

NEWS

LETTER

INTERNATIONAL HUMANISTIC ECONOMIC FORUM 2026



On 5–7 March 2026, the **8th International Humanistic Economic Forum** gathered researchers, policymakers, entrepreneurs and international experts to discuss innovation, responsibility, sustainability and human-centred economic development.

EKA contributed to the Forum as a co-organiser, supporting international research-based dialogue and cross-sectoral cooperation.



EKA representatives also joined the programme:

Prof. Jeļena Titko and **Dr. Renāte Indrika** participated in the workshop **“Investment Culture Sprint: From Challenges to Action”**, discussing financial awareness, investment literacy and responsible economic decision-making with experts from academia, finance and industry.

[More about FORUM](#)

INVESTMENT CULTURE SPRINT: FROM CHALLENGES TO ACTION



During the 8th International Humanistic Economic Forum, the **FinLit Working Group** organised the idea sprint **“Investment Culture Sprint: From Challenges to Action”**, bringing together representatives from academia, banking, investment platforms, professional associations and industry.

The session focused on strengthening investment culture and financial literacy in Latvia by identifying key challenges, defining target groups, mapping existing resources and outlining a structured two-year action plan.

EKA was represented by **Prof. Jeļena Titko**, **Dr. Renāte Indrika**, **Dr. Kristīne Užule**, **Edgars Čerkovskis** and **Jeļena Budanceva**. Within the session, EKA representatives presented research insights, contributing an evidence-based perspective to the discussion on investment literacy, responsible financial behaviour and long-term investment thinking.

STRENGTHENING FINANCIAL LITERACY IN LATVIA

On 16 March 2026, EKA joined 28 organisations in signing a cooperation memorandum on strengthening financial literacy in Latvia. The memorandum was initiated by **Latvijas Banka** and signed at the opening of **Financial Literacy Week 2026**.



This initiative reflects a shared commitment to improving financial knowledge and skills in society and supports the implementation of Latvia’s Financial Literacy Strategy 2021–2027. By joining the memorandum, EKA contributes to a broader national partnership focused on education, responsible financial behaviour and sustainable development.

EKA’s participation also highlights the university’s active role in socially relevant initiatives, where research, education and cooperation help strengthen public awareness and long-term financial well-being. [READ MORE](#)

APRITPRASME EXPLORES ELECTRONIC WASTE IN LATVIA

Podcast **Apritprasmē Episode 11** focused on electronic waste in Latvia and how discarded devices can become valuable resources again. The episode discusses how material circulation works in practice, what happens to electronic devices after disposal, how many can be repaired, how the Lab! repair centre operates, why people may distrust repaired devices, and how repair helps save natural resources.

The guests are **Diāna Baranovska**, Head of the “Lab!” Material Circulation Department at Eco Baltia vide, and **Dagnis Zviedris**, Head of the “Lab!” Repair Centre at Eco Baltia vide. The podcast is hosted by **Edgars Čerkovskis**, Director of EKA’s Master’s study programme “Circular Economy and Social Entrepreneurship”. [Watch episode HERE](#)



ECO-ESCAPER PARTNERS MEET IN VALENCIA



On 3 March 2026, the international partners of the **Eco-Escaper project** met at Valencia International University in Spain to discuss the next stages of the project and launch the implementation of WP2 and WP5.

EKA was represented by **Anete Bērza**, Director of the study programme “Computer Game Design”, and **Dr. Kaspars Šteinbergs**, Project Manager of EKA Scientific Institution.

The meeting focused on the project timeline, quality assurance, research survey, data collection, gamification design, technical specifications and communication activities.

The meeting marked an important step in advancing Eco-Escaper, combining research, digital solutions and gamification to support innovative learning. [Read more about PROJECT](#)



STRENGTHENING COOPERATION WITH ALMAU IN KAZAKHSTAN



From 16 to 20 March 2026, representatives of EKA visited **Almaty Management University (AlmaU)** in Kazakhstan within the Erasmus+ KA171 mobility project.

EKA was represented by **Prof. Jelena Titko**, Vice-Rector for Science and International Relations, and **Assist. Prof. Natalja Verina**, Director of the study programme Management.

During the visit, N. Verina delivered lectures “**People vs. Technology: Barriers to Digital Transformation**” to students in the School of Management and Tourism.

The mobility included meetings with AlmaU representatives responsible for research, international cooperation, technology commercialisation and the **Neuromarketing Lab**. The discussions focused on future cooperation in joint research and academic exchange.

The visit marked an important step in strengthening EKA’s cooperation with AlmaU and expanding international research and academic collaboration in Central Asia.

CIRCULAR ECONOMY AND CONSUMER RIGHTS IN FOCUS



On 26–27 March 2026, the **International ECO4ALL Conference 2026 “Consumer Rights in the Age of the Circular Economy: Towards Sustainable and Fair Production and Consumption Practices”** took place at Universitas Mercatorum in Rome in a hybrid format.

The conference was organised within **COST Action 22124 – EU Circular Economy Network for All**, focusing on consumer rights, sustainable production and fair consumption practices in the age of the circular economy.

EKA contributed to the conference with a research presentation by **Prof. Jelena Titko** and co-authors titled “**Perception of Brand Humanization by University Students: Development and Testing of the Measurement Scale**”.

The presentation was included in the session “Measuring Circular Efficiency: From Policy Metrics to Consumer Impact”, highlighting EKA’s contribution to international research dialogue on consumer behaviour, sustainability and circular economy. [READ MORE](#)

ADVANCING INTERNATIONAL COOPERATION THROUGH QN ALLIANCE

From 23 to 27 March 2026, **Anna Strazda**, Head of the Science Administration Department, participated at the **International Week “Online Education – A New Window to Internationalization”**, held at Valencia International University (VIU) in Spain (Erasmus+ staff training mobility).

Event focused on digital higher education, quality assurance, research programmes and AI in academic development. EKA’s activities, research profile and internationalisation priorities were also presented to partner institutions.



A key highlight was the **QN Alliance partner meeting**, where participants discussed future cooperation, including European Joint Degree opportunities and Blended Intensive Programmes.

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HONOURING EXCELLENCE IN SCIENCE

On 6 March 2026, at the “LIEPA” Women’s Award Ceremony organised by the **Institute of Economics of the Latvian Academy of Sciences**, outstanding women whose work significantly contributes to the development of science, research, and innovation in Latvia were honoured.

At the event, **EKA Vice-Rector for Science Jelena Titko** was named a laureate in the category “**Excellence in Science, Research and Innovation Development.**”



The EKA academic community warmly congratulates Prof. Titko on this outstanding achievement!



She received the recognition of the **President of the Latvian Academy of Sciences** for her contribution to science, research, and innovation, together with the “LIEPA” award and a monetary prize. This recognition highlights the importance of academic leadership and research excellence in strengthening Latvia’s scientific community and inspiring future development.

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CELEBRATING A NEW PHD ACHIEVEMENT

On 31 March 2026, during the Science Club meeting, the academic community celebrated the successful **PhD defence of Zane Veidenberga**, who obtained her doctoral degree in **Linguistics and Literary Studies**.



Her dissertation, “*Semantic and Pragmatic Aspects of Rendering Diminutives in English Translations of Latvian Prose*,” contributes to advancing research in translation studies and cross-linguistic semantics.

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The research provides valuable insights into how linguistic nuances and cultural meanings are transferred between languages, highlighting challenges in translating diminutives and their emotional, stylistic, and contextual functions. This work strengthens academic understanding of translation processes and supports the development of more precise and culturally sensitive translation practices.

The EKA academic community warmly congratulates Zane Veidenberga on this significant milestone and wishes her continued success in her academic and professional career!

