



RSU INTERNATIONAL STUDENT CONFERENCE 2019



Abstract Book

SOCIAL SCIENCES





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PREFACE

Dear students,

It is my great honour and pleasure to welcome you all on behalf of Rīga Stradiņš University to the International Student Conference "Health and Social Sciences". As the hosts of this event we take great pride in the fact that the RSU Student Conference has grown to become the largest student conference in the Baltics.

Year 2019 is dedicated to research at Rīga Stradiņš University. From 1 to 5 April Rīga Stradiņš University will host the most significant scientific event to date – Research Week 2019. Among other events, this week will feature the International Student Conference "Health and Social Sciences". RSU Research Week will gather more than 50 visiting professors representing 20 countries. The programme will include 1250 presentations with an 80% increase compared to last year. We are proud that RSU Student Conference has grown significantly within the past few years – this year it will gather participants from 12 countries, the number of approved abstracts has reached 435, among them 80 abstracts in social sciences. This is a record-breaking number. In addition, 14 international jury members will participate in the conference, and it will feature 3 keynote speakers. It testifies to outstanding research capabilities of RSU students.

I am delighted to see such widespread interest and meet enthusiastic participants with poster and oral presentations. I wish you a fruitful and successful conference and I hope it will open up great opportunities for all.

Professor Aigars Pētersons
Rector of Rīga Stradiņš University

Dear participants, colleagues and friends,

As every year, we welcome you to Riga Stradiņš University in order to celebrate the biggest scientific event altogether for the next two days. The conference is one of the most awaited (and for me the most awaited) events for our university during the year. Challenges, generating ideas, success – with these words I would like to describe the Student Conference. Participating not only gives other like-minded students the chance to present their research, but also gain new insights from colleagues and faculty, network and meet colleagues from other countries, as well as create new ideas for future research.

This year for the first time the Student Conference is organized within RSU Research Week, during which 3 conferences will take place – Knowledge for use in practice, Places and International Student Conference “Health and Social Sciences”. We are proud and appreciate that we, as students, have the opportunity to participate in the organising process of such a grand week!

We, the organizing committee, wish you conference days filled with insight and knowledge! We wish for you to spend these days in the right place at the right time! We wish that the “take home message” inspires you and encourages you in future life challenges to be able to reach new heights!

Ulrika Ulla Andersone
Chair of the Organising Committee

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COMMUNICATION

LATVIAN SONG AND DANCE FESTIVAL FINAL CONCERTS "ZVAIGŽŅU CEĻĀ" AND "MĀRAS ZEME" PRESENTATION IN LATVIAN MEDIA

Author: *Ance Kīrilova*

Scientific research supervisor: *Dr. sc. inf., Prof. Sergejs Kruks*

Rīga Stradiņš University, Latvia

Keywords. Latvian song and dance festival, Latvian media, journalism, cultural journalism.

Objectives. It is considered that in media publications less attention is being paid to final concert where dancers take part, than final concert where chorus singer take part. Although, in 2018 dancer participants in festival was more than chorus singers. So why Latvian media pay less attention to dancers' concert than concert for chorists? Aim was to find out what are the problems in Latvian cultural journalism, and what cultural journalism methods are used to display the final concerts of Latvian song and dance festival

Methods and materials. (1) Analyze what Latvian media says about Latvian song and dance festival final concerts with Qualitative Content Analysis. (2) To summarize information about problems in Latvian journalism. (3) To summarize information about Latvian journalism environment. (4) To summarize information about Latvian song and dance festival and festival final concerts. (5) Analyze what Latvian media says about Latvian song and dance festival final concerts with Qualitative Content Analysis. (6) To draw conclusions about information that is published in Latvian media.

Results. The main problems in Latvian cultural journalism will be found, as well as why such problems are in Latvian media.

Key differences in the presentation of both closing concerts will be found and differences in Latvian main media published information.

Conclusion. This research is important because it's analyze the Latvian cultural journalism and one of the most important national festival representation in Latvian media.

TRADITIONAL TELEVISION AND SMART TV VIEWING HABITS IN THE FAMILIES OF SALDUS COUNTY RESIDENTS

Author: *Krista Andersone*

Scientific research supervisor: *Dr. sc. inf., Prof. Sergejs Kruks*

Rīga Stradiņš University, Latvia

Objectives. Television is the medium used by almost every one of us every day, but we may not be aware of how much of this time spent on TV screens is useless. The theoretical background of the thesis is designed to understand the audience and to study television usage habits more. It includes the theory of television media, its various technological platforms, their audiences, the age of the audience, the theory of use and satisfaction, and the trends of modern electronic media. The goal is to observe several families in Saldus County to find out what family habits are watching television and whether these habits are different in different age categories and families.

Materials and methods. The methodology of work includes researching different families television usage habits and their analysis. Several families will be observed in Saldus county to find out what family habits are watching television. For one family observation there will be given 3 days. Overall, there will be 5-7 families. Observations will be collected after each family observation.

Results. The biggest difference watching TV could be in families with young children, as the content could be adapted to the children, but in families without children it will not. The time consumed on the TV screens is wasted.

Conclusion. The results that can be obtained can serve as a good reference material for new media researchers and students, where it can be seen that representatives of different age groups perceive and use television differently.

AIR BALTIC CORPORATION COMMUNICATION IN CRISIS SITUATIONS: THREE CASE STUDIES FROM 2015 UNTIL 2017

Author: *Daniela Bergmane*

Scientific research supervisor: *Mg. sc. soc., Lect. Ruta Siliņa*

Rīga Stradiņš University, Latvia

Keywords. airBaltic, crisis, crisis communication, media relations.

Objective. The objective is to examine how airBaltic carried out crisis communication in a crisis with intoxicated flight crew, semi-extracted landing gear and Moscow maneuvering way crisis and find out what are the crisis communication tendencies, similarities and differences between the crisis and how it influenced reflection of the crisis on Latvian media.

Methods. Content Analysis - examine the intensity of each crisis and how the company distributed the information to Latvian media. Semi-structured in-depth interviews:

1. With airBaltic - to gather company's perspective on crisis communication and how it was carried out in each crisis;
2. With Riga Airport - to find out what is the information exchange with the airline like in particular crisis situations;
3. With an industry expert - to find out an outlook from a neutral perspective on valuation of the airline's crisis communication in each of the situations.

Results. Provisionally, the exposure on media of each crisis situation was significant. The initial sources did not include any comment from the company, however, it changed as the crisis developed. The company has a clear vision on how crisis communication must be handled, the communication with the airport is regular. However, a perspective from a neutral expert differs. Although the company is clear on crisis communication, it differs from what is defined – due to limited time and stress.

Conclusions. By carrying out Bachelor's Thesis, the author hopes to gather insightful information on how airBaltic carries out crisis communication. Depending on airBaltic being the Latvian national airline, the author believes this Thesis can be a valuable material from which to conclude the overall crisis communication in Latvian aviation industry. As such research has not yet been done, the author believes it can also serve as valuable insights for airBaltic.

GENDER STEREOTYPES IN TELEVISION COMMERCIALS IN LATVIA IN CHANNELS *TV3, LNT, STV PIRMĀ!* AND *KANĀLS 2* IN 2018 – 2019

Author: *Ketija Ungailo*

Scientific research supervisor: *Dr. philol., Assoc. Prof. Ilva Skulte*

Rīga Stradiņš University, Latvia

Keywords. Gender stereotypes, television commercials, gender roles.

Objectives. Television has the power to cultivate the ideas of what roles each gender occupies in real life. These ideas are mostly generated by the product ads, which occupy a lot of air time in Latvian television. The issue of gender stereotypes is being addressed for a number of decades already. A complete elimination of these ideas is not possible, if a big media source like TV still displays content, which is based on the mentioned ideas. The aim of the research is to find out the ad content of the chosen channels, what product categories display these gender stereotypes and how they do it, what is the share of such ads compared to the whole pool and how the number of these ads has shifted in a year.

Materials and methods. There will be 3 methods used: quantitative and visual content analysis and semiotic analysis. Quantitative content analysis is a method which will help obtain numerical information. This will help analyse the share of the ads which include the gender stereotypes and how the share has changed within a year. Visual content analysis will help analyse the ad visual content which will then be registered in a coding frame. This will help analyse men and women by their character, appearance and behaviour. Semiotic analysis will help analysing the visual message in-depth. One ad will be chosen from each channel. Each ad will be analysed in-depth using semiotic parameters.

Results. As a result I expect to find out the ad content of the chosen channels, what product categories display these gender stereotypes and how they do it, what is the share of such ads compared to the whole pool and how the number of these ads has shifted in a year.

Conclusion. This research allows to understand this phenomenon in-depth and reveals the statistics such as the share of the ads which include stereotypes and how the numbers change annually.

SEXUAL ADVERTISING IN LATVIAN MAGAZINES "IEVA", "SANTA", "SIN" AND "KLUBS" 2016–2018

Author: *Alise Gulbe*

Scientific research supervisor: *Dr. philol., Assoc. Prof. Ilva Skulte*

Rīga Stradiņš University, Latvia

Keywords. Sexualization, women, magazines, advertisement, media.

Objectives. Magazines in the world of electronic media have yet to lose their influence. According to the 2017 Kantar TNS data, 87 % of Latvia's population aged 15-74 had read one of the press numbers. The media and advertising have the power to manipulate a person, so it is important to investigate the content that the most popular magazines in Latvia provide to their readers every day. Main study goal and objective is to find out how often, and by what techniques, sexuality was used in advertisements for the magazines "Ieva", "Santa", "SIN" and "KLUBS" in 2016–2018.

Materials and methods. Method of quantitative content analysis will be used. As one of the most important benefits of choosing this method, I can mention the financial aspect: the method does not foresee a high cost of spending, because magazines have been published and fixed. It is not possible to change the information published in the magazines - it ensures the veracity and reliability of the data obtained. The study will analyze 72 magazines issued in the months of January, March, May, July, September, November.

Results. Subjects to be studied:

1. What is sexuality and why is it used in today's printed media and ads?
2. Can sexuality be frank and hidden?
3. How often do magazines in Latvia display ads that use sexuality?
4. How many women and men are represented in them?
5. Does the use of sexuality in advertising degrade a woman's image in society?

Conclusion. As a result, I expect a theoretical reflection on how and why sexuality is used in advertisements, how magazines communicate with their audience, and what ads they place on their content. I would also like to get accurate data on how often sexualized ads are used in the most popular journals in Latvia, whether sexualisation of women is different in the advertisements of men's and women's journals.

THE USAGE OF BEHAVIORAL ECONOMICS PRINCIPLES IN THE DEVELOPMENT OF SUCCESSFUL COMMUNICATION CAMPAIGNS

Author: *Elizabete Lazda*

Scientific research supervisor: *Dr. sc. admin. Romāns Putāns*

Rīga Stradiņš University, Latvia

Keywords. Behavioral economics, communication campaigns, success, principles.

Objectives. The paper is done to find out the influence of usage of the main principles of behavioral economics (BE) on success of the campaign – to evaluate, whether they have any impact, and to find out, which principles are defining the success the most. The current situation in Latvia is researched as well and proposals for improvement are made.

Materials and methods. The author analyzes theoretical materials on BE and communication campaigns, and elaborates principles that can be applied to the specifics of communication campaigns. Interviews with experts in the field of communication, marketing and BE are conducted to study and describe the current situation in Latvia.

Monographic method, content analysis, case studies, expert interviews, construction and modelling are used.

Results. Latvian communication campaigns have shown the application of the BE principles, which is also confirmed by the experts interviewed, however there is insufficient theoretical knowledge, as application of the principles is mainly based on feelings and previous experience. Case studies prove that the usage of BE principles have an impact on the success of communication campaigns. However, the usage of the same principle may vary due to the specifics of each campaign.

The author develops a model for the application of the BE principles in order to ensure the greatest possible success of a communication campaign.

Conclusion. The main conclusions of the paper show - the usage of BE principles (uncertainty; bounded rationality; time factor; overrating; self-confidence and egocentricity) is helpful for developing a successful communication campaign. Although the principles are often used during the campaign development and implementation processes in Latvia, theoretical knowledge about BE needs to be improved.

A thorough and constant evaluation of the target audience for each campaign is needed in order to choose the most successful principle(-s).

DEVELOPMENT OF MEDIA LITERACY AND IT'S DETERMINING FACTORS AMONGST BLIND AND PARTIALLY SIGHTED USERS

Author: *Marina Latiševa*

Scientific research supervisor: Assist. Prof. *Agita Lūse*

Rīga Stradiņš University, Latvia

Keywords. Media, media literacy, people with visual impairments, information technology among blind and partially sighted people.

Objectives. Research work aims to evaluate the ways and opportunities of media literacy improvement for blind and partially sighted users, taking into account the specificity of the target audience. Therefore it is important to clarify the following thematic issues: (1) Internet usage: frequency, devices and locations; (2) online activities; (3) self-assessment of Internet skills and understanding of risks on the Internet; (4) use of social portals; (5) understanding of the news, the media used to obtain it, understanding disinformation; (6) understanding the basic principles of media activity.

Materials and methods. The research method used are semi-structured interviews with experts and blind and partially sighted users. The following guidelines were developed before the interview: self-assessment of Internet usage skills for the blind and partially sighted users, whereas for experts they were about what kind of formats, tools and methods in the development of media literacy would be appropriate for the blind and partially sighted users.

Results. The Society for Disabled People and their Friends "Apeirons" has elaborated an informative material "Improving accessibility of computers for people with disabilities". What is more, reading groups with easily accessible magnifying glass for text and image enhancement, a Braille typewriter-printer and special screen and text reading programs are being organised in the National Library of Latvia in cooperation with the Riga Partially Sighted and Blind Society "Redzi mani".

Conclusion. In spite of the fact that media literacy is topical for all, the development of media literacy of blind and partially sighted users is not being paid attention to in Latvia.

CURED FROM CANCER. SERIES OF DIGITAL STORIES ABOUT EXPERIENCE OF ONCOLOGY PATIENTS

Author: *Ieva Janelsiņa*

Scientific research supervisor: Assist. Prof. *Agita Lūse*

Rīga Stradiņš University, Latvia

Objectives. When cancer is cured, very often, emotional scars still remain. Physical and cognitive activity is disrupted. Such consequences are often more difficult to overcome than the cancer itself, according to the study made by professors from the University of Calabria. Scientist and doctor Sergei Kuznetsovis is sure, that only by talking about seriousness of cancer and hearing inspiring success stories, oncology patients can start their fight against this disease. Although in the United States and many other countries digital story telling is developing, in Latvia it is not common. I believe that story, which has been expanded with video, audio and photo materials, is easier to perceive and it makes more significant impulse on the recipient. The aim of this work is to find out what helped oncology patients to beat the cancer and how they cope with the consequences of the disease in their daily life, by creating series of digital stories.

Materials and methods. There will be theoretical base, which will consist of summarizing literature on digital story-telling and creation, theoretical base regarding included theories, medical and psychological literature, which will give better understanding of oncological patients. With help of social networks, oncological patients will be found, who have overcome the disease. There will be partially structured interviews, using the method, where interviewees are not only verbally speaking but also drawing and making collages. Interviews will be assembled in order to create readable and comprehensible stories.

Results. Raised hypothesis is that most often oncology patients mention their family members and medical staff as the main source of power as the reason, which has helped to overcome the disease.

"MAIGAIS SUNS" – SHORT DOCUMENTARY ABOUT A DOG THERAPY ORGANISATION IN LATVIA

Author: *Arta Runvalde*

Scientific research supervisor: *Mg. sc. soc., Lect. Normunds Kozlovs*

Rīga Stradiņš University, Latvia

Keywords. Documentary, dog therapy, filmmaking; audio-visual art, biopolitics.

Objectives. The objective of this bachelor's thesis is to create a short poetic documentary film about a dog therapy organisation from Latvia. The organisation has trained and certified its dogs to be therapists and every week they go to nursing homes, orphanages and crisis centres all around Latvia just to give some joy to the inhabitants of these institutions. "Maigais suns" or "Gentle dog" don't ask for any money in return for what they do.

Materials and methods. In order to create this documentary, theory about documentary films and audio-visual culture will be reviewed.

Another topic that will be looked into is biopolitics and biopower, as well as other governmental problems due to which people live in institutions, not in society, and volunteers have to help these people feel like people again.

Also, legal aspects will be reviewed as filming children and sick people that live under the supervision of government might be problematic.

Results. As a result, a script and a short documentary will be created. It will have to attract the attention of all the viewers as well as make them think about the issues depicted in this documentary.

Conclusion. This short documentary film and the research done in order to create it will help "Maigais suns" to tell their story, make the audience think about the ways they could help fix the problems in our society and maybe even make them act – even if it is financial support and donations to the dog therapy organisation.

LATVIAN AUDI AND BMW CAR DEALERSHIP WEBSITE CONTENT EXPECTATIONS AND INFORMATIONAL NEEDS FROM CUSTOMER PERSPECTIVE

Author: *Mareks Reveliņš*

Scientific research supervisor: *Mg. sc. soc., Lect. Ruta Siliņa*

Rīga Stradiņš University, Latvia

Objectives. Car dealership websites, such as any other business websites, are usually made by their specific understanding of their client segment needs and their understanding of what might be the content needs and expectations from their websites for both those clients who seek to repair their cars at the dealership as well as those clients who are looking for a new car, but not always the car dealership interpretation of their client website content and informational needs might be true to the real expectations. In addition, due to the suggestion of the Competition Commission of the Republic of Latvia and the decision of the Road Traffic Safety Directorate to open the market of car safety technical inspection for car service facilities by 2023, the demand of both potential and existing customers for information on technical inspection and other services could increase considerably, thus possibly also increasing the need for proper website content and information for other services and offers. The goal of this research is to find out and compare if Latvia's Audi and BMW car dealership interpretations of their customer segment needs and expectations from their provided website content match the true expectations of their customers by, once the research has been concluded, putting these two aspects against each other.

Materials and methods. The study will be based on a combination of both quantitative and qualitative methodology. An individual interview will be used for the first part of the study. Partially structured interview guidelines will be developed for the interview. The interview will be made with representatives of the Latvian Audi and BMW dealerships to find out the opinion and their views (or aforementioned "interpretation") of their customer informational needs and expectations of their websites. The second part of the research will be based on a survey. The tool will be a semi-structured digital and paper-based questionnaire. With the help of the questionnaire, the real and true informational needs of Audi and BMW customers will be clarified and noted.

GENRE FEATURES IN LATVIAN FEATURE FILMS FROM 2017 TO 2018

Author: *Madara Nagle*

Scientific research supervisor: *Dr. art., Lect. Dita Rietuma*

Rīga Stradiņš University, Latvia

Keywords. Filmmaking, mixed genres, content analysis, coding frame, visual features, narrative features, sub-genre.

Objectives. Nowadays, a great variety of genres can be observed, overlapping genres that create confusion when choosing movies. Often, looking at the latest film, one can see the belonging of one genre to it, but by studying deeper and watching the film itself, there are many different genre features that can ultimately be attributed to several genres. Latvian cinema offers more and more diverse films to suit different audiences, so it can also be observed that the audience of films and people's interest in the latest films has increased. The aim is to analyse the literature corresponding to the particular work topic in the theoretical part and to use it for the research. The purpose of the work research part is to specify the belonging of each film to one of the genres, understanding the appropriateness of the features of the film in the features of the genre, as well as to find out the typical features of the particular genre shown in all the films, and to find out the genres of each film in one or the other. multiple genres based on specific genre selections.

Materials and methods. In the research part of the work author would mostly use the content analysis - written and visual materials. The rationale behind the written material is that information will be obtained from various sources - books, magazines, etc., to define the characteristics of genre theories and ideas as well as genre. Visual materials will be used more to analyse the visual features of the drama genre, which can be obtained not only from written evidence but also from viewing and analysing specific films. Movies are selected according to the following characteristics: audience, looking at the audience of at least 50,000 each film; the film was released in 2017 or 2018; the film has been released and admitted to Latvia. Study group consists of following movies: "Grandfather more dangerous than a computer" (director Varis Brasla) and films made in 2018 - "Bille" by Inara Kolmane, "Paradise '89" by Madaras Dišlere, "Homo Novus" by Anna Viduleja, "Father's Night" by David Simon, "Criminal Excellence Fund" by Oskar Rupenheit, Aigars Graube's "Nameja Ring".

Results. It is expected that selected films offer a wide and varied use of genres, attributing each film to at least 2 genres.

Conclusion. The review of genre theory will also make it possible to better access which direction the genre is currently going on in Latvia. This research would certainly be more relevant for the industry, who more thoroughly assesses the genre of each film, but the results of the study could be interesting for everyone, revealing the deepest qualities of the films, based on belonging to the genre, comparing one movie with another, etc.

KULDIGA'S PREFERRED, PERCEIVED AND MEDIA IMAGE ANALYSIS TO ACHIEVE STRATEGIC GOALS FROM 2015 TO 2017

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Keywords. Preferred image, perceived image, media image, strategic goals, Kuldiga, government, integrity.

Objectives. Find out what the local government wants to see about the image of the city of Kuldiga, the target groups defined, the image of national and regional media. And to evaluate the integrity of the emerging images.

Materials and methods. Interviews would clarify more accurate and clear information about the current situation in a given time frame. Interviews would be carried out with a city government representative to find out the city image they want, as well as with the media to find out their views. Content analysis would be performed to investigate media publications that include the name of Kuldiga city (2015–2017) and what is the reflection of the city image. Questionnaire would be used to gain a wider insight into the perception of the city by the public. The questionnaire would be spreaded among city residents in different age groups, guests (tourists) and entrepreneurs who have made their own businesses in Kuldiga region.

Results. The desired image is strategically designed to develop the city's economic, social and functional levels. The desired image is created for a long-term process so that during this period it would also be possible to include larger and larger tasks. The perceived image is not perceived by the municipality. City visitors (tourists) are perceived as the primary target audience rather than city dwellers. The perception of the city population, tourists and businessmen is very different, highlighting the major shortcomings of each target group in the municipality. In the media environment, the name of the city of Kuldiga is mentioned not only by positive events, but also by the name of the city in a negative atmosphere. The information published by regional and national media is different, with the possibility of relying on the amount of incoming news, regional media more often express events related to the city of Kuldiga.

Conclusions. In the media environment, most of the information about the event is published based on the gatekeeping theory. According to the representatives of the municipality, all target groups are involved in Kuldiga's life and their needs are met. There are big differences between the desired and perceived image, the perception of the image is more focused on the development of tourism and less on the increase of the number of urban enthusiasts and economic development, the well-being of entrepreneurs. Kuldiga City Municipality works very much on the recognition strategy to attract tourists, but it reduces the sense of well-being of local entrepreneurs, as well as the desire to develop in Kuldiga region. The integrity of the image in the media environment is not observed. In other words, the image of the city of Kuldīga is also associated with the image of Kuldiga region and only rarely are they distinguished.

THE CORRUPTION PREVENTION AND COMBATING BUREAU (KNAB) REPUTATION IN SOCIETY, MASS MEDIA AND POLITICIANS VALUATION 2011–2018. ANALYSIS OF REPUTATION FACTORS

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Keywords. Reputation, reputation factors, Reputation Quotient model, stakeholders

Objectives. The aim of the study was to find out what kind of reputation KNAB had 2011–2016, and what kind it was 2017–2018, using the Reputation Quotient model, which is designed to understand how the organization is perceived by its stakeholders. The required data for the RQ model will be obtained through secondary data analysis, media monitoring / content analysis and in-depth interviews.

Materials and methods. In this study is planned to use a mixed research methodology.

1. Reputation Quotient model – will be used to measure KNAB reputation during two periods.
2. Secondary data analysis – will serve as an independent assessment.
3. Media monitoring/ Content analysis – will be used to determine the reputation of KNAB in the mass media. Received data is planned to use for in-depth interviews with journalists.
4. In-depth interviews with journalists – will be used to determine the reputation of KNAB in the mass media from two sides.
5. In-depth interviews with KNAB employees – will be used to collect data about KNAB reputation.

Results. Expected results, using RQ model, are KNAB has increased its reputation in the 2017–2018 period compared with 2011–2016. Results will show what reputation factors influence the KNAB reputation and how stakeholders evaluate it. For example, if Director of KNAB has been changed.

Conclusion. Reputation and reputation factors change by time, stakeholders' personal values etc. Organization with a good reputation and support of the society is able to prove its value in achieving stakeholders' favour, as well as the ability to protect themselves from the reorganization.

THE ASSOCIATION'S CSDD SOCIAL CAMPAIGN "GET OUT OF THE PHONE" FACEBOOK SOCIAL MEDIA COMMUNICATION AND AUDIENCE RESPONSE ANALYSIS

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Keywords. Audience, social media communication, comments, social campaign, road safety.

Objectives. Since the amount of information on social media is rapidly increasing, so is the social media user's fear of missing out on it. Not giving into that fear makes the audience members constantly follow the newest information by using mobile device. Most frequently the activity of checking up on our social media is secondary, meaning the primary occupation at that same moment is a different activity, for example driving a vehicle. Referring to the association's CSDD study, more than 70% of drivers use their mobile devices while driving on a daily basis. While being concerned about society's safety on roads, Road Traffic Safety Directorate (CSDD) has created a social campaign "Get out of the phone" to warn drivers about the potential consequences of using mobile device while driving. Facebook is one of the leading social media platforms in the world. The most common way of expressing opinion is to share it in the comments section of the specific content post. Association's CSDD social campaign's audience communication is going to be analysed on Facebook for the reason of platform's fast communication possibility. It is going to allow to study not only campaign and its content but also the response of the audience. The study was to investigate and evaluate if and how the audience responds and discusses the association's CSDD social campaign "Get out of the phone" on social media platform Facebook. Keywords: audience, social media communication, comments, social campaign, road safety.

Materials and methods. For analyzing the selected records and comments, both quantitative and qualitative concessioning methods will be used. Encoding tables will be developed to record entry content, audience response, and position to record content and language usage in comments.

Expected results. The expected results in this study are the audience's unserious attitude towards advertising content because of the way the main message is portrayed. Some part of the audience may view the campaign as comedy and miss out on the seriousness of the message.

Conclusions. (1) The study will be based on two major literary theories - the primary theory on which the study is based is the theory of media uses and gratifications, which explains the audience's desire to use certain media on selected topics. Secondary theory is an audience-and-participation culture theory that explains an audience's willingness to share views and impress on what they see. This theory will base the investigational comments and discussions (2) This topic is up to date because society's safety is always a topic of concern that should be discussed and improved. Therefore, it is important to study effectiveness of the campaign towards the audience and collect data in public views about road safety. (3) If the expected results are confirmed, it will be clear that the next CSDD promotional campaign should be shaped in a different and less comic style.

LATVIAN MEDICAL SERVICES EXPORT PROMOTION COMMUNICATION ANALYSIS IN THREE MEDICAL INSTITUTIONS - LATVIAN CENTER FOR PLASTIC, RECONSTRUCTIVE AND MICROSURGERY, SIGULDA HOSPITAL AND DR. IN PRIVATE PRACTICE OF JĀNIS ĢĪLIS FROM YEAR 2015 TO 2018

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Keywords. Health communication, export, practice of promotion, surgical manipulation, marketing communication in healthcare institutions, medical institution marketing strategy.

Objectives. The number of foreign patients in medical institutions is rapidly increasing, which requires special attention in the process. Modern technology facilitates the communication process and allows much easier ways to reach the target audience. It is important to understand how to use these channels and how to work with the target audience in medical institutions. Most often, medical service providers prefer to make communication face-to-face, believing that digital communication creates more complications during the communication process than benefits. The aim is to identify the key components of communication that each institution guides in communicating with the foreign patient audience in the digital environment.

Materials and methods. (1) Qualitative research methodology; (2) semi-structured interviews with communication professionals who creates communication strategies for healthcare industry; (3) the content analysis of social media and healthcare organizations home pages will be carried out to help analyze communication with patients through channels, comparing the advantages and disadvantages of the main communication of each medical institution; (4) case study.

Expected results. (1) Model of excellent digital communication in healthcare organizations; (2) interviews with healthcare industry communication professionals, the main tools which guides the idea of successful communication with the target audience; (3) analysis of three medical organizations communication platforms with foreign audience- main focus from each perspective, advantages and disadvantages; (4) collected and analyzed obtained data; (5) methodological recommendations for improving communication.

Conclusion. Communication in the healthcare organizations between patient and doctor is really important, so we need to pay attention to make process more successful. The main suggestion for each of the medical service organizations would be to develop a communication strategy with a foreign audience.

ORGANIC AND SPONSORED CONTENT ANALYSIS OF 9 LATVIAN INFLUENCERS INSTAGRAM ACCOUNTS FROM 2015 UNTIL 2018

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Objectives. The aims of the study were:

1. To gather and analyse academic literature about influencer marketing, influencer ethics and specifics of social media in Latvia, while integrating the diffusion of innovation theory.
2. To analyse Instagram visual and written content of 9 Latvian influencers, using the method of content analysis.
3. To conduct 9 in-depth interviews with Latvian Instagram influencers, whose Instagram posts had been analysed in the content analysis.
4. To compile the obtained data using thematical codes and analyse results by interpreting data and highlighting the interconnections between the data obtained through content analysis and in-depth interviews.
5. To carry out conclusions and proposals considering obtained results.

Materials and methods.

Several methods will be used in the study. Using a sampling method (quota sampling) – participants will be chosen from “Influencer index” by Golin in which all influencers are divided into three categories by follower count (mikro, medium, makro). 3 participants will be chosen from each category, 9 Latvian Instagram influencers in total. Two research methods will be employed:

1. Content analysis – this method will be used to understand the share of organic and sponsored posts by Latvian Instagram influencers in a span of four years. 9 influencers Instagram post from 2015 until 2018 will be analysed to better understand the use of their platform.
2. In-depth interview – 9 Latvian Instagram influencers, whose posts had been analysed in the content analysis, will be interviewed to better understand their own perspective on share of organic and sponsored posts. Through these in-depth interviews there will be a better understanding about Latvian Instagram influencers ethics regarding putting out information for their followers about sponsored posts.

Results.

1. There may or may not be a larger share of sponsored posts by Latvian Instagram influencers.
2. In the span of four years Latvian Instagram influencer’s share of sponsored post has grown.
3. Latvian Instagram influencers may not always put out the information about the post being sponsored.
4. Latvian Instagram influencers may not think it is obligatory to inform their followers about the post being sponsored.

5. Latvian Instagram influencers may think that by informing their followers about the post being sponsored, there will be lesser chance of profit for the brand.

Conclusion.

1. In the span of four years Latvian Instagram influencers share of sponsored posts has increasingly grown, which could be related to the growing popularity of influencer marketing.
2. As Latvian Instagram influencers do not always put out the information about posts being sponsored, followers perceive the product opinion or review as influencers only, but in the reality, there is a third party involved, whose interest is to sell the product.
3. Influencers are valuable for brands, because of the unique relationship and trust between the influencer and their followers and by breaking this trust, influencers are no longer effective channel for product promotion.
4. Influencers mislead their followers by not including the information about the post being sponsored, which is an unethical practise. This can be prevented by creating united ethics guidelines for Latvian Instagram influencers, e.g., through Latvia's Blogger and Influencer Association.

SHORTFILM ABOUT "ZERO WASTE" LIFESTYLE

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Objectives. There are two objectives.

1. To make a short film about "zero waste" lifestyle.
2. Inform and educate people about ways how to reduce plastic use.

Materials and methods. For theory, I will analyze literature about documental film making from stylistics and technical sides. After that will look at zero waste lifestyle, reasons it has developed and ways how people support it.

While analyzing literature it is really important to find information about ways how to draw attention from people, especially Latvians who are not interested in environmental problems or think that in Latvia there are no such problems.

In short, a film will be used different filming techniques- stop motion animation, interviews with a static camera, following with moving camera, panorama and other.

Results. 15 minutes long explanatory type short film which is published in Atrium.lv (waste.lv) and in social media sites (Facebook, Instagram). The intended audience reaches about 10 000 people in the age group 13 - 55.

Conclusion. It could be hard for Latvians to understand that Latvia is not so "green" how media is making us believe it. Most important is to draw attention and show new ways how to help the environment.

ANALYSIS OF COMPANY'S NETFLIX MOST POPULAR AUDIOVISUAL CONTENT OF 2018

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Keywords. Netflix, audio-visual content, genre, stylistics, themes.

Objectives. Netflix is a content streaming company that offers immediate access to thousands of movies and TV shows. It is possible that in near future Netflix is going to become the no. 1 choice for consuming audio-visual content daily everywhere – 2018 research concluded that this already is the case in the USA.

Netflix has barely ever officially revealed any statistics. Although for the past two years Netflix has come out with official press releases. These can be used for research purposes and can be a great start of understanding what audio-visual content needs to have for Netflix user to want to consume it. Aim is to determine the distinctive genre, stylistic and thematic attributes of Netflix's most popular audio-visual content of 2018 and to compile information about: Netflix and video on demand platforms; genres, stylistics and themes of audio-visual content; principles of qualitative content analysis, and to create research categories and carry out the research.

Materials and methods. To attain the goal researcher will use qualitative content analysis. This method allows to report the research findings in a descriptive and structured way that is easily comprehensible. Analysis material: 10 Netflix original TV shows and 3 Netflix original movies that have been listed in the 2018 press release.

Expected results. It is expected to attain the aim – this way finding a deeper understanding of what kind of content Netflix users find exciting and worth watching.

Conclusion. The research results are going to give an insight of what is currently actual in entertainment industry and are going to be useful for existing and future content creators.

SERIES OF ARTICLES BASED ON PERSONAL EXPERIENCE FOR BOOKAZINE "I'MPERFEKT"

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Keywords. Description as a journalistic genre, descriptions of personal experience, new printed media formats, bookazine, innovative solutions and genres of the printed press in 21st century, journal journalism

Objectives. The aim was to create a series of articles for the "I'mperfekt" journal (bookazine) based on author's experience and thoughts on the future, broken down into four categories: careers, relationships, parenting and maintaining the balance of the internal world.

Materials and methods. Changing public reading habits, including tools, types and instruments, lead to a decline in the popularity of printed media, leading to innovative solutions and new printed media formats. One of the most popular formats recently among printed media is a bookazine that, despite the expansion of digital, continues to develop, which means, however, that there are separate themes and genres that the public still choose to read in a printed format.

Working on these articles author will create a theoretical base consisting of descriptions and solutions of various innovative printed media formats, including reading theory and trends in the 21 st century. Collect a theory on journal journalism, including in particular women's and lifestyle journals. The theory of collecting information, of descriptions as a journalistic genre and descriptions of personal experience, including professional ethics issues.

Add studies on printed media in the 21 st century to the theoretical base, collect information on what the public chooses to read in printed form and what is digital.

Results. Created a series of articles for the "I'mperfekt" journal (bookazine) based on author's experience and thoughts on the future, broken down into four categories: careers, relationships, parenting and changing the balance of the internal world.

This topic is important for every young person at the time, the university is being graduated, and it is a little debated and sensitive subject, because there is a great deal of ignorance and fear about the future at this age.

A series of articles are written in accordance with the specific journal format and the patterns of the 21 st century writing.

COMPARISON OF CONTENT AND AUDIENCE PERCEPTION OF "I'MPERFEKT" AND "IR BRĪVDIENAS" MAGAZINES

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Keywords. Audience, content analysis, magazines, uses and gratifications theory.

Objectives. Latvian residents are active readers of magazines, despite the fact that the Internet has evolved and many things can be read in it. In Latvia, the most widely available magazines for the female audience about lifestyle. Therefore the question is - who attracts audience in these magazines? Find out the key content elements of magazines "I'mperfekt" and "IR Brīvdienas", and find out the reader's interests and attitudes towards the content of magazines. Also compare the content of both magazines and audience perception.

Materials and methods. Quantitative content analysis will help to compare the contents of the magazines "I'mperfekt" and "IR Brīvdienas". Qualitative focus groups discussions with the audience of each magazine.

Results. Analyzed theoretical literature and theory, analyzed elements of magazine content, analyzed focus group discussions with readers of both magazines, understand how the audience perceives the content.

FEMINISM AND CAMPAIGN "ME TOO" REPRESENTATION AND ANALYSIS OF AUDIENCE IN INTERNET SITES DELFI.LV, SATORI AND LSM.LV

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Keywords. Feminism, me too, audience, sexual abuse, gender equality, women rights.

Objectives. Sexual abuse is a very common thing in our society and it gets even serious with every day. I am going to analyse how the campaign "Me Too" which is made against sexual abuse progresses throughout two years since it was made. Also, I am going to analyse feminism as the campaign "Me Too" is connected to feminism as a new way of dealing with gender problems. Objective number one of this project is to find out how internet media Delfi.lv, Satori and Lsm.lv represents feminism and campaign "Me Too" in their publications.

The second objective is to find out how the audience of these media reacts to feminism.

Materials and methods. Methods are quantitative and qualitative content analysis. Qualitative analysis for the publications of media, quantitative - for the audience analysis.

Results. Understanding of how media and audience feels about feminism and if the communication between the two is making any problems in the feminism case.

FACT AND OPINION BASED INTERVIEW SERIES - CENTENARY CINEMA AND LITERATURE ANALYSIS FROM PSYCHOLOGY AND PSYCHOANALYSIS PERSPECTIVE

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Objectives. The aim was to prepare five series of interview pieces about Latvian centenary cinema movies and literature while analyzing them from psychology and psychoanalysis perspective.

Materials and methods. Definition of creative work: Centenary films and literature will be analysed using original information sources, holding interviews with creative authors of films and literature, actors, directors and psychologists.

Interviewed people will explain and interpret as well as analyse these pieces. Analysis will be done only for the newest Latvian centenary dedicated movies and books. (Latvia's movies for Latvia's centenary./ Us.Latvia, XX century.). From these interviews we will get out five characteristic lines of content and imagery tough Latvian mothers and their raised children, silent heroes, ambitions and not giving up, utopia, boundaries of living life. Create a theoretical material about selected topics: cultural journalism, art and therapy, psychology, psychology magazines, interviews in magazines, journalism in magazines, centenary culture support program, centenary movies and literature.

Results. Five series of interview pieces about Latvian centenary cinema movies and literature while analyzing them from psychology and psychoanalysis perspective.

POLITICAL SCIENCE, INTERNATIONAL RELATIONS

AUSTRALIAN STRATEGY REGARDING PEOPLE'S REPUBLIC OF CHINA'S RISE OF POWER

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Keywords. Australia, People's Republic of China (PRC), power, security, strategy.

Objectives. PRC's increase of capabilities is shifting the regional balance of power and creating regional and global tensions. Australia, a secondary power in the region, is interested in preserving the status quo as PRC's power rise and assertive actions threaten Australia's security which is highly related to the United States of America's (USA) presence in the Asian hemisphere. The aim of the study was to Analyse Australia's strategy regarding PRC's rise of power.

Materials and Methods. The author has chosen to use the qualitative document analysis method. The empirical part will consist of the analysis of official Australian documents, primarily the 2016 Defence and 2017 Foreign Policy White Papers.

Results. When comparing the economic and military capabilities of Australia and PRC, the Chinese dominance is evident as PRC's economy in 2017 was more than 9 times the size of Australia's economy, and PRC's defence spending was around 8 times bigger than Australia's. This in combination with PRC's aggressive actions in the regional seas creates a security threat for Australia. Thus, Australia plans to advance its military capabilities as it is not capable to counter PRC's influence in the region. The defence strategy determines maritime security as the primary area of concern, thus aiming to increase the navy and aviation's budget and capabilities. Moreover, Australia maintains a close relationship with the USA and regional players who enjoy Australia's investments in their national defence. Many of these regional actors are PRC's opponents in maritime disputes.

Conclusions. As Australia's security is dependent on the regional balance of power, Australia is interested in strategic cooperation with partners to balance PRC's growing power in the region.

CHINA'S POSITION ON U.S. FOREIGN POLICY REGARDING NORTH KOREA'S NUCLEAR PROGRAM, 2017–2018

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Keywords. China, North Korea, United States, hegemon, nuclear capabilities, security interests.

Objectives. Since the Second World War U.S. has been present balancing power in Asia Pacific region to prevent rise of a new potential hegemon there. Only in the recent decades China has been on it's rise to become potential regional hegemon. Recent development of North Korea's intercontinental ballistic missiles has not only extended threats to U.S. mainland, but also linked Chinese and U.S. security interests more directly. Offensive realism theory created by John Mearsheimer is used in a research as a tool to analyze above mentioned topic. The aim is to characterize China's position on U.S. foreign policy regarding North Korea's nuclear program, 2017. – 2018. It is important to analyze, whether China's position in this topic has been influenced by hegemonic drive.

Materials and methods. Intergovernmental declarations on North Korea's nuclear program, announcements from U.S., China's government officials, state's foreign, defense offices and media centers, are used as primary sources. Qualitative text analysis is used is the research.

Results. China's formal position on North Korean nuclear weapons program has not been publicly supportive, although, it has not been negative enough to practically prevent this process. China has not claimed it's aspiration for power in the region by inviting United States to open conflict yet, however, China's insufficient and neglecting policy on North Korean nuclear capabilities has indirectly promoted regional circumstances that can benefit China's potential to become regional hegemon in a peaceful way.

Conclusion. Eventually, North Korean nuclear capabilities can be used by China as a bargaining tool to reduce United States presence in Korean peninsula and Asia Pacific region in order to gain regional hegemony.

MODELS OF GOVERNMENT FORMATION AFTER THE 6th SAEIMA (PARLIAMENT) ELECTIONS

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Keywords. Saeima (parliament), government, prime minister, election, political parties.

Introduction. At the time of government formation following the 13th Saeima elections, several political scientists refer to the difficulties in forming the government, which were already observed after the 6th Saeima elections on September 30 and October 1, 1995 throughout Latvia. The election resulted in 9 political forces entering parliament, including several new, which created fragmentation, instability and "red" lines between parties.

Aim. The aim of the work is to analyze the models of government formation after the 6th Saeima elections.

Materials and methods. The work is based on theoretical literature that explains the formation of the government (coalition formation theory). As a research method is used a qualitative research method - document analysis. The analytical basis of the research is formed by the printed periodicals, which were produced in the half-year period from June 1995, when the parties launched an active election campaign, until the end of the year when the new government was approved by parliament. The study is complemented by interviews with individuals involved in government-building after the 6th Saeima elections.

Results. The power party "Latvian Way" (Latvijas ceļš) lost its decisive role in the emergence of several new (populist) parties that declared themselves as an alternative to existing power parties. Several elected parties received a similar number of votes, which determined problems in the process of government formation. The fragmentation of parliament and the similar positions of the parties (from the number of members for the first time and for the last time) prevented the establishment of the government. Following the non-approval of the two prime minister candidates and the failure of the government-building process, the non-party prime minister Andris Šķēle was approved as a compromise.

Conclusion. Fragmented parliament with several parties with the same number of votes in Latvia creates a parliamentary crisis. The parties were unable to find a compromise and build a stable government.

CYBER-ATTACKS AS FOREIGN POLICY INSTRUMENT OF RUSSIA

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Keywords. Russia. Cyber-attacks. Foreign policy.

Objectives. Cyber-attacks in general has been a rising topic in media and in public discussions. Russia has been one of the most often-named actor to which many cyberattacks have been attributed. One of the recent cases would be October 2018, when The United Kingdom released a report that listed cyber-attacks supported or made by Russia. Therefore, the focus of this research is to analyze what kind of aims these cyber-attacks represent and support in foreign policy of Russia. The aim was to analyze cyber-attack usage as foreign policy instrument of foreign policy of Russia.

Materials and methods. Materials and Methods: The main method used in this research will be document analysis. Key documents that will be included will be Russian foreign policy documents and researches about cyber-attacks that are attributed to Russia.

Results. The provisional results state that cyber-attacks help Russia achieve political aims or they are used as a punishment for target countries political actions. The aims to gain information or cyber-attacks that support military actions are also noticeable.

Conclusion. The provisional conclusion is that while most attributed cyber-attacks could be connected to or directly influenced political aims of Russia, there also are attacks that help achieve military action or just gather information. The most noticeable aims of these attacks would be political objectives and punishment for political actions. The main reason why such method is used would be that cyber-attacks allow Russia to establish its sphere of influence and power without having to deal with prominent consequences. The problem with proving the origin of cyber-attacks is a factor that lessens the consequences of using such methods.

CANADA AND RUSSIA IN THE ARCTIC: THE ROLE OF VALUES AND INTERESTS

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Keywords. Canada, Russia, Arctic.

Objectives. As the melting ice caps are making the hydrocarbon-rich Arctic more accessible, the disputes regarding territories, natural resources, and shipping routes have the potential to turn into a high-stakes international conflict. Canada and Russia, combinedly owning around 75 % of the Arctic, both view the Arctic territories as a part of their sovereignties and aim to protect the contested geopolitical area with peaceful and potentially military means. The aim of the study is to analyse the policies of Canada and Russia in the Arctic region.

Materials and Methods. The method used in this research will be qualitative textual analysis. The key materials will include the Arctic strategy documents of Canada and Russia.

Results. The provisional results demonstrate that although both biggest Arctic countries have stated their willingness to cooperate in the region, their actions often contrast as Canadians tend to realise a softer Arctic policy than their Russian counterparts. Russian policy underlines commercializing the region in terms of both natural resources and shipping routes in combination with a military presence ready to defend Russian interests. The Canadian policy is less assertive, correlating to its inferior military capabilities to Russia. Moreover, in its Arctic approach, Canada largely focuses on societal topics, especially the indigenous people, linking its Arctic sovereignty concept to the Canadian northern heritage and identity.

Conclusion. The provisory conclusion states that while the Russian Arctic policy takes a harder position based on economic advantages and military power projection, the Canadian Arctic policy is principally rooted in their notion of identity. Russia's military capabilities and extensive Arctic militarization constitute its dominant role in the Arctic affairs, leaving Canada to be the secondary power. The future of the Arctic will be rooted between cooperation and unilateralism and will attract new players to the region, thus creating a spillover from the North to other regions.

IMPACT OF INTERNATIONAL SOCIALIZATION ON POLITICAL PARTY SINN FÉIN'S VIEW ON THE NORTHERN IRELAND PEACE PROCESS

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Keywords. International socialization, Sinn Féin, Northern Ireland, The Good Friday Agreement

Objectives. For decades, the international order has faced a lot of confrontations where the involvement of third party actors had to be invoked. The last days of "The Troubles" were markedly influenced by third party intervention. The conflict in Northern Ireland, (1968–1998), arose out of the border division between Northern Ireland and Ireland, where Catholics and Protestants fought for political power, recognition and representation. One of the most influential political party *Sinn Féin* that is active across the whole Island of Ireland, has made a lot of influential actions towards the Northern Ireland conflict. "The Good Friday Agreement" that was signed in 1998 ended the bloody battles that left instability in Northern Ireland and created uncertainty in the relations between Northern Ireland, Ireland and the United Kingdom. After the conflict, the EU became an important actor in supporting the peace process in Northern Ireland with projects and funding that has had an important impact in the region up today. Brexit has once again raised concerns about the future of the Northern Irish border, highlighting the topicality and continuing relevance of the chosen topic.

The aim is to analyse how important and influential international socialization has been for Northern Ireland (especially analysing the party *Sinn Féin*) after the Good Friday Agreement. In order to achieve the goals set out in the thesis, document analysis will be used.

Results. International socialization has had an important impact on the Northern Ireland peace process. Especially, participation in the EU has contributed to the emergence of international socialization in Northern Ireland, which has furthered the peace process. However, the analysis will emphasize the different views of international socialization among political actors in Northern Ireland.

LATVIAN PUBLIC DIPLOMACY IN CONTEXT OF THE CENTENARY OF THE STATE

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Keywords. Latvia, public diplomacy, centenary, identity.

Objectives. Latvia, like Estonia, Georgia, Czechoslovakia and other countries of the world, declared their independence in 1918, and all these countries marked the centenary of their independence in 2018. In Latvia, this is a very important celebration, where the celebrations last for several years with a specially designed program. The centenary is an excellent opportunity for the country to advertise itself, attracting the attention of tourists, businessmen and other state leaders, opening up more opportunities for cooperation and partnership, and public diplomacy is one of the best tools for doing that. Small states cannot draw other countries' attention with their economic performance, large military resources or a decisive role in international politics, therefore it is necessary to indicate what are the main directions of Latvian public diplomacy during the centenary, and how the country creates its own identity through public diplomacy. This paper will focus on the centennial events taking place outside the European Union, and this paper will look at the events of 2018 as this was the year when centennial program was the most extensive. Therefore, the main objective of this paper is to analyse Latvian public diplomacy in the countries outside the European Union in the context of the state's centenary.

Materials and methods. The main theory used in this paper is social constructivism which talks about the importance of values, thoughts and ideas and the construction of identity in international relations. Content analysis of the events taking place outside of the EU during the Latvian centenary as well as interviews are used.

Results. Latvian centenary events taking place in the countries outside of the EU are mainly focused on Latvia's culture, traditions and history.

Conclusions. Latvia's centennial international public diplomacy program focuses on highlighting the country's uniqueness.

LAW

HUMAN RIGHTS PROVIDING PROBLEMS IN LATVIAN AND FOREIGN PRISONS

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Keywords. Law, human rights, criminal law, prisons.

Objectives. Using scientific research methods, the aim was to find human rights providing problems in Latvian and foreign prisons, offer solutions.

Materials and methods. Research methods: descriptive method, Synthesis method, deduction and induction method, analyzes method, graphic method. Interpretation methods: Grammatical method, systematic method, historical method, theological method.

Results and conclusions. Many Latvian prisons were investigated, that there are many human rights problems: availability and provision of first needs goods, integrity of the family, bad conditions in prisons, medical and dental access problems, discrimination, violence, torture. Conclusions: Need to improve access to healthcare. Need to improve living conditions in prisons. Improving contact between prisoners, to be free from discrimination and violence. Ensure that standards are in line with global human rights standards.

REAL ESTATE IN UNREGISTERED PARTNERSHIPS

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Keywords. Real estate, unregistered partnerships, joint ownership.

Objectives. Unregistered partnerships are not legally recognized by the Government of Latvia. Therefore all disputes relating to property rights of unregistered partners are settled on the basis of general rules of law. The aim of this research work is to investigate the property rights of unregistered partners and to clarify the problem of the legal framework in cases of alienation, possession and inheritance of real estate.

Materials and Methods. Analytical method – to analyze sources used in work; comparative method – to compare legal rights for unregistered partners in Latvia to the situation in other countries; as well as inductive, deductive methods and scientific methods of legal interpretation, as: 1) literal; 2) historical; 3) teleological; 4) systemic.

Results. Property interests of persons who identify themselves as a family but have not been able or willing to register their partnership in the form of marriage are seriously undermined in the event of the termination of the partnership and the death of one of the partners. The application of general legal provisions in matters of unregistered partnership property disputes infringes the material interests and human rights of the parties concerned, since social and biological links play a key role in the adoption of various legal decisions on common property.

Conclusions. It is concluded that a register of partner property relations, similar to the register of matrimonial property regimes, could enable unregistered partners to legally define their material relationships and whether the property purchased after the commencement of partnership is recognised as joint property in the eyes of third party. It would be necessary to make a number of amendments to the Civil Law, as well as the Law on the Enterprise Register.

ECONOMICS

SOCIAL MARKETING ANALYSIS OF THE STATE BLOOD DONOR CENTRE

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Keywords. Social marketing, public attitude for blood donation, SBDC marketing activities.

Objectives. Nowadays it has become more popular to understand people's life, improve the quality of their life, the vision of future and world attitude around them. So, one of the most important things that need to be understood - how social marketing affects people. Blood donation has always been important, therefore, people should understand, that blood donation can save another person's life, and maybe many people would not be alive now, if donors had not donated their blood. Nowadays, we live in a world where we can change any people attitude to anything, so just need to find the right way how to change it. Furthermore, other main problem that need to be understood is, what has changed in the recent years, about the perception of society's attitude about donation. Thus, social networking has a solution for this, because of the influencers, whose main task is to change the attitude of the society and educate them through social media. In today's society influencers plays an important role, especially in young people's life's who spend their free time by the phone. The aim was to research the social marketing activities of SBDC for changing the attitude of society. In general, the public should support social marketing and the author considers it as a benefit.

Materials and methods. (1) secondary data analysis method - this method is used in the second and third part of the work, to understand the results of SBDC marketing activity analysis; (2) quantitative research method - used in the third part of the work, to evaluate social marketing activities of SBDC; (3) the case study method - in the third part, author analysis social marketing activities of the SBDC specifically in the age period 18-21.

Results. The author chose to analyse how social marketing ads influence the youth auditory. Overall, 110 young people were surveyed, mostly studying in the last grade of high school, as well as university students. 60 or 55 % were females, 50 or 45 % were males. In fact, 65 % of surveyed people answered, that influencers have been the most effective way how to inform young people about blood donation.

Conclusion. SBDC use different marketing campaigns to achieve one of its goals - to provide quality and safe blood components. However, the centre has the task finding new ways to attract more public interest, especially young people interest in donation. For example, they should create video stories, where society can see true stories about people who were helped, so they can live happily in today's environment. Although, Sweden has a great example which could be brought to Latvia where blood donors receive a text message whenever their blood has helped in another people life.

ANALYSIS AND COMPARISON OF THE KEY PERFORMANCE INDICATORS OF THE MAJOR FOOD AND NON-FOOD RETAIL COMPANIES IN LATVIA

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Keywords. Retail, shopping, comparison, effectiveness, consumer satisfaction, shopping hall.

Objectives. According to the data of the Central Statistical Bureau, in the third quarter of 2018, the average monthly gross wage of the population in Latvia exceeded the limit of 1000 euros, indicating an increase in the purchasing power of the population. In addition, the Bureau's 2018 statistics showcase that food retail volumes have also increased compared to the previous reporting period, exacerbating competition among the largest food and non-food retailers in Latvia. The aim is to analyze and compare the key performance indicators of the five largest food and non-food retail companies in Latvia, focusing not only on the financial indicators of companies, but also on the effectiveness of shopping hall and the level of consumer satisfaction.

Materials and methods. The paper analyzes information and data obtained from the publicly available corporate financial statements in Lursoft, the State Land Service of Latvia web portal kadastrs.lv and Maxima Latvia consumer research report for 2018.

Results. In the period from 2012 to 2017, the total sales growth of the five largest food and non-food retailers in Latvia (RIMI, Maxima, Top!, Mego, Elvi) has increased by 32%, exceeding EUR 2.1 billion, while total sales area compared to 2017, in 2018 increased by almost 2%. There are also changes in the level of consumer satisfaction and in the attitudes towards the key performance indicators of shopping hall and brand personality.

Conclusion. As the level of personal income grows, the competition between food and non-food retailers is increasing, with companies focusing not only on increasing the volume of sales income, but also on increasing the sales area and the effectiveness of shopping halls. Similarly, companies are interested in finding out consumer satisfaction and satisfaction levels not only for their brand, but also for brands of competing companies, including retailers who are still planning to operate in the Latvian market.

BUSINESS STRATEGY ANALYSIS IN AN INTERNATIONAL PROFESSIONAL SERVICES ORGANIZATION "X"

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Keywords. Business strategy, strategic management, professional services organizations.

Objectives. Any company's sustainability is based on a clear future vision and well-designed business strategy. Business strategy is one of the company's basic principles that determines profitability and competitiveness of a company. Well-designed business strategy should be as a unique advantage that adds addition value to the goods or services that company is providing with. Companies in Latvia do not have a complete understanding of a business strategy concept and meaning of its function. That can be seen in many different situations such as concentrating on short-term aims, not investing enough money in company's growth and most importantly concentrating on unrealistic, unspecific and even cliché strategies, e.g., "become the national leader in Latvia". For any business, strategy is the key in order for the company to survive in this globalized and fast-paced moving business world. The aim was to identify advantages and disadvantages of company's "X" business strategy in Latvia, based on theoretical concept of business strategy as well as on professional services organization "X" formulated and implemented practical business strategy analysis.

Materials and methods. Author used monographic method for exploring and analyzing theoretical concepts of business strategy. For practical knowledge and understanding of business strategy's formulation and implementation, author used qualitative method - five expert interviews. Comparative analysis method was used to combine both theoretical and practical concepts of business strategy and make conclusions and proposals for business strategy improvement in professional services organization "X".

Results. Strategic aim of the international professional services organization "X" all over the world is cascaded into each office aims that should be reached in the given period of time. It is clear that in order to reach these goals, international company's "X" headquarters are intervening, controlling and helping with differentiated supporting mechanisms. The implementation of business strategy in Latvia is a challenge for company "X" because of the company's inflexibility, lack of strategic decision making and information flow.

Conclusions. Business strategy is a complicated and ambiguous term that can be interpreted according to company's needs and available resources. In professional services organization "X" business strategy is clear, financially measurable, controlled properly and most importantly, concentrating on growth of employee competences that can reinforce motivation, values and organizational culture. However, companies board do not have enough authorities to make strategic decisions, making them less efficient. Furthermore, concentration on financial aims creates a barrier that results in slow information flow and dissatisfied employees who do not have a full understanding of company's business strategy.

DEVELOPMENT OF ADVERTISING STRATEGY FOR COMPANY "DABASSTACIJA" LTD

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Keywords. Advertising strategy, political consumerism.

Objectives. Developing an advertising strategy is one of the most important conditions for a business, because without an effective marketing strategy nowadays, no company can succeed in a long run. "DabasStacija" Ltd. existence is based on the principle of political consumerism and social tendencies, and proper advertising strategy is necessary to keep existing and attract new customers simultaneously maintaining a leading position in the vegan retail sector. The aim of this research is to develop an advertising strategy for "DabasStacija", based on the results of the Internet survey, scientific literature, media and information provided by the owner of the company about previous advertising activity, market situation and future trends.

Materials and methods. Research was conducted to find out whether vegans are aware of vegan products purchase options in specialized stores in Latvia. Methodology chosen for the research - quantitative. Method - survey. Tool - a questionnaire that was distributed through Latvian Facebook groups. 187 respondents were surveyed in total. A content analysis as a research method was used as well to find out the current information of vegan lifestyle in Latvia.

Results. 109 out of 184 respondents chose "DabasStacija" as their favorite store. The main reasons for this are wide assortment, convenient location and affordable prices. 68% of respondents have not or think that they have not seen any advertisements of specialized shops where vegan products can be purchased. 32% of respondents might have seen or saw these ads on social networks such as Facebook and Instagram as well as in leaflets and booklets from exhibitions and festivals.

Conclusion. The most appropriate advertising strategy for "DabasStacija" is based on the available marketing budget - selected advertising channels should not be expensive but effective. After the strategy has been put into practice, the company should conduct a re-survey to determine effectiveness of the strategy.

THE ROLE OF INTERNATIONAL MARKETING IN COMPANY DAB DENTAL LATVIA

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Keywords. International Marketing, B2B, Dab Dental Latvia, effective marketing and strategy.

Objectives. Effective marketing in international markets is one of the factors that affect completeness of companies and national industries. Being aware of the role of marketing and how that affects development of companies in various sectors in Latvia, it is possible to identify the current situation in the Latvian market and understand the impact of international marketing on companies DAB Dental Latvia. The aim of the study is, based on the analysis of theory and expert interviews, research the role of international marketing in the development of enterprises in the period from 2012 to 2017, based on the organization DAB Dental Latvia.

Materials and methods. As this research paper is aimed to understand impact of international marketing, it was decided that the best method was to take a mixed methods approach. This involved the theoretical analysis of international marketing, secondary data analysis, face to face data collection, expert interviews.

Results. DAB Dental is a very well-thought-out marketing and sales company. The company has clearly defined its target audience and knows how to achieve it and the desired result. The author's mind, the development of the company and the marketing activities in the company are very high for the B2B market. The sales people team, which is also actively involved in marketing activities, are specialists in their field who really are in the right place and are able to sell, represent products and build good relationships and communication with customers. DAB Dental Latvia need to develop and exploit the potential of International Marketing, as the greatest success in companies depends directly on sales people and sales promotion activities, rather than on the impact of International Marketing. In authors opinion, B2B segment companies in Latvia find it difficult to adapt the International Marketing Strategy to the company, and there is not enough understanding of how to work with the market using these elements, because the market is more specific and marketing activities are less visually visible, but more strategic and focused on relationship building.

Conclusion. Strengths of DAB Dental are: clearly defined and known target audiences, and successfully developed marketing activities to promote customer loyalty and attract new customers by creating brighter, more influential seminars / trainings, events and developments than competitors cannot do. DAB Dental needs to promote the recognition of the internet website tavamsmaidam.lv and the company's brand recognition in the B2C market, thus expanding the market potential and turnover. DAB Dental Latvia need to develop and exploit the potential of International Marketing, as the greatest success in companies depends directly on sales people and sales promotion activities, rather than on the impact of International Marketing. There are sharp differences between small and large international companies in Latvia. There are companies where managers still do not appreciate marketing opportunities, and there are large multinational companies with a high level of training and marketing at a very high level.

THE IMPACT OF "JYSK" STORE PRODUCT PLACEMENTS ON CONSUMERS' SHOPPING PATTERNS

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Keywords. Product placement, merchandising, impulsive buying.

Objectives. A product placement in stores is a very important factor as it determines a profit company makes. People go to a store for certain goods, but come out with more goods than they had planned. So, one of the goals of product placement or merchandising is to draw consumers' attention to goods that can be purchased impulsively, planning effective placement, combining product placement techniques and tools so that products are easy to find and notice, while using as little time and personnel as possible.

"Jysk" also needs effective product placement so that their customers would make impulsive purchases. It is important because of the competition that has recently emerged.

The aim is to evaluate the impact of "Jysk" store product placement on consumers' shopping pattern based on scientific literature's analysis.

Materials and methods. Theoretical research method includes analyse of scientific literatures of product placement and its effectiveness. The graphical method is used to display "Jysk" store layout and results of the survey in graphics. The quantitative data analysis is used to analyse answers of 74 respondents questioned at "Jysk".

Results. The survey shows that customers mostly plan making purchases in "Jysk" which means that the window shop does not attract attention. Respondents replied that store layout was neat, attractive, but a bit overcrowded, confusing, and that they would like to return next time. When questioned if any unplanned goods were purchased, about half responded positively, while the other half declined, proving that the store do not have an effective placement that would encourage customers to make impulsive purchases.

Conclusion. The store should create an eye - catching window that attracts new customers, effective product placement that encourages impulsive purchase. The store should develop new informative product materials to inform customers about the goods, their locations and benefits.

DEVELOPING A LOYALTY PROGRAM AS A PART OF MARKETING STRATEGY FOR COMPANY'S REMEDICA BRAND BIODERMA

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Keywords. Loyalty, loss of exclusivity, dermocosmetic, loyalty programm.

Objectives. In situation when e-commerce and supply of the market is growing fast, consumers are less loyal to both- the brand and distributor. Company's Remedica brand Bioderma faces previously mentioned problem, which eliminates the exclusivity of the brand in the Latvian market. The aim was to analyze the theoretical aspects of the marketing strategy and develop a loyalty program as an element of the marketing strategy to increase the market share of the company's Remedica brand Bioderma.

Materials and methods. Research paper is based on Latvian and foreign marketing literature sources, marketing scientific articles, as well as video collections covering the topic of marketing and loyalty. Author uses the company's financial data as well as the database and information in the company related to the company's marketing activities. Methods such as the monographic method, statistical data analysis method, document analysis and constructive calculation analysis and questionnaire are used for implementation of research paper.

Results. Bioderma's biggest threat is the entry of other Bioderma distributors in the Latvian market and online stores that can significantly reduce sales. Research shows that the use of plastic cards and the collection of checks for 15% of respondents is cumbersome, while the digitalisation of the loyalty program is attractive for 90% of respondents. In terms of convenience, consumers prefer the choice of applications or mobile versions.

Conclusion. In order to develop a successful loyalty program, it has to be based on the strategy stages as situation analysis, marketing strategy element creation, marketing strategy element implementation, strategy monitoring and review. Financial situation of the company is favorable for the implementation of the loyalty programm. Author suggests to create a loyalty program in the digital environment by collecting the points from purchases in order to get free of charge products.

MOTIVATION OF GENERATION Z EMPLOYEES IN COMPANIES IN LATVIA

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Keywords. Generation Z, employees' motivation.

Objectives. In recent years, companies have increasingly encountered difficulties in motivating and managing their employees. This problem is reinforced by the fact that five different generations are represented among workers, and employers need to take these differences into account for better motivating their employees. The most recent challenge for companies and human resource leaders in Latvia is Generation Z employees- the youngest labour market representatives up to the age of 24. The aim was to define Generation Z motivating factors in order to work out suggestions for company, human resource and direct managers of Generation Z employees in Latvia.

Materials and methods. Scientific literature, literature produced by practitioners and articles from EBSCO Host database were used. A survey of 11 open-ended and 117 closed questions or statements focusing on respondent's personal and professional values, work experience, job satisfaction, motivation factors and expectations of direct managers was developed and conducted to meet the objective of the paper. The author focused on economics, business and law bachelor students from RSU and SSE Riga in the age from 18 up to 23 (inclusive), as they often work in professional services sector where employee retention is vital for business.

Results. The respondents highlighted that they are mostly motivated by professional development and career opportunities, balance of private and professional life, job satisfaction, frequent feedback and good manager. Adequate monetary benefits package and flexible working hours also play an important role in job satisfaction.

Conclusion. Employers need to provide regular training for professional development and career advancement opportunities, be clear in their communication, as well as offer alternatives to increasing employee productivity, without working overtime. It is important for direct managers to develop leadership skills, regularly provide feedback on worker's performance, allow them to work independently and take on new, more challenging tasks.

THE DEVELOPMENT OF LATVIAN INSURANCE MARKET

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Keywords. Insurance, market, trends, insurance services.

Objectives. The development of the insurance market in Latvia is taking place against the background of the decline in national interests and the outflow of investments from the Latvian economy on the one hand and the introduction of new technologies, both in sales and in the development of insurance products on the other hand. The aim is to study the development of the insurance market in Latvia in the context of the current processes economic of Latvia.

Materials and methods. Monographic, problem analyses, scientific induction and deduction methods, adoption of decision under conditions of uncertainty.

Results. In comparison to Europe and the world, the insurance market of Latvia looks rather low developed. Total number of insurance companies tends to decrease. The activity of the insurers no longer is limited by national level, it extends outside the limits and often when currently researching the market the insurers analyse the Baltic market as one common region. According to the official statistics the market leader is AAS BALTA (PZU), but when looking at the companies that are part of VIG Group, the total share of which in 2017 was more than 31 %, we can say that Vienna Insurance Group is the dominant market leader in Latvia.

Conclusion. Currently the tendency of market growth can be observed, and the reason for it is the rapid increase of insurance prices of vehicles and Compulsory Civil Liability Insurance. In the global insurance market the share of life insurance in the total amount of signed premiums in 2016 was the average of 58.3%, while in Latvia on the average it was only 12.8%, but it should be noted that in the recent years the market has stabilized and the share decrease is related to the disproportionately rapid growth of non-life insurance segment.

ANALYSIS OF RIGA STRADIŅŠ UNIVERSITY SOCIAL NETWORKING SITES

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Keywords. Rīga Stradiņš University, social networking sites, university communication.

Introduction. Decrease in population of Latvia correlates with an annual drop in numbers of new University applicants. In 2018 less than a half of high school graduates applied for studies in public Universities of Latvia. That is why competition to attract new students in the field of higher education keeps increasing. Universities deploy different methods to advertise themselves but choose social networking sites as one of the tools to attract new applicants.

Aim. The aim of this research is to study social networking sites of University of Latvia, Rīga Stradiņš University and Rīga Technical University in order to find out what kind of content attracts younger audience the most.

Materials and methods.

1. Descriptive research method is used in order to collect theoretical information and literature about marketing in organisations.
2. Quantitative research method – content analysis is used in order to analyse activity of Universities, shared posts quantity, quality and frequency in social networking sites.
3. Graphical method is used to visually reflect the results of empirical research.

Results. Nowadays the proper use of social networking sites in communication between students and Universities is crucial and in high demand. It allows to reach its target audience quickly, effectively and without extra expenses, as well as convey information, advertise themselves, build positive brand image and attract more applicants. Highest audience engagement and interaction within social networking sites is found within posts about student's lifestyle, events, where University students, alumni or staff participated, and educational videos about study options in different faculties.

Conclusion. To make communication in social networking sites more effective, Universities should divide frequency of publications, maintain its corporate style, share more personalized publications with stories about students, alumni, their achievements and experience during and after the studies.

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