

6th International Scientific Conference
„In Search of New Business Solutions for Emerging Future”

„Jaunu biznesa risinājumu meklējumi nākotnei”

April 25-27, 2013, Riga, Latvia

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

CONFERENCE PROGRAMME

Thursday, April 25, 2013

09:00 Registration, morning coffee

09:45 Welcome speech - A.Sarnovičs, Rector of BA School of Business and Finance

10:00 Plenary session:

Constant and Variable (exchangeable) in Business Education. Dr. A.Sarnovičs, BA School of Business and Finance, Latvia

Determinants of the Effectiveness of Discretionary Fiscal Policy in Selected OECD Countries. The Contexts of Last Global Financial Crisis. Dr. A.Balcerzak, Nicolaus Copernicus University, Poland

Lattecom Case. Kerli Gabriloviča, Lattelecom Commercial Director, Member of the Board, Latvia

11:45 Coffee break

12:15 Panel discussion: Future Starts Today! Moderator - P.Raudseps

Pannelists:

A.Balcerzak, Nicolaus Copernicus University

A. Sarnovičs, BA School of Business and Finance

I. Bukovska, Latvenergo

G. Kauliņa, KPMG

K. Gabriloviča, Lattelecom

M.Kazāks, Swedbank

S.Babris, SEB Group. Business Efficiency Association. University of Latvia

13:45 Lunch

14:45 Parallel sessions: PS1; PS2

17:00 Welcome reception with buffet (Valdemara str. 161, Riga)

Friday, April 26, 2013

09:30 Morning coffee

10:00 Parallel sessions: PS3; PS4; PS5

12:30 Lunch

14:00 Parallel sessions: PS3; PS4; PS5

16:00 Closing plenary session

17:00 Free time

Saturday, April 27, 2013

10:00 Guided tour in Riga

12:00 Free time

PARALLEL SESSIONS

Thursday, April 25, 2013

14:45 - 16:50 PS1: Room 102. Risk management in fast changing environment. Chair: Dr. Sergejs Hiļkevičs

A Tool to Measure Organizational Sustainability Strength. *João Rocha Santos, Pedro Fernandes Anunciação, Anna Svirina (School of Management Sciences - Polytechnic Institute of Setúbal)*

Bankruptcy Prediction Models: A Comparative Study of Baltic Listed Companies. *Irina Bērzkalne, Elvīra Zelgalve (University of Latvia)*

Compliance risk management in fast changing EU regulatory environment: Organizational challenges for Latvian banking sector. *Arnīs Lagzdīņš (BA School of Business and Finance)*

Evaluation of the Present Risk Assessment System of Projects Co-Financed by the European Union Funds in Latvia. *Anta Vērdiņa (BA School Of Business and Finance)*

Assessment and Mitigations of Household Waste Collection and Transportation Risks. *Natālija Cudečka-Puriņa, Dzintra Atstāja (BA School of Business and Finance)*

Managing Guarantee Risk in Modern Pension Framework. *Jekaterina Kuzmina (BA School of Business and Finance)*

Credit issue and reflection in accounts and financial statements in credit institution. *Tereza Korsaka (BA School of Business and Finance)*

Agrīnā kredītportfeļa kvalitātes diagnostika. *Ilona Beizītere (Hipotēku banka / Riga International School of Economics and Business Administration)*

14:45 - 16:50 PS2: : Conference hall. Alternative directions of economy development. Chair: Dr. Ivars Brīvers

The Role of Innovations in Economic Development and Latvian National Development Plan 2014-2020. *Ivars Brīvers (BA School of Business and Finance)*

How people perceive immigrants' role in their country's life as the precondition for improvement of business environment: a comparative study of Estonia and Russia. *Tiiu Paas, Olga Demidova (University of Tartu)*

Innovation in Entrepreneurship: Achievements And Challenges in Context of Globalization. *Dace Štefenberga, Sergejs Hiļkevičs (Ventspils University College)*

The protection of creditors within insolvency case of commercial bank: theory and practise. *Jānis Grasis (BA School of Business and Finance)*

Importance of eco-innovations and corporate social responsibility. *Deb Ray (Riga International School of Economics and Business Administration)*

The main trends in the dynamics of unemployment in Latvia. *Dmitrijs Smirnovs (Ventspils University College)*

Negative aspects of innovation. *Kristaps Lešinskis (BA School of Business and Finance)*

Support for internationalization of SMEs – evidence from Finland. *Inga Uvarova, Juris Riekstiņš (BA School of Business and Finance)*

Friday, April 26, 2013

10:00 - 12:30 PS3, Part one: Conference hall.
Tatjana Volkova

The Dynamics of Business Models. Chair: Dr.

In search for regional clusters in Latvia. *Žanete Garanti, Andra Zvirbule-Bērziņa (University of Mediterranean Karpasia)*

Evaluation of cluster development support policy in Latvia. *Natālija Kulakova, Tatjana Volkova (BA School of Business and Finance)*

What can be learned from entrepreneurs about the shadow economy? Evidence from the Baltic States. *Arnis Sauka, Tālis J. Putniņš (Ventspils University College and Stockholm School of Economics in Riga)*

External Factors Facilitating Development of Learning Organization Culture. *Anita Gaile (INTU)*

Partnership of Business and Information Technology for Successful Introduction of Information System (case of Russia). *Tatjana Vasiljeva, Olga Manole (Riga International School of Economics and Business Administration and South Federal University SFU, Russia)*

Right balance of high-growth, high-tech, lifestyle companies in the knowledge based economy - a case of Latvia. *Viesturs Zeps (Baltic Embedded)*

Banks and Social Networks – New Dialogue Opportunities With Customers. *Maira Dumpe, Astrīde Stonāne, Lidija Kalniņa (BA School of Business and Finance)*

Green Corridor as a Platform for Logistic Innovations in Seaports, Hubs and Terminals. *Andris Spūlis, Vera Boronenko (BA School of Business and Finance and Daugavpils University)*

Reporting assets' fair value versus historical costs at Latvian listed companies. *Justīne Jaunzeme (Ventspils University College)*

10:00 - 12:3 PS4, Part one: : Room 102. **Necessary Competencies to Ensure Sustainable Competitiveness. Chair: Brigita Baltača**

Markers of hidden meanings, implicatures and the impact of it on discourse comprehension. *Sandra Kraže (BA School of Business and Finance)*

Effectiveness of the environmental management instruments of the Latvia - Lithuania crossborder region. *Lilita Ābele (Liepāja University)*

Cultural Adaptation of Asian Students to Western Study Environment. *Vilhelmīne Brauna, Valda Gavare (BA School of Business and Finance)*

Analyses of necessary competencies to ensure sustainable competitiveness. *Dzintra Atstāja, Gundega Dambe (BA School of Business and Finance and University of Latvia)*

Employer Evaluation of Competences Providing Competitive Advantage in Labour Market. *Lidija Kalniņa, Sandra Ozoliņa (BA School of Business and Finance)*

Development of Maritime Human Resources and Education. Career Education in Latvian Maritime Academy. Case Study. *Inese Barbare (University of Latvia)*

Relationship Management Between Organizational Culture and Climate for Creativity: Assessing Examples of the Theatres in Latvia. *Lotārs Dubkēvičs, Ivars Namatēvs (BA School of Business and Finance and School of Business Administration Turība)*

Young consumers: financial potential and preferred advisers. *Jānis Strautmanis, Jānis Hermanis (BA School of Business and Finance)*

10:00 - 12:30 PS5, Part one: Room 205. Financial Markets and Institutions for Sustainable Development. Chair: Dr. Irina Kuzmina-Merlino

Impact of Financial Market Regulation on Fast Loan Lending in Latvia. *Ilmārs Kreituss, Diāna Neimane (Riga International School of Economics and Business Administration and BA School of Business and Finance)*

The Well-Being Security Financial System in Latvia. *Aija Graudiņa, Staņislava Titova (BA School of Business and Finance)*

Pension System in Latvia: Problems and Solutions. *Staņislava Titova, Inese Mavļutova (BA School of Business and Finance)*

The Evaluation of Activities of Latvian Commercial Banks in Economic Crisis Situation. *Uģis Zālītis (BA School of Business and Finance)*

Challenge of cultural differences for virtual teams in banking industry. *Agnese Kaģe (Ventspils University College)*

Competitive Resistance of a Bank: Competency Building Approach. *Alina Andreeva (Rostov State Transport University, Department of Economics and Finance)*

Measuring Long-Lived Assets Value: Accounting Regulation and Practical Issues. *Ieva Kozlovska, Irina Kuzmina-Merlino (Deloitte Latvia and Riga International School of Economics and Business Administration)*

Investment in the Subordinate Capital of Banks for Latvian Residence Permit. *Andrejs Limanskis (Riga International School of Economics and Business Administration)*

14:00 - 16:00 PS3, Part two: Conference hall. The Dynamics of Business Models. Chair: Dr. Tatjana Volkova

Business models of Latvian computer game companies and development potential. *Kaspars Šteinbergs, Renāte Cāne (Alberta College)*

New Form of Marketing in Business: Viral Marketing. *Iveta Ludviga, Maija Zakriževska, Reinis Dzelzkalējs (Riga International School of Economics and Business Administration)*

Critical success factors for R&D environment in ensuring company innovativeness in bioethanol industry. *Darius Sargautis, Tatjana Volkova (BA School of Business and Finance)*

New focus on Human Resource Management in the world and Latvia. *Līga Peiseniece (BA School of Business and Finance)*

Business Model Theoretical framework for Network economy. *Agnese Aljēna, Tatjana Volkova, Anastasija Aljanaki (BA School of Business and Finance)*

Interrelations between macroeconomic indicators and Material Handling fleet structure. *Jurijs Agafonovs (BA School of Business and Finance)*

The Role and Measurement of Intangible Assets in Private Health Care Companies. *Santa Babauska (BA School of Business and Finance)*

Value Added delivered in Creative Industries versus traditional ones. Contribution of Artists and other Creative Talents. *Anželika Smagina, Arthur Lindemanis (Riga International School of Economics and Business Administration)*

Corporate Social Responsibility as a business model – case studies from Finland. Inga Uvarova, Juris Riekstiņš, Katrīna Lapiņa (*BA School of Business and Finance*)

14:00 - 16:00 PS4, Part two: Room 102. Necessary Competencies to Ensure Sustainable Competitiveness. Chair: Brigita Baltača

Interrelating Leadership and Climate for Creativity. *Arturs Barbars, Lotārs Dubkēvičs (BA School of Business and Finance)*

Business education for the growth of understanding and advancement of social enterprise. *Brigita Baltaca, Elita Lielā (BA School of Business and Finance)*

Methodology of assessment of the corporate identity management, health care. *Didzis Rūtītis, Anda Batraga, Kristofers Ritovs (BA School of Business and Finance)*

Implementation of synergic competences in non - homogenous groups of multicultural students. *Astrīda Ģēģere-Zetterstroma, Astrida Stonāne (BA School of Business and Finance)*

Role of language in assessment of organizational culture's efficiency. *Astrīda Ģēģere-Zetterstroma, Ģirts Dubkēvičs (BA School of Business and Finance)*

Improvement of Nascent Entrepreneurs' Self-Experience through Learning. *Baiba Brigmane (BA School of Business and Finance)*

Trends analysis of engineering enterprises information systems. *Michael Voynarenko, Lyudmila Yemchuk (Khmelnitsky National University)*

The Role of Assessing Effectiveness Of Internal Audit as Means of Internal Control System at Higher Educational Institution – Problems and Risks. *Gita Vērdiņa (BA School of Business and Finance)*

Professional Competence Compliance as the Effectiveness Influencing Factor of Human Capital Exploitation. *Valentīna Pavlovska (BA School of Business and Finance)*

14:00 - 16:00 PS5, Part two: Room 205. Financial Markets and Institutions for Sustainable Development. Chair: Dr. Irina Kuzmina-Merlino

Lean Accounting Philosophy through prism of Business Performance Management. *Irina Kuzmina-Merlino, Olga Pavlovska (Riga International School of Economics and Business Administration)*

Role of Financial Cooperatives in Sustainable Development of the Country. *Tatjana Mavrenko (BA School of Business and Finance)*

Consumer protection in non banking financial service market. *Sniedze Šreibere (BA School of Business and Finance)*

The Role and Measurement of Intangible Assets in Private Health Care Companies. *Santa Babauska (BA School of Business and Finance)*

The Role of Financial Indicators in Evaluating Management Efficiency of corporation "Tieto". *Gunta Innuse, Diana Ivanova (BA School of Business and Finance)*

Application of real options analysis in valuation of investments of a logging industry enterprise. *Edmunds Badūns (BA School of Business and Finance)*

Problems of Capital Attraction into Latvian Venture Capital Funds. *Anatolijs Prohorovs (Riga International School of Economics and Business Administration)*

Role of Financial Statement Audit in Detection of Fraud in the Company. *Jekaterina Andreimane (BA School of Business and Finance)*