

**“BUSINESS AND FINANCE:  
MULTI-PERSPECTIVES OF THE DIGITAL  
AGE”**

FEBRUARY 19 – 21, 2020  
BA SCHOOL OF BUSINESS AND FINANCE  
RIGA



Conference venue: BA School of Business and Finance. Kr. Valdemāra iela 161, Rīga, LV-1013

**19.02.2020. ASBBMC 20' – DAY 1**

9:30 Registration and coffee

**10:00 Welcome speeches by**

BA SBF Rector Prof. A.Sarnovics, RISEBA Rector Prof. I.Sennikova, SSE Riga Rector Prof. A.Paalzow

**10:20 – 14:30 Plenary session #Transformation**

**Moderator – Karlis Karolis, SEB Banka**

**Introduction**

The Green Deal at the global level, but particularly at the EU level, has an important place in the dialogue between academic, political, and different professional communities. Equally it is crucial regarding digital issues. Currently in both areas, there has been a clear link to the development of the financial sector: the role, the mission, and the challenges arising from there. So the thematic focus of the plenary session of the ASBBMC 20' is devoted to analysing and evaluating the prospects and challenges of the financial sector in these two aspects: adapting the performance of the industries, transforming it according to the green and digital transformation scenarios.

The common theme of the conference plenary-session, #TRANSFORMATION, suggests that the current situation, both at the national policy level and the level of organizations and companies, should constantly re-evaluate dynamic changes in the relationship system between the stakeholders concerned. The development of digital technologies and broad social acceptance on a global scale are the cornerstones of the last decade of the twenty-first century. For this reason, we can rightly call this era the digital era.

Moreover, in the last five years, but especially in the beginning of this decade, dialogue on climate-neutral economics, the green course at national and transnational cooperation formats and the “green transformation” at a company level, play a unique role in this process for financial institutions.

It will encourage talks about #GreenTransformation and #DigitalTransformation also at a scientific conference organized by three universities. In the panel of expert discussions, the conference's organizers offer to address a number of key issues in the development of the green economy and digital processes that affect finances (as domain) and financial institutions, their challenges and capabilities. At the same time assessing the role of financial institutions, in some cases possibly in advancing and implementing the specific missions green or digital policies.

## **10:20 – 12:00 Part 1 #GreenTransformation**

### **10:20 – 11:10 Presentations**

**Gregor Vulturius, PhD**, Research Fellow, Head of Operations and Engagement, Stockholm Sustainable Finance Centre, Stockholm Environment Institute

#### *The Reflections of the EU Sustainable Finance Action Plan and Green Deal*

**Mr. Reinis Berzins**, Chairman of the Board at JSC “Development Finance Institution Altum”

#### *Green Bonds. Case Study of ALTUM*

**Mr. Martins Zemitis**, PhD (cand.) Economic Adviser, European Commission

#### *European Green Deal: What’s in it for the Finance Industry?*

**11:10 – 12:00 Expert discussion “Challenges of the Green Transformation in the Field of Finance”**

**R.Berzins (Altum), J.Brazovskis (Finance Latvia Association), M.Zemitis (European Commission), N.Purina-Cudecka (BA SBF/ Liepaja University)**

**DQ 1.** What role do financial institutions play in implementing the European Green Deal (and another global initiatives)?

**DQ 2.** Are universal and specialized commercial banks motivated to refer to the European Green Deal? Is the focus on supporting the principles of a climate-neutral economy and on green finance well-argued from the perspectives of competition and financial stability? To what extent is it a motivated action by the principles of social responsibility and a culture based on the principles of “green” sustainability? To what extent can green finances be based on “risk math,” such as what are the prospects for investment funds’ income curve, building portfolios from investments with potentially climate-neutral, or, on the contrary, a negative effect on climate change? (E.g. ‘Thematizing’ pension-fund-raising strategies.)

**DQ 3.** What can be the role of governments, including the Latvian Government, to promote financial leverage for European Green Deal initiatives and to encourage financial institutions to be an effective agent for structural and cultural change in the business environment to limit anthropogenic factors causing climate change? What is the role of financial development institutions in this context?

**DQ 4.** What are the tasks of financial education institutions in pursuing the objectives of the European Green Deal, including increasing the role of financial institutions?

**12:00 – 12.30 Coffee break**

## **12:30 – 14:30 Part 2 #DigitalTransformation**

### **12:30 – 13:10 Presentations**

**Mr. Kristaps Banga**, Innovation Lead, EU Nano Labs & Riga Liquid Studio Lead, Accenture Latvia

**Mr. Martins Berzins**, Head of E-Business Division, JSC “Citadele Banka”

**13:10 – 14:30**  
**Age”**

**Expert discussion “Transformation as the Strategic Task in the Digital**

**I.Arefjevs (BA SBF), A.Sauka (SSE in Riga), B.Wolfs (SBS), K.Banga (Accenture Latvia),  
M.Berzins (Citadele Banka)**

**DQ 1.** “Digitalized or Die” – that is the often-used slogan, evaluating competitiveness in the corporate context in the contemporary world. Is the ability to continuously updating of information and communication technology solutions a prerequisite for competitiveness in service industries, including the financial sector?

**DQ 2.** Not only are the sectors and industries changing in the digital process, but also the awareness of it, the concepts of identifying changes dictated by digitization, and the nuances of their meanings. How are identified the changes in semantics and practices of the public and private sector at the level of organizations (institutions, companies), by the most commonly used concepts such as “digital strategy,” “digital transformation,” and “digital maturity”?

**DQ 3.** What are the future prospects of service sectors, including financial industries, developing information and communication technologies, and comprehensive digital processes on a global scale?

**DQ 4.** What challenges do business schools have in the digital revolution and transformation developments?

**14:30 – 16:00 Lunch**

**16:00-18:30 Parallel sessions, Posters**

**To support #GreenTransformation in conference settings there will be digital poster presentations instead of printed posters.**

**18:30 Informal part of the evening: snacks, wine, networking**

**20.02.2020. ASBBMC 20 – SECOND DAY**

**10:00-13:30 Parallel sessions, Posters**

**13:30-14:00 Closing session: Feedback from parallel session moderators**

**21.02.2020. ASBBMC 20 – THIRD DAY**

**15:00-18:00 Conference as a Platform: “Cybersecurity by design”**

Young researchers, discovered and designed the theoretical concepts and will demonstrate research results for small and medium-sized businesses in the following areas:

- Challenges in Drones legislation in the Baltic region
- Implementation of Cyber insurance services
- Privacy enhanced technologies and tools for personal data protection practitioners
- Gamification as an important factor in security awareness