



International Scientific Conference

**Emerging Trends in Economics, Culture
and Humanities (etECH2021)**

APRIL 21-23, 2021, RIGA

VIRTUAL SESSIONS

PROGRAMME

Dear conference participants - partners and friends! Welcome to **etECH2021!**

The Year 2021 was not easy for most of us! COVID-19 changed our life, work, consumption and communication patterns... But we should stay committed to science and your participation in etECH2021 is a great confirmation of your commitments. This year – only virtually, but not less intensive!

Participants from the USA, Germany, Russia, Lithuania, Poland, Slovenia, Italy, Ukraine, Portugal, Spain, Bulgaria, Czech Republic, Georgia, Belgium, Norway, Ireland, Finland, and Latvia will present their research results in five online parallel sessions. Online welcome party and online plenary session – I am sure that it will be an interesting and valuable experience for all of us!

Thank you, dear partners and friends, for being with us and supporting etECH2021!



Sincerely yours,
Dr. Professor Jelena Titko
Vice-rector for Science and International Cooperation
etECH2021 coordinator

CONFERENCE SCIENTIFIC BOARD

*Dr.oec. Professor Jelena Titko, EKA University of Applied Sciences /Latvia/
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Primoz Pevcin, University of Ljubljana, Faculty of Administration /Slovenia/
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Jelena Jermolajeva, EKA University of Applied Sciences /Latvia/
Uwe Busbach-Richard, University of Applied Sciences Kehl /Germany/
Tatjana Tambovceva, Riga Technical University /Latvia/

AGENDA

WEDNESDAY, APRIL 21

16.30 – 17.30 ETECH2021 ONLINE WELCOME PARTY

Link:

<https://zoom.us/j/7410120219>

THURSDAY, APRIL 22

12.00 – 12.45 OPENING CEREMONY / PLENARY SESSION

Link: <https://zoom.us/j/7410120219>

❖ *Welcome speech*

Dr. Oksana Lentjushenkova, Rector / EKA University of Applied Sciences

Dr. Jelena Titko, Vice-Rector for Science and International Cooperation / EKA University of Applied Sciences

❖ *Keynote speakers*

MICHAEL A. RADIN, Ph.D. Associate Professor of Mathematics, Rochester Institute of Technology (U.S.A)

NEW JOURNEY TO DISCOVERIES IN ONLINE TEACHING & LEARNING: CHALLENGES, OPPORTUNITIES, AND INNOVATIONS

12.45 – 13.00 BREAK

13.00 – 16.00 PARALLEL SESSIONS (links for each session – see in session)

16.30 – 17.00 BEST PRESENTATION AWARD CEREMONY

Link: <https://zoom.us/j/7410120219>

PARALLEL SESSIONS

Emerging Trends in:

- ❖ *Finance, Economics and Politics* <https://zoom.us/j/4241613672>
- ❖ *Business Administration, Marketing and Entrepreneurship* <https://open.augstskola.lv/b/ing-hah-xxq-ggk>
- ❖ *ICT Solutions for Economy, Business and Society* <https://rtucloud1.zoom.us/j/99054096075>
- ❖ *Law and International Relations* <https://open.augstskola.lv/b/kar-dgk-rfh-91s>
- ❖ *Pedagogy and Education* <https://open.augstskola.lv/b/jel-cin-omh-714>
- ❖ *Culture, Creative Industries and Design* <https://open.augstskola.lv/b/jel-4dv-pud-fqt>

EMERGING TRENDS IN FINANCE, ECONOMICS AND POLITICS

Chairpersons: Dr., Professor PRIMOZ PEVCIN
Dr. , Associate Professor VIKTORIJA SKVARIANY

13.00 – 16.00

<https://zoom.us/j/4241613672>

Viktorija Skvarciany, Silvija Vidžiūnaitė. APPROACH TO THE PRIORITISATION OF DECENT WORK AND ECONOMIC GROWTH IN BRICS COUNTRIES

Milena Medineckiene, Viktorija Kirdaite. EVALUATION OF INFLUENCING FACTORS ON GREAT BRITAIN'S EXPORT VALUES

Lina Baranauskaite, Daiva Jureviciene. RISK ASSESSMENT OF LITHUANIAN INTERNATIONAL TRADE IN BEVERAGES

Kamile Daunaraviciute, Greta Keliuotyte-Staniuleniene. ASSESSMENT OF THE FACTORS OF GREEN BOND MARKET DEVELOPMENT

Maria Jose Miranda Martel, Sara Ojeda Gonzalez, Ammar Z. Alwrekiat, Antonio Mihi-Ramirez. DETERMINANTS OF INTERNATIONAL MIGRATION, A THEORETICAL REVIEW

Elena Stavrova. ON THE HAUSMANN' THEORY FOR ECONOMIC COMPLECSITY AND PRODUCT SPACE

Vita Zarina, Anna Abeltina, Kristaps Grinbergs. DEVELOPMENT OF CIRCULAR ECONOMY IN LATVIAN CATERING SECTOR

Primoz Pevcin. SOCIAL INNOVATIONS AND THE CONTEXT OF ADMINISTRATIVE CULTURE AND TRADITION

Linas Jurksas, Rokas Kaminskas, Modestas Stukas. EVALUATING ECB COMMUNICATION: WHAT GUIDANCE DOES IT PROVIDE?

Mangirdas Morkunas. THE CONCEPTUALIZATION AND MEASURMENT OF CLIMATE-SMART AGRICULTURE

Mintaute Mikelionyte, Aleksandra Lezgovko. HOW GENDER IMPACT PERSONAL INVESTMENT STRATEGIES

EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP

Chairpersons: Dr., Professor INGA SHINA
Dr., Associate Professor MARCIN KOMANDA

13.00 – 16.00

<https://open.augstskola.lv/b/ing-hah-xxq-ggk>

Philip L. Fioravante, Ph.D., FCIM, FISROSET. A NEW SUSTAINABILITY MODEL – THE FOUR ESSENTIAL QUADRANTS OF SUCCESSFUL OUTCOMES

Denise Lopes Pereira, Pedro Fernandes da Anunciacao, Joao Rocha Santos. CHANGE MANAGEMENT THROUGH ORGANIZACIONAL URBANISM: THE CASE OF LEAN ADOPTION IN AN INDUSTRIAL MULTINATIONAL COMPANY

Carla Sofia Carujo Pereira, Joao Rocha Santos, Pedro Fernandes da Anunciacao. DIGITAL TRANSFORMATION AS A COMPETITIVE FACTOR IN SUPPLY CHAIN MANAGEMENT: THE CONCEPT APPLIED IN ONE OF THE LARGEST EDITORIAL GROUPS IN PORTUGAL

Marcin Komanda. POLISH FITNESS INDUSTRY FACING LOCKDOWN 2

Lenka Smolikova, David Schuller. INVOLVEMENT OF STAKEHOLDERS IN CSR DURING PANDEMIC COVID-19 IN THE CZECH REPUBLIC

Tatjana Tambovceva, Tetyana Pimonenko, Yana Us, Regina Veckalne. BIBLIOMETRIC ANALYSIS ON THE ROLE OF MARKETING IN SUSTAINABLE DEVELOPMENT

Iveta Cirule. LATVIAN NATIONAL INNOVATION POLICY – STATE OF ART AND OPEN INNOVATION PARADIGM

Inese Abolina. REVIEW ARTICLE: STUDY OF TOUCHLESS AIRPORT FOCUSING ON AIRPORT PASSENGERS SATISFACTION

Helmuts Lejnieks, Ilona Lejniece. DIGITAL REALITY IN COMPANIES AS A PART OF CORPORATE SOCIAL RESPONSIBILITY DURING PANDEMIC: CASE OF LATVIA

Ilze Blauberga. DESIGN THINKING AS COMPETITIVE BUSINESS TOOL

Laima Jeseviciute-Ufartiene. MEASUREMENT OF CONSUMER INTENTIONS: FAST FOOD MARKET ANALYSES APPLYING LITHUANIAN COMPANY EXAMPLE

Inga Shina, Velga Vevere. IMPACT OF LAWS AND REGULATIONS ON CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC BENEFIT ORGANIZATIONS IN LATVIA

EMERGING TRENDS IN ICT SOLUTIONS FOR ECONOMY, BUSINESS AND SOCIETY

Chairpersons: Dr., Professor TATJANA TAMBOVCEVA
Dr., Professor UWE BUSBACH

13.00 – 16.00

<https://rtucloud1.zoom.us/j/99054096075>

Uwe Busbach. *THE DIFFERENCE BETWEEN LEGAL CONTROL AND MATERIAL CONTROL – COORDINATION OF ACCESS RIGHTS IN SHARED WORKSPACES*

Girts Rimicans, Natallia Karatun. *PRODUCTIVE WEB DEVELOPMENT*

Theresa Lauraeus, Jari Kaivo-oja, Mikkel S. Knudsen, Kimmo Kuokkanen. *MARKET STRUCTURE IN THE FIELD OF GLOBAL COBOTICS MARKETS AND BUSINESS: HERFINDAHL-HIRCHMAN INDEX AND LAURAEUS-KAIVO-OJA INDEX FOR NOVEL INDUSTRIAL MARKET ANALYSIS*

Theresa Lauraeus, Jari Kaivo-oja, Mikkel S. Knudsen, Kimmo Kuokkanen. *TRENDS FORECAST OF MARKET STRUCTURES IN THE FIELD OF GLOBAL COBOTICS MARKETS AND BUSINESS: NOVEL FORECAST TREND DATA ANALYTICS WITH VARIOUS DATA SOURCES*

Jari Kaivo-oja, Samuli Aho, Theresa Lauraeus. *COVID -19 PANDEMIC DATA AND SOCIAL INCLUSION POLICY IN THE EUROPEAN UNION: CRITICAL TRADE-OFFS AND TRENDS*

Atis Verdenhofs, Tatjana Tambovceva. *AUTOMATED KEYWORD NETWORK MAPPING OF SCIENTIFIC PUBLICATIONS*

Matīss Mazurenko, Tatjana Tambovceva. *CONSUMER DEMAND FOR LATVIAN INFORMATION TECHNOLOGIES*

Patriks Morevs, Marina V. Khudzhina, Elman Dzhambetov, Sergei D. Karakozov. *ON THE FUNCTIONAL NODAL METHOD FOR 2D ELLIPTIC EQUATIONS*

Yulia Efimova, Artem Gavrilov. *INTELLECTUAL MONITORING AND DATA ANALYSIS SYSTEM DEVELOPMENT*

Yulia Efimova, Evgeniy Valiev. *INDUSTRIAL IT PROJECT MANAGEMENT MODEL: SPECIFIC FEATURES AND PROGRAMMING*

EMERGING TRENDS IN LAW AND INTERNATIONAL RELATIONS

Chairpersons: Dr., Senior Researcher GEDIMINAS VALANTIEJUS
Dr., Assistant Professor KARINA ZALCMANE

13.00 – 16.60

<https://open.augstskola.lv/b/kar-dgk-rfh-91s>

Karina Zalcmāne. *INTERNATIONAL INTERINSTITUTIONAL COOPERATION IN TACKLING CRIME AND CORRUPTION IN SPORTS*

Gediminas Valantiejus. *STATUS OF THE WTO LAW IN THE NATIONAL LEGAL SYSTEMS: RECENT DEVELOPMENTS IN THE EU AND THE REPUBLIC OF LITHUANIA*

Anna Di Giandomenico. *BEYOND GROWTH: IS SUSTAINABLE DEVELOPMENT ALWAYS SAD? ON SUSTAINABILITY FROM A PHILOSOPHY OF LAW PERSPECTIVE*

Atis Bickovskis. *ASSESSMENT OF EVIDENCE IN VALUE ADDED TAX DISPUTE CASES*

Marina Kamenecka-Usova. *GOOD GOVERNANCE IN SPORT ORGANIZATIONS*

Simone Gabriele. *RIGHTS OF THE EMBRYO AND FOETUS A COMPARATIVE PERSPECTIVE BETWEEN HUNGARY AND SPAIN*

EMERGING TRENDS IN EDUCATION AND PEDAGOGY

Chairpersons: Dr., Associate Professor LARISA TURUSHEVA
Dr., Associate Professor JELENA JERMOLAJEVA

13.00 - 16.00

<https://open.augstskola.lv/b/jel-cin-omh-714>

Olha Mikhieieva. DIGITAL TOOLS AND AGILE APPROACHES FOR PROJECT-ORIENTED STUDENTS' TEAM ASSIGNMENTS

Heiner Schulze, H. Bollaert, J. Ides, Piotr Milczarski, J.C. Monteiro, D. O'Reilly. SERIOUS GAMES IN ACTION: FROM BLENDED MOBILITY TO ONLINE MOBILITY WITH JEU

Jelena Jermolajeva, Svetlana Silchenkova, Larissa Turusheva. ANALYSIS OF THE FIRST-YEAR UNIVERSITY STUDENTS' LEARNING MOTIVATION (RIGA AND SMOLENSK SAMPLES)

Teemu Haukioja, Ari Karppinen, Jari Kaivo-oja. HIGHER EDUCATION TUITION FEE SYSTEMS IN THE OECD FRAMEWORK AND THE COMPARATIVE ANALYSIS OF KEY ECONOMIC TRENDS

Ann Saurbier, D.M. INTERMEDIATING STAKEHOLDERS: MODELLING THE INFLUENCE FLOWS OF ACCREDITORS IN THE AMERICAN HIGHER EDUCATION STAKEHOLDER SYSTEM

Agata Basińska-Zych, Agnieszka Springer, Karolina Oleksy-Marewska, Iwona Werner, Sylwester Białowas . SELECTED HEALTH BEHAVIORS AS A MODERATOR OF THE RELATIONSHIP BETWEEN STRESS AND BURNOUT AND CHRONIC FATIGUE AMONG THE PROFESSIONAL GROUP OF ACADEMIC TEACHERS

EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND DESIGN

Chairpersons: Dr., Professor VELGA VEVERE
MBA, Assistant Professor JELENA BUDANCEVA

13.00 - 16.00

<https://open.augstskola.lv/b/jel-4dv-pud-fqt>

Viktorija Priļenska, Kaspars Steinbergs, Aris Adlers. GAMING AS A TOOL FOR ORGANISATIONAL CHANGE: EXPERIENCES FROM THE COASTAL VILLAGE OF CARNIKAVA

Kristina Jodenyte. CREATIVE COMMUNICATION TOOLS IN VILNIUS ARCHITECTURAL HERITAGE COMMUNICATION

Dita Pfeifere, Jolanta Borite. A ROLE OF CULTURAL CENTRES IN THE DEVELOPMENT OF URBAN AND RURAL CULTURAL ENVIRONMENT: A CASE STUDY OF SIGULDA COUNTY

Ance Gricmane. IN THE STUDIO OF DEMIURGE

Nijole Janina Vasiliauskiene. ASPECTS OF FOOD CULTURE

Jelena Budanceva. CONSUMPTION OF CULTURAL CONTENT IN THE DIGITAL ENVIRONMENT

Jelena Budanceva, Velga Vēvere. CHANGES OF CULTURE AND LEISURE CONSUMPTION DURING A FIRST PANDEMIC WAVE

ETECH2021 INVITED SPEAKERS AND MODERATORS

KEY NOTE SPEAKER



Michael A. Radin is an Associate Professor of mathematics at Rochester Institute of Technology. Michael has been very active in international education and collaborations since 2009. Michael spent his first sabbatical teaching at the Aegean University on the Island of Samos in Greece in 2009. Michael spent his second sabbatical teaching at Riga Technical University, University of Latvia and Liepaja University in 2016. During his second sabbatical Michael developed new mini-courses and seminars such as "Introduction to Recognition & Deciphering of Patterns" and "Developing International & Interdisciplinary Research Coalitions". Michael has been invited as one of the keynote speakers at various conferences to speak about International Education and on Online Teaching and Learning. Furthermore, Michael has 5 published textbooks in mathematics with Springer, CRC Press and World Scientific Publishing Company and is currently writing a textbook on "Introduction to Math Olympiads" with CRC Press on "International & Multidisciplinary Pedagogy" with World Scientific Publishing Company. Michael's aims are to inspire students to learn and to expand his international horizons with new pedagogical innovations and research collaborations.

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MODERATORS OF THE SESSION "EMERGING TRENDS IN "FINANCE, ECONOMICS AND POLITICS"



Dr. Primož PEVCIN is an Associate Professor for public sector economics and management at Faculty of Public Administration, University of Ljubljana. His research interests are widely associated with the public & nonprofit sector economics and management topics, in particular related to local self-government and small state studies. He has been involved in and managed several national and international research and developmental projects that addressed various public sector and governance issues. His teaching activities relate predominantly to courses on public management and managerial economics, and he has been actively involved in the organization of numerous intensive study programs domestically and abroad. He has published more than 40 scientific and professional journal articles, and 50 scientific monograph chapters, monographs, textbooks and other educational materials in the domain of public administration. He exhibits more than 100 contributions at scientific and professional conferences. He has also performed several managerial posts at the faculty, where he served as a vice-dean for international cooperation and scientific research, vice-dean for academic affairs, joint master study programs' director, and head of the department for public sector economics and management.

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Dr. Viktorija SKVARCIANY holds a PhD in Economics and works as Director of Institute of Dynamic Management and as an Associate Professor at the Department of Economics Engineering and Vilnius Gediminas Technical University. Viktorija Skvarciany is an Editor-in-Chief of International Scientific Journal "Business, Management and Economics Engineering" and Managing Editor of "Economics and Culture". She has published more than 40 articles, and her research interests include quantitative decision making-methods and their application in the research on sustainable economic development.

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MODERATORS OF THE SESSION "EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP"



Dr hab. Marcin KOMAŃDA is an Associate Professor at the Department of Corporate Management, E-business and Electronic Economy (Faculty of Economics and Management, Opole University of Technology). His scientific interests focus on strategic management, knowledge management and business models. He is a member of EURAM (European Academy of Management) and a fellow of the Audit Committee of the Scientific Society for Organization and Management, Katowice branch, Poland. He published more than 80 scientific works. He fulfills the role of the Vice-chairman of the Didactic Board in the Management Major at the Opole University of Technology. Over the years, he cooperated with enterprises and public institutions in implementing management solutions, business trainings, and organizing official events regarding local business.

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Dr. Inga SHINA is a Professor at the EKA University of applied Sciences (Latvia). She also holds an administrative position as the Program Director of Master degree program Business Administration and 1st level professional higher education study program Marketing. She is an expert in the field Economics and Entrepreneurship of the Latvian Council of Science; an author of more than 30 scientific papers in the field of economics, business, management and education, corporate social and environmental responsibility; co-author of two books: "Vide un ekonomika" (Environment and Economics) and "Green Economics: Policy and Practice in Eastern Europe". She is the head of ES Eurydice project, which compiles analytical reports on European national education systems and current education policy issues. She is the Managing Editor of the Scientific Journal "Economics and Business".

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MODERATORS OF THE SESSION "EMERGING TRENDS IN LAW AND INTERNATIONAL RELATIONS"



Dr. iur., Karina ZALCMANE is an Assistant Professor and Director of the study programme "Law" at the EKA University of Applied Sciences (Latvia). Mrs. Zalcmane is a lawyer within safety and security industry and is a member of the Board of International Association of Sports Law (IASL) and member of its Committee of Integrity, Security and Safety on Sports Competition, member of International Association Women in Sports Law (WisLaw), Deputy Editor-in-Chief of the official International Sports Law Journal of IASL "e-Lex Sportiva Journal".

Research interests of Mrs. Zalcmane cover Sports Law, Criminal Law, Criminology, Canon Law and Fire safety. Mrs. Zalcmane is an author of numerous publications on sports law, criminology, criminal law and safety of sports facilities.

Karina Zalcmane is fluent in 4 languages: Russian, Latvian, English and German.

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Dr. Gediminas VALANTIEJUS graduated from the Law Faculty of Vilnius University (Lithuania) in 2002 and prepared his Ph.D. dissertation (in 2019) in the field of international and EU trade law at the Mykolas Romeris Law School (Vilnius, Lithuania) in 2019. His academic research interests are focused to the areas of public international law, EU law and national administrative law, especially to the topics related to tax and customs law, taxation of international trade, international economic law and legal regulation of international trade. Since 2012 he works a Lecturer and Senior Research Associate at the Mykolas Romeris University (Lithuania) where he teaches courses on European Union finance, tax, and customs law. Gediminas Valantiejus is also an author of more than twenty peer-reviewed scientific articles and other scientific and practical publications on these topics, including reports of EU institutions' legal research projects, studies, and proposals for the improvement of legal regulations in the EU and its Member States. During his professional career Gediminas has also accumulated an extensive practical professional legal experience which includes both public and private sectors, where for more than ten years he served as lawyer at the Supreme Administrative Court of Lithuania and as an Associate as well as Attorney-at-Law in one of the leading law firms in the Baltic States and the Republic of Lithuania (Motieka & Audzevicius and, currently (since 2019), ILAW LEXTAL).

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MODERATORS OF THE SESSION "EMERGING TRENDS IN ICT SOLUTIONS FOR ECONOMY, BUSINESS AND SOCIETY"



Dr. Tatjana TAMBOVCEVA is a Professor at the Riga Technical University (Latvia). She has more than 25 years' experience in lecturing both at the undergraduate and graduate levels. Her research interests focus on circular economy, green production and consumption; change of consumer behavior; corporate social and environmental responsibility; sustainable building, real estate management, project management and use of ICT in many areas. Dr. Tambovceva has published more than 150 articles in national and international academic journals. She is a member and an expert in a number of international Societies, Councils and Foundations. She is the Managing Editor of the Scientific Journal "Economics and Business" and Head deputy of the Department of Civil Construction and Real Estate Economics and Management at the Riga Technical University in Latvia.

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Dr. Uwe BUSBACH is a Professor at the University of Applied Sciences Kehl (Germany). He studied computer science at the University of Bonn and, after holding various positions in research (University of Ulm, German Research Center for Applied Mathematics and Computer Science), worked as a senior officer in various ministries and agencies of the federal administration of Germany. After his first appointment as professor in the field of software engineering at the University of Applied Sciences in Loerrach, he followed the call to his current position in 2002. His research interests are in the areas of CSCW, digitization of public administration, smart cities and design patterns.

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MODERATORS OF THE SESSION "EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND DESIGN"



Jelena BUDANCEVA (MBA) is an Assistant Professor and Director of the study programmes "Culture Management" and "Event and leisure industry management" at the EKA University of Applied Sciences (Latvia). She is an active culture manager, working in literature field with international projects and is producing the biggest international poetry festival in Latvia. Her scientific interests focused primary on consumption society and its sociological aspects. Author of several studies and articles.

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Dr. Velga VEVERE is a Professor at the EKA University of Applied Sciences; the senior researcher at the Institute of Philosophy and Sociology of the University of Latvia. She is an expert of the Science Council of Latvia in two fields – philosophy and management. Her scientific interests range from the history of philosophy (existentialism, phenomenology, American pragmatism), the contemporary issues in philosophy (social/societal aspects, communication, feminism) to the ones in corporate social responsibility, business ethics. She has published more than 50 articles and 3 monographs.

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MODERATORS OF THE SESSION "EMERGING TRENDS IN PEDAGOGY AND EDUCATION"



Dr. Jelena JERMOLAJEVA /Elena Ermolaeva/ graduated from Moscow State University (Faculty of Mechanics and Mathematics, 1973) and Nizhny Novgorod State Conservatoire (Faculty of History and Theory of Music, 1983). She holds a doctorate in pedagogy from the Institute of Pedagogy and Psychology, University of Latvia; the title of the thesis is "The dialogical approach to contemporary teaching" (1997). The subjects she lectured in HEI are pedagogy, culturology, art, and music. Research interests are pedagogy of dialogue, teacher professional identity, pedagogy of creative writing, and cultural studies. She currently serves as an Associate Professor at EKA University of Applied Sciences, and a teacher of the Pushkin Lyceum (Riga). She is expert of the Latvian Council of Science and Chef Editor of the Pushkin Lyceum Literary and art annual miscellany "ARS".

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Dr. Larissa TURUSHEVA (Dr.paed.) is an Associate Professor at the Department of Foreign Languages of the EKA University of Applied Sciences (Latvia). Has study courses in Cross-cultural communication, Academic English, Business English, ESP. Research interests include competence, university didactics, long-life education, foreign language teaching/learning methods, applied linguistics, sociolinguistics, language policy, multilingualism, language acquisition. Has more than 60 scientific publications and two books.

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