



8<sup>th</sup> International Scientific Conference

## Information Society and Modern Business

Modern Trends in Business: Globalization vs Localization

23 –24 April, 2015, Ventspils, Latvia

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### CALL FOR PAPERS

The first conference of Information Society and Modern Business was held in Ventspils University College back in 2003. Ventspils University College together with partners – Riga International School of Economics and Business Administration and BA School of Business and Finance from Riga cordially invites you to attend the 8th international research conference

**„Information Society and Modern Business.  
Modern Trends in Business: Globalization vs Localization”.**

The main focus of this conference is on the modern trends in business, successful business strategies and models, innovation and drivers of competitiveness. While specifically aiming to address the link between business and information technologies in cross cultural context, the papers addressing broad categories as listed below are welcome:

1. Entrepreneurship, Business Management and Management of Technologies
2. Investments and Financial Management
3. Concepts of Entrepreneurship, Economic Development and Growth
4. Business Information Systems, Innovations and Technologies
5. Cross-Cultural and Multi-Language Communication in Entrepreneurship and Small Business
6. Marketing and Psychology Solutions in Information Society
7. Creative Industries and Modern Business
8. Social entrepreneurship and social responsibility

1 page abstracts clearly highlighting contribution of the research, methodology and key results should be submitted by **February 20, 2015**. Please e-mail your abstract to **conference@venta.lv**. Both empirical and conceptual papers are welcome!

Abstracts have to be submitted in English. The paper title must be in capital letters on the first line, with the author(s) name, organisation name, correspondence address, phone, and e-mail address under the title.

Following the blind review process, notifications about the acceptance of the papers will be sent by **March 15, 2015**.

The authors of the accepted papers will receive an invitation to submit a paper for the Proceedings of the Conference. The full paper should not exceed 10 pages. Instructions about format of the manuscript will be provided later. The deadline for submitting the full paper is **May 25, 2015**.

**Working language** of the conference is English.

### **Scientific Organizing Committee:**

Dr. *Irina Senņikova*, Riga International School of Economic and Business Administration, (Latvia)  
Dr. *Andris Sarnovičs* BA School of Business and Finance (Latvia)  
Dr. *Gīta Rēvalde* Ventspils University College (Latvia)  
Dr. *Kārlis Krēsliņš*, Ventspils University College (Latvia)  
Dr. *Tatjana Vasiļjeva*, Riga International School of Economic and Business Administration, (Latvia)  
Dr. *Julie Felker*, Michigan University (USA)  
Dr. *Andres Carrion Garcia*, Valencia Polytechnical University (Spain)  
Dr. *Anastasia Parianou* Ionian University (Greece)  
Dr. *Jānis Vucāns* Ventspils University College (Latvia)

### **Local Organizing Committee:**

Dr. Kārlis Krēsliņš, Dace Štefenberga, Dr. Valda Rudziša, Dr. Galina Hilkevica, Dr. Sergejs Hilkevičs, Dr. Juris Baldunčiks, Aivars Stankevičs, Egita Udodova, Līga Lange, Inta Ozola

### **Key note speakers**

Minister for Economics of the Republic of Latvia Dana Reizniece-Ozola  
Dr. Julie Felker  
Dr. Andres Carrion Garcia

### **Registration**

Please fill registration form online: <http://ej.uz/conference>, or send by e-mail: [conference@venta.lv](mailto:conference@venta.lv)

The registration fee is:

- 120 EUR before January 31, 2015
- 150 EUR before March 31, 2015
- 170 EUR after March 31, 2015

Conference fee includes: coffee breaks, welcome reception, conference dinner, publication costs of abstracts and proceedings.

Method of payment - money transfer to the bank account.  
Receiver of money: Ventspils University College  
Name of the bank: Valsts kase  
Account No. (IBAN): LV23TREL915014000000  
SWIFT: TRELLV22  
Purpose of payment: 21399, Registration fee for the 6th International Scientific Conference "Information Society and Modern Business".

## **The preliminary schedule**

### Thursday, April 23

12:30: Arrival, registration, refreshments  
13:00-16:00 Opening and plenary session  
16:00-16:30 Coffee break  
16:30-18:00 Work in sections  
19:30 – Dinner for all participants

### Friday, April 24

10:00-12:00 Plenary session  
12:00-13:00 Lunch  
13:00-15:00 Work in sections  
15:00-15.30 Coffee break  
15:30-16:30 Work in sections  
16:30-17:00 Closing remarks  
17:00- Cocktails and networking

## **Accommodation and transportation**

You can find the corresponding information about accommodation at Ventspils web site: <http://www.visitventspils.com/en/kur-palikt/> . Participants are responsible for their own transportation to and from Ventspils, Latvia and hotel costs.

## **How to get to Ventspils**

To get to Ventspils you should first travel to Riga, the capital city of Latvia, Riga International Airport.

Riga International Airport is located 13 kilometres from the city centre. Taxi should cost approximately 15 EUR, we recommend to take green Airbaltic taxi.

There are also regular bus connections from the airport to the city centre: please take bus No 22 <http://saraksti.rigassatiksme.lv/index.html#bus/22/a-b/en> .

Ventspils <http://www.ventspils.lv/eng/> located 190 km from Riga. The most convenient way to get to Vetspils is by bus from Riga Bus Station. Please see the bus schedule on <http://www.1188.lv/transport/bus> and allow approximately 2.5-3 hours for the trip. Transportation from Riga to Ventspils is also possible by car <http://www.carrent.lv/en/> ,

More detailed information, including information on accommodation in Ventspils and conference venue will follow.

**Information and address for correspondence:**

Questions regarding the conference should be addressed to the secretariat (e-mail: [conference@venta.lv](mailto:conference@venta.lv) ).

Phone: +371 63629646, contact person: Dace Štefenberga  
Fax: +371 63629660

Ventspils Augstskola  
(Ventspils University College)  
Inženieru iela 101  
LV-3601, Ventspils  
Latvia