Foreign Language Skills and Cultural Awareness to the Competitive Advantage of the Company"*,
Ms. Lidija Kalniņa, Assistant Professor, BA School of Business and Finance, Latvia;
Ms. Valda Gavare, Assistant Professor, BA School of Business and Finance, Latvia
5. *"Social Entrepreneurship: a new business model to transform to a sustainable society"*,
Ms. Brigita Baltaca, Vice-Rector, BA School of Business and Finance, Latvia
6. *"Personāla atlases priekšrocības un trūkumi karjeras portālā CV-Online Latvia"*,
Ms. Agnese Kristberga, PhD student, RISEBA, Latvia;
Ms. Solveiga Blumberga, Lecturer, RISEBA, Latvia
7. *"Quality management in healthcare"*,
Mr. Uldis Eglītis, PhD student, RISEBA, Latvia
8. *"The Role of Rational Document Circulation Mechanism in Shaping the Company Management"*,
Ms. Eva Blūma, PhD student, BA School of Business and Finance, Latvia
9. *"Impact of Internal Control System at Higher Educational Institutions"*,
Ms. Gita Verdina, Assistant Professor, BA School of Business and Finance, Latvia
10. *"Nodokļu politika kā reģionālās attīstības atbalsta instruments"*,
Ms. Biruta Pūle, Assistant Professor, BA School of Business and Finance, Latvia
11. *"Main Factors Of Technology Transfer Efficiency"*,
Mr. Aleksejs Hilkevics, PhD student, Ventspils University College, Latvia

PARALLEL SESSION**CS6****CRISIS MANAGEMENT - THE CASE OF A SMALL OPEN ECONOMY**

Moderator: Dr. hab. Vulfs Kozlinskis, Professor, Pro-Rector, Riga International School of Economics and Business Administration (RISEBA)

One part (Friday, April 30, 2010; 14:00-16:00)

Level 2, Room 205

1. *"Vai mazas valstis var bankrotēt – starptautisko tiesību aspekti"*,
Dr. Jānis Grasis, Associate Professor, BA School of Business and Finance, Latvia
2. *"Problems of the credit risk management of the Latvian commercial banks in situation of economic downturn"*,
Dr. Uģis Zālītis, Associate Professor, BA School of Business and Finance, Latvia
3. *"Creation of an investment project portfolio: Increasing of capital flows to the Republic of Latvia"*,
Mr. Jānis Zvīgulis, PhD student, RISEBA, Latvia;
Mg. Ludmila Jevčuka
4. *"Has Global Financial Crisis Influenced Organizational Culture Discourse in the Latvian Commercial Banks Environment"*,
Mr. Andris Nātriņš, PhD student, BA School of Business and Finance, Latvia
5. *"FX-rate based competitiveness and adjustments"*,
Dr. Sági Judit, Associate Professor, Budapest Business School, Hungary
6. *"Small Business Taxation: Support During The Recovery"*,
Ms. Jovita Leščiuviene, Lecturer, Vilnius College, Lithuania
7. *"Latvian Native Monopolies Their Tariffs and Financial State"*,
Dr. Helen Breslav, Consultant, RISEBA, Latvia
8. *"Ekonomiskās krīzes izraisītās problēmas uzņēmumu iekšējā vidē"*,
Mr. Kristaps Lešinskis, Assistant Professor, BA School of Business and Finance, Latvia
9. *"Consumer values driven purchasing behavior: a practical approach for market potential assessment"*,
Mr. Valters Kaže, PhD student, University of Latvia, Latvia
10. *"Inefficient Use Of State Financing – Double Payments In Health-Care"*,
Ms. Jeļena Stepule, PhD student, Daugavpils University, Latvia
11. *"Possibilities of business restructuring under the condition of recession"*,
Ms. Inese Mavlutova, Assistant Professor, BA School of Business and Finance, Latvia

CLOSING PLENARY SESSION

Chair: Dr. Janis Vucans, Professor, Rector, Ventspils University College, Latvia

One part (Friday, April 30, 2010; 16:00-17:00)

Level 1, Conference hall

- 16:00 Summary of the section CS1 - *"Business as the main driver of sustainable economic growth"*,
Ms. Brigita Baltaca, Vice- Rector, BA School of Business and Finance
- 16:10 Summary of the section CS3 - *"The experience of international business"*,
Dr. Janis Grasis, Associate Professor, BA School of Business and Finance
- 16:20 Summary of the section CS4 - *"Clusters as a business competitiveness tool"*,
Dr. Tatjana Volkova, Professor, Rector, BA School of Business and Finance
- 16:30 Summary of the section CS5 - *"New approaches in measuring and assessing business resources and potential"*,
Dr. Irina Kuzmina, Professor, Riga International School of Economics and Business Administration (RISEBA)
- 16:40 Summary of the section CS6 - *"Crisis management - the case of a small open economy"*,
Dr. hab. Vulfs Kozlinskis, Professor, Pro-Rector, Riga International School of Economics and Business Administration (RISEBA)
- 16:50 Closing speech

LIST OF PARTICIPANTS

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APRIL 29-30, 2010, RIGA, LATVIA

3rd International Scientific Conference

Business competitiveness in local and foreign markets: challenges and experiences

Venue: BA School of Business and Finance, Valdemara str. 161, Riga

The 3rd International Scientific Conference "Business competitiveness in local and foreign markets: challenges and experiences" is held at BA School of Business and Finance in collaboration with Ventspils University College and Riga International School of Economics and Business Administration.

Conference Objectives:

The main objective of the conference is to share research results and discuss the impact of external and internal factors on business competitiveness in local and foreign markets under the influence of the turbulent environment.

The conference focuses on five main directions:

1. Business as the main driver of sustainable economic growth
2. The experience of international business
3. Clusters as a business competitiveness tool
4. New approaches in measuring and assessing business resources and potential
5. Crisis management - the case of a small open economy

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