



# PRME Sharing Information on Progress Report 2018

**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

#### Rector's address

Since 2010, when RISEBA joined the Principles for Responsible Management Education (PRME) initiative, our university has taken a much broader perspective on the role of education in building sustainable future and structure its activities so that they are underpinned by the PRME.

This being our 5th Sharing Information on Progress (SIP) Report on the Implementation of PRME for Responsible Management where RISEBA shares its experience and demonstrates CSR projects undertaken by the institution.



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RISEBA Rector Irina Sennikova



# RISEBA University of Business, Arts and Technology

## Brief Overview

**RISEBA University of Business, Arts and Technology** (further in the Report referred to as RISEBA) is a university type private higher educational institution founded in 1992. RISEBA is fully accredited by the Ministry of Education and Science of the Republic of Latvia with the right to award state recognised degrees since 1998. RISEBA is registered as a limited liability company. As a commercial entity, it is registered with the Latvian Register of Companies while as an education institution, it is registered with the Ministry of Education and Science. Therefore, RISEBA is subject to both the Commercial Law and the Law on Higher Education Establishments.

Being one of the first private higher education institutions in Latvia, today RISEBA is among 10 largest higher education institutions in Latvia (both public and private) with almost 3000 students, including 300 international students, who attend 22 study programmes of different fields and levels, and more than 12 000 alumni.

Since RISEBA was established it has gone through a substantial transformation from a small ambitious business school to the university that provides, in addition to business and management programmes, studies in communications, audio-visual media arts and architecture, thus transforming the institution into **“the place where business meets art”**.

Responding to the changes in the external environment and pursuing new opportunities, in April 2016 RISEBA's previous long-lasting name – Riga International School of Economics and Business Administration – was changed to RISEBA University of Business, Arts and Technology or RISEBA University. The **new name of the institution** is better aligned to the current programme portfolio.

RISEBA stands out from other higher education institutions as the one having a clear **international focus** and is distinguished by the **exclusivity of the study programmes** offered and variety of the languages of instruction. RISEBA provides programmes which are either unique in the market or were first introduced to the market by RISEBA. It is one of the few institutions that offers full degree programmes in three languages – Latvian, English and Russian. RISEBA has been operating with a

clear commitment to creating sustainable learning and providing a full educational cycle: foundation, bachelor, master and PhD programmes of study. Currently RISEBA programme portfolio includes 8 undergraduate, 13 postgraduate and 1 doctoral study programmes.

RISEBA is spread across five sites: three buildings or RISEBA Main Campus are located in Riga (the capital city of Latvia), and one regional branch is based in Daugavpils (the second largest city in Latvia).

With its international focus and ambitions RISEBA's vision has always aimed for the **international recognition** to be achieved through the international accreditations. The university's recognition by the international accreditation bodies began when in 1998 RISEBA was awarded **the International Quality Accreditation (iQA) by CEEMAN** (the International Association for Management Development in Dynamic Societies). In October 2015 RISEBA was reaccredited by CEEMAN and received its third IQA Award.

In 2014 RISEBA became the first and the only higher education institution in the Baltics that received a prestigious **EPAS accreditation by EFMD** (the European Foundation for Management Development). Two study programmes were accredited – “European Business Studies”, a professional undergraduate programme and “International Business”, a professional postgraduate programme. In 2017 both study programmes were reaccredited: “European Business Studies” for 3 years, whereas “International Business” for 5 years.

Every year, **“Eduniversal”**, a global rating agency, determines the 1000 best business schools in 154 countries, as well as the 4000 best Master and MBA programmes in the world, in 30 different areas. For the third year in a row, RISEBA University was listed in the “Eduniversal” International University and Business School ranking, in the 4 Palmes category, which confirms the university's significant international influence. The official results of the rating were initially announced during the 8th “Eduniversal World Convention” which took place in October 2016 in Perth, Australia. In 2017, only four Latvian universities were listed in the business school ranking, among which RISEBA received the highest score – 145 %.

# Major Achievements in Implementation of PRME Principles



## Principle 1 | Purpose:

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## RISEBA Mission and Vision

Soon after its foundation in 1992 RISEBA's **mission** was defined as "to be the gateway to an international career" emphasizing RISEBA's aims to prepare its students and graduates for the international careers, however it does not mean that the students are taught 'for export'. The main idea behind the mission is that RISEBA wants to make sure that its students are competitive in the international markets, are culturally aware, are able to operate in the international teams either in their home country or abroad and compete successfully in the global markets. RISEBA sees its graduates as potential employers who will contribute to

the Latvian and European economic growth, are able to work in the international companies in Latvia and abroad, sensitive and tolerant to cross-cultural differences and can actively contribute to multinational teams. RISEBA's **vision** "to be a research driven university type business school", which had been determined five years ago and emphasizing the importance of research, was reformulated into a more ambitious one – "to become a financially sustainable, internationally recognised University of Business, Arts and Technology".

Guided by its vision RISEBA comprises **3 faculties**:

1. Faculty of Business and Economics with Bachelor, Master and Doctoral programmes, which cover the areas of business, management and economics
2. Faculty of Media and Communications with Bachelor and Master programmes in arts and communications
3. Faculty of Architecture and Design, which offers Bachelor and Master programmes in architecture.



## Principle 2 | Values:

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## RISEBA Values and Strategic Priorities

RISEBA is an inter-disciplinary, multicultural university providing the global labour market with the intelligent, creative and enterprising individuals striving for challenge as well as unconventional and innovative approaches. RISEBA stands for excellent education, internationally recognised degrees, first-rate graduates' competencies, excellent scientific research base and highly qualified staff.

Five **core values** are at the heart of what RISEBA does:

**1. Openness:** RISEBA is known for its individual approach to students. The staff is committed to creating a study-friendly environment based on trust, respect and responsiveness.

**2. Cooperation:** RISEBA is actively involved in local and international business environment and promotes a continuous professional growth of its staff and students. In close cooperation with its alumni and partners the institution generates an excellent academic and work experience as an integral part of the study process.

**3. Lifelong Learning:** RISEBA promotes lifelong learning of students. Lifelong learning contributes to the development of Latvia and other European countries as a modern knowledge society with steady economic development providing jobs and fostering social cohesion.

**4. Diversity:** RISEBA is a bridge between Western and Eastern Europe, which helps students to make their first steps on the way to international career. RISEBA ensures a multicultural environment by offering various study programmes, forms of studies and training in different languages.

**5. Ethics and Social Responsibility:** RISEBA prepares socially responsible managers of the future and makes every effort to help students understand the role of entrepreneurship in the building and maintenance of highly ethical practice of the professional environment and

society as a whole, while simultaneously ensuring proper protection of the environment for generations to come.

The values defined serve as a guidance for the activities of RISEBA as an educational institution and are integrated into the programmes' design. RISEBA develops positive attitude and motivation to learning, encouraging and instilling students'

lifelong learning culture. To raise the awareness of the need of ethical behaviour the issues of Business Ethics, Corporate Social Responsibility and Sustainability are embedded in each course syllabus and are also included in the study programmes as separate courses. RISEBA encourages students be open and tolerant to the unknown, expand their cultural competencies and cross-cultural skills to succeed in their career path.



### Principle 3 | Method:

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

One of the university's key strategic objectives is to integrate "**Business Meets Art**" concept into activities including curriculum, multidisciplinary approach to education, extra curriculum activities, research and corporate links. "Business Meets Art" is now more integrated into the study process – "Business Meets Arts" course was included in both, the Master's programme "International Business" and the Bachelor programme "European Business Studies".

**Sustainability, Corporate Social Responsibility, Business Ethics** are incorporated into the study courses in all RISEBA University's programmes (made explicit in every course syllabus). RISEBA facilitates the focus on the sustainable management practices and incorporates them into the programme courses to prepare students for the socially responsible and sustainable business leadership and management. Course syllabuses are reviewed and updated annually to make sure that each course provides the aspects necessary to reinforce ILO of the programme and ensures students' social responsibility development. The courses contents in terms of applicability for the corporate world are based

on the needs and expectations of the external environment, current trends of the European and international labour market as well as research into future trends.

## RISEBA Student Council

RISEBA students have a remarkable possibility and play a particular in the improvement of the study process role actively participating in the collegial bodies of RISEBA as well as the national and European level through the Latvian Student's Union and the European Student's Union exercising their right to vote and affect certain decisions. RISEBA Student Council also facilitates the dialogue and cooperation between students, staff and society at large, contributes to a more interesting and eventful student life, creates the opportunities for personal growth and development supporting students' initiatives and providing for the event-organisation capacity.

**Recent activities of RISEBA Student Council** include:

**1.** In December 2015 – January 2016 a charity campaign "**Believing, loving and waiting...**" was organized by RISEBA Student Council to share the holiday joy with those less fortunate. The campaign's goal was to make the kids at Auces Society for disabled children "Māriņa" feel happy and special. RISEBA students were asked to donate toys, board games, clothes, stationeries and other things that were not needed anymore but someone else might really appreciate.

1.



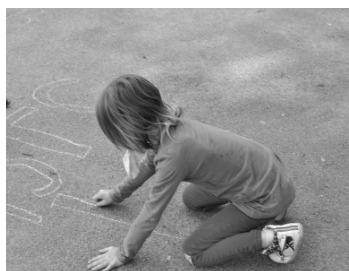




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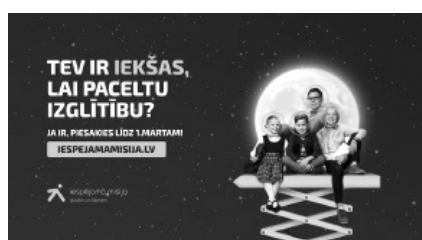
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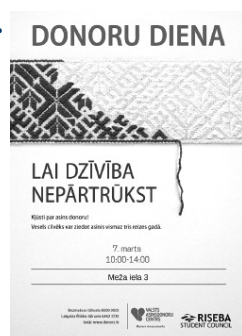
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2. In February 2016 another **campaign was organized to support** the brother of one of RISEBA's students in the distance learning programme **who had cancer**.

3. In March 2016 and in March 2017 RISEBA students and staff had an opportunity to help those who were in need of donor blood during the **"Blood Donor's Day"** at RISEBA University.

4. In May 2016 a charity campaign **"Let the summer in your wardrobe!"** was organised to collect clothes and other items.

5. In May 2016 the 1st **"BetterTogether"** pilot project organised at the Children and Youth Centre "Nordic" ended with a joint event for all children and students. Within the framework of this pilot project students worked twice a week with the orphans helping them to do homework, playing or simply listening to their stories.

6. In October 2016 RISEBA announced a call and an info session for students to go for an **INTERNATIONAL VOLUNTEER or use WORKING ABROAD** opportunity with AIESEC Latvia.

7. In January 2017 RISEBA invited final year students to join **the Mission Possible programme**, a movement founded by Swedbank, Lattelecom and Ideju partneru fonds to improve the education system in Latvia and generally provide high quality education to every child in Latvia, making the necessary changes in the classroom, in the school and the society.

8. In March 2017 for the 3rd year in a row RISEBA Student Council ran another annual charity project – **"RISEBA LOVES ANIMALS"**. This project involved a lot of people to donate items such as newspapers, blankets, towels, pet food, old clothes, sheets, woolen sweaters, bowls, groats, leads, collars, muzzles, toys, shampoos, delicacies, vitamins to the animal shelter "Ķepu-ķepā".

9. In April 2017 RISEBA local and international students were invited to join RISEBA annual international student party **"RISEBA Unites Nations!"** to have fun, meet new people and enjoy the beauty of cultural diversity at RISEBA where East meets West and South meets North!



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In May 2013 RISEBA launched **RISEBA Creative Business Incubator**, a new and ambitious project established to inspire, educate and help RISEBA students and graduates to develop and speed up their business ideas, start-up and early stage companies growth and success. The Incubator is designed to encourage and build student entrepreneurial skills and new ventures independent from research and to facilitate an entrepreneurial ecosystem setup at the university level and nationally. RISEBA Creative Business Incubator is a non-profit private university initiative providing pre-incubation support to RISEBA students, alumni and employees. It can be also described as a virtual business incubator. RISEBA Creative Business Incubator Cooperation Network comprises business incubators of four Latvian universities (RISEBA, Business School "TURĪBA", Riga Technical University, Latvian University) working together towards a common goal – promotion of the entrepreneurial culture among youth and young adults in Latvia.

During the **fourth** season of its existence, the Incubator continued to encourage young entrepreneurs and provided professional support to the incubatees in order to develop **8 new business ideas**. A wide network of experts provided its services to the teams, covering such fields of expertise as food industry, innovations, banking and finance sector, team coaching, risk management and project management.

The incubatees worked on development of such business ideas as children furniture manufacture, sportsmen diary design, production of linen clothes for adults and children, audiovisual services provision, healthy snack café foundation, alternative care of oncology patients, movable guest house designing and social business idea about creation of a "Senior house".

RISEBA Creative Business Incubator is honored to highlight **two major success stories**:

**1. Ette tete** – a family business specializing in the production of children's furniture. Everything is treated with water based lacquer or paint, so it is environmental and kid's safe. Today 97% of furniture manufactured by *Ette tete* is exported outside of Latvia, the largest demand is in the United States.

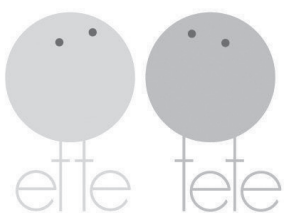
**2. Motionframe** – providers of *MOTIONFRAME* audiovisual services. They have offered their video and photography services in such events as *Coca-Cola Baltic Sales and Marketing Conference*, *Forbes Latvia Summit*, *Forbes Top 35 Most Successful Business Women In Latvia of 2016* etc.

#### Fourth season's outcome:

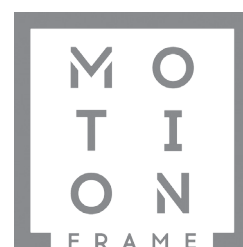
Registered:

LTD – 3; associations – 1, self-employed – 1  
 SIA "Snores" /*Ette tete*/  
 SIA "Oakt" /*Movable guest houses*/  
 SIA "ZAKAR" /*Gluten-free, healthy snacks*/  
 Association "MOTIONFRAME"

1.



2.





RISEBA cares about its graduates, supports and encourages them to provide and maintain valuable contacts with their alma mater and other alumni throughout their lives. RISEBA Alumni Association was established to bring graduates together and drive their personal and career growth.

In 2016–2017 RISEBA Alumni Association organised and supported various **free seminars, guest lectures and workshops**:



- A guest lecture by **Dr. Ichak Adizes**, RISEBA Professor Honoris Causa "Managing change constructively: essence of the Adizes methodology" An informative seminar about the competition **"We create our country"**. The aim of the competition was to provide an opportunity to talented and active young people in Latvia to prove themselves, by developing and implementing various business projects in the regions of Latvia. During the competition, the youth teams had to develop business ideas that would maximize economic value in their chosen areas, by creating new jobs, attracting investment and promoting socio-economic development in various other ways
- An informative seminar **"G-suite: Your project assistant"** about Google applications
- A guest lecture by **Michael Kazinik** (Михаил Казиник) "The Secret Signs of Culture"
- A guest lecture (organized in cooperation with **RISEBA Creative Business Incubator, British Council in Latvia** and the **Association of Social entrepreneurship of Latvia**. The head of Creative business incubator Iveta Cirule spoke about the topical issues of social business in Latvia, while Camilla Marcus-Dew, commercial director of the UK social company CLARITY & The Soap, shared her experience of social business in the UK.
- A workshop **"Manager's Diary"**, led by the author of the book "Manager's Diary" – a staff management expert and **certified business coach Jolanta Jansone**. The book is a practical guide for managers. It helps to understand when and what manager's tools to use to ensure both your personal effectiveness and outstanding teamwork results. The principles summarized in the book are based on the management experience gained over many years of collaboration with organizations of various sizes and industries.
- In June 2017 RISEBA Alumni Association in cooperation with RISEBA University and LLC "Rietumu Banka" organized an **International Students Academic Research and Artistic Creation Conference "Changing World – In**



**Search for New Solutions, 2017"**. During the Conference more than 60 students and pupils presented their scientific papers and creative works of art.

- The Association in cooperation with RISEBA Creative Business Incubator and EXACT Business Solutions organized a **high school student essay competition**. The theme of the essay was "If I were an entrepreneur..." . The aim of the competition was to encourage students to think about their goals and to plan their professional career development.

The Association continued its tradition of inviting alumni of RISEBA University to share their experience within the guest lecture cycle **"Informal Insight"**:



- **Tim Colley** "Brexit: keep calm & carry on?"
- **Andris Morozovs** "Opportunities and future of Riga Central Market"
- **Aziza Nurmatova** "Red lipstick – always à la mode!"
- **Ernests Plumins** "How to create a profitable business from product waste?"
- **Svetlana Avene – Avenina**: "International exhibitions as a marketing tool for your business!"
- **Niko Slavnic** "The Big Five"
- **Mikus Opelts** "Think globally. Work with heart. Reach the Impossible!"
- **Vladimirs Zeevs Strutsovskis** "How to expand your business by "word-of mouth?"
- **Inga Titarenko and Vladislavs Kijevs** "Hotel business in Latvia: challenges and perspectives"



**RISEBA Loyalty Programme**, which was created to promote graduates' businesses and provide discounts and special offers to RISEBA alumni from RISEBA University and its partners, **expanded its range of offers by 16 new partners.**

RISEBA developed the **Project Lab**, a new university-industry cooperation model – internship in project management. The main aim of the Project Lab is to develop a real project application in a national or international support programme. The internship is completed by the students' teams together with an internship supervisor and in close cooperation with companies. This kind of internship allows students to apply their knowledge in practice in a real company. The developed project applications are to solve companies' problems. Internship in companies allows students to learn by doing, while companies get free labour to put their project ideas into project applications. This internship model is beneficial for all parties involved – student, university and company.

Since 2011 RISEBA has been offering its programmes in the **"distance learning"** mode – an advanced form of education based on continuous learning without direct and uninterrupted contacts with the teaching staff. Distance education is accessible through Internet to everyone irrespective of age, education, profession or residence. Distance learning students receive the same degrees and diplomas as full-time students. Presently RISEBA distance learning is available in three Bachelor study programmes: Business Studies, Business in the Digital Environment, and Business Psychology, and one Master's programme in Business Management. These full degree programmes are offered in two languages – Latvian and Russian.

Moreover, since 2014 RISEBA offers one more distance learning opportunity – so called **"open courses"** where participants select a specific course (for example, Accounting or Project Management), study the material and receive credit points as well as certificates. Once one course is completed students can continue with another one. Thus RISEBA offers a set of distance learning products to

be chosen as separate courses or full programmes leading to the Bachelor or Master's degree.

RISEBA is the first private higher educational institution that participates in the national project called **Sustainability Index**. In 2017 as well as in 2016 RISEBA was awarded the Silver category in the Sustainability Index, which means that the organisation implements socially responsible and long-sighted management techniques. The Sustainability Index gives local companies an opportunity to assess their achievements by the internationally accepted criteria, and receive professional advice on future improvements. In 2011 RISEBA was awarded a diploma while in 2012, 2013 and 2015 reached the Bronze status and in 2014 the Silver status. The Sustainability Index is based on self-assessment in the following areas: strategy, market relations, society, the environment and working environment. The aim of the Sustainability Index is to improve the performance of companies rather than promoting; individual results are ranked by 4 categories (Platinum, Gold, Silver and Bronze) showing the approximate level of their sustainability.

In February 2016 RISEBA received a **"Praise Good Service"** award in the field of education and learning. All well-praised companies received diplomas and stickers "Leader of Good Service in Latvia 2016", which can be used as quality signs during the whole year. More than 57 companies, 640 client service places and 10 000 client service specialists participated in the campaign. The campaign "Praise Good Service" was organised in Latvia for the 12th time. The aim of the campaign is to honour and promote good quality of client service and positive day-to-day company-client communication.

RISEBA is open for support of students **with special needs** in a number of ways, such as:

- Discounts are available for disabled students and students with deceased parents;
- RISEBA has made its new campus Media and Architecture Centre H2O6 can be easily accessed by users of wheelchairs;
- Advice on study funding opportunities is available for students who need financial support.



#### Principle 4 | Research:

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Research at RISEBA is diversified and internationally-leading, covering both, in-depth specialisation and interdisciplinary innovative approaches. RISEBA research covers well-established fields of research encompassing social sciences, economic sciences and entrepreneurship, communication, art and architecture sciences.

#### Research Impact, Relevance and Rigour

- RISEBA is gradually improving the environment for researchers. Since 2015 RISEBA has the access to the research papers that are indexed in the scientific database Web-of-Science Core Collection. RISEBA faculty members, doctoral and master students can access this database either from RISEBA or from other places using the remote access option.

- RISEBA annually publishes its international scientific journal **"Journal of Business Management"**. Since 2014 two editions have been published annually attracting the best research papers from RISEBA faculty members, external researchers and doctoral students. The journal is indexed in the scientific database EBSCO from 2008 and in 2017 the journal was included for indexing in the scientific database COPENICUS Index.

- RISEBA annually holds a students' scientific international conference "Changing World – Searching for New Solutions" sponsored by Rietumu bank and stock exchange Nasdaq. In 2017 June RISEBA hosted the conference with more than 80 students – participants from RISEBA and other universities who presented their research results and competed for the first prizes in each research section.

- Since its establishment in 2015, the **joint Doctoral programme run by RISEBA and BA School of Business and Finance** has significantly developed and improved, e.g. **two new strategic partners joined the consortium:** Stockholm School of Economics Riga (Latvia) and Kaiserslautern University of Applied Sciences (Germany). Now the programme has two cohorts of doctoral students, one matriculated in 2016 and the second in 2017. Doctoral students come from various countries: Germany, France, Pakistan, Lithuania, Belorussia, Kenya, Vanuatu, Georgia, Latvia.

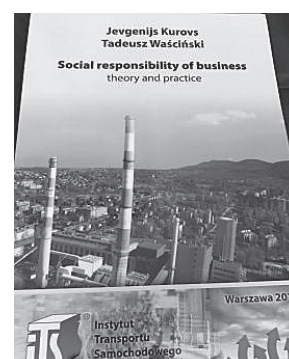
#### Academic Excellence

- RISEBA is fostering the faculty members for obtaining the expert status of Latvia Science Council in the fields of Economics, Entrepreneurship, Business Management, Psychology, E-learning thus contributing to the research environment of the country.

#### Books and monographs by RISEBA faculty members

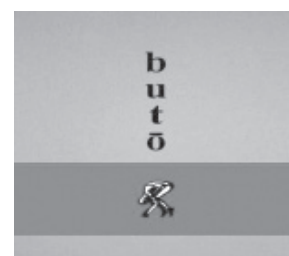
RISEBA University is publishing the research results of the faculty members in various forms. Monographs:

- Jevgenijs Kurovs – Scientific monograph "Social Responsibility of business: theory and practice"



- Anatolijs Prohorovs "Corporate Income Tax in Latvia and Estonia: How It Affects Business, Investments, Unemployment Rate, Tax Revenues and Country Economic Growth"

- Simona Orinska a book on Japanese Movement Art (2015, Publishing House "Mansard")



#### International publications by RISEBA faculty members:

In 2016-2017 RISEBA faculty members published 90 research papers. These papers were published in RISEBA's journal "Journal of Business Management", in other academic journals, and as conference proceedings;

Essential part of the common pool of the research papers – 56 papers were published in the editions indexed in scientific database Web of Science and/or SCOPUS.

#### The research papers related to sustainability, social aspects and responsibility:

- Julija Bulatova "Morality as an index of mental health of the organization: building a model of healthy leadership," ISBN 978-3-319-23080-1, "The international society of business, economics, and ethic" book series "Understanding ethics and responsibilities in a globalizing world" 2016

- **Aleksandrs Fedotovs** "International integration: From a dream to a political dogma" (2016), "Business Challenges in the Changing Economic Landscape" Proceedings of the 14th Eurasia Business and Economics Society Conference. Springer International Publishing. Vol. 1, pp. 449-459 (co-author O.Sakalosh) ISBN 978-3-319-22595-1, ISBN 978-3-319-22596-8 (eBook) 2016
- **Irina Sennikova, Tatjana Vasiljeva** "Business Meets Art: Beyond the Traditional Approach to Education, Management and Business," RISEBA 2016
- **Irina Sennikova** "Organisational change: generational differences in reactions and commitment," 9th International Scientific Conference – Business and Management 2016, Vilnius, Lithuania. eISBN: 978-609-457-921-9, Article ID: bm.2016.10, [http://bm.vgtu.lt/index.php/bm/bm\\_2016/paper/view/495](http://bm.vgtu.lt/index.php/bm/bm_2016/paper/view/495) 2016
- **Irina Sennikova** "Factors affecting the choice of higher education institutions by potential students in Latvia" proceedings of CBU International Conference, ISBN 978-80-88042-04-4 (online edition), 978-80-88042-05-1 (print edition), <http://journals.cz/index.php/CBUConference2013/issue/view/75> 2016
- **Jana Roze, Nadezda Rika** "Factors affecting the choice of higher education institutions by potential students in Latvia" proceedings of CBU International Conference, ISBN 978-80-88042-04-4 (online edition), 978-80-88042-05-1 (print edition), <http://journals.cz/index.php/CBUConference2013/issue/view/76> 2016
- **Nadezda Rika** "Factors affecting the choice of higher education institutions by potential students in Latvia" proceedings of CBU International Conference, ISBN 978-80-88042-04-4 (online edition), 978-80-88042-05-1 (print edition), <http://journals.cz/index.php/CBUConference2013/issue/view/77> 2016
- **Ilmars Kreituss** "Non-recourse Mortgage Lending and Support of Borrowers as Credit Market Heat-up Instruments," Proceedings of XXV AEDEM International Conference "People, Source of Innovation and Value Creation in the Organization", September 1-2, 2016. European Academic Publishers, p.275-288. ISBN: 978-84-617-4083-3 NO COMERCIAL | EDITORIAL: European Academic Publisher 2016
- **Iveta Ludviga** "Exploring the Relationships between Job Satisfaction, Work Engagement and Loyalty of Academic Staff" World Academy of Science, Engineering and Technology International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering Vol:10, No:1, 2016 (impact factor 2016 1,57 <http://waset.org/ImpactFactor>) 2016
- **Jurijs Spiridonovs** "The resilient Energy Union – response to the challenges of XXI century," Brno University of Technology, Faculty of Business and Management. ISBN 978-80-214-5413-2 2016
- **Tatjana Vasiljeva** "Cloud computing: business perspectives, benefits and challenges for small and medium enterprises (case of Latvia)," "16 Conference on Reliability and Statistics in Transportation and Communication, RelStat'2016, 19-22 October, 2016, Riga, Latvia, Procedia Engineering ELSEVIER " 2016
- **Solveiga Blumberga** "Work-life balance and job satisfaction for different generation employees at state holding company" 2016. Albania. Bulgaria. 22. – 31.08. SGEM. International Multidisciplinary Scientific Conference on Social Science & Arts.
- **Solveiga Blumberga** "Personnel work life quality and job satisfaction at state holding company" 2016. Albania. Bulgaria. 22. – 31.08. SGEM. International Multidisciplinary Scientific Conference on Social Science & Arts.
- **Solveiga Blumberga** "International assignment process in organization: expatriates and repatriates perspective". " 2016. Albania. Bulgaria. 22. – 31.08. SGEM. International Multidisciplinary Scientific Conference on Social Science & Arts. 2016
- **Solveiga Blumberga** "Work Stress and Subjective/ psychological well-being of Employees of State Holding" 2016. Prague, Czech Republic, 23.-25.03.
- **Solveiga Blumberga** "Quality of hospital nursing work life, psychological and subjective well-being." 2016. Jelgava, Latvija, 13.-14.05. 9th International Scientific Conference " Rural Environment. Education. Personality (REEP)" Latvia University of Agriculture.
- **Solveiga Blumberga** "Stress, Coping, Adaptation and Cultural Diversity of Healthcare Personnel." 2016. Rezekne, Latvija, 27.05.-28.05.
- **Solveiga Blumberga** "The development of human resources marketing medium-sized enterprises in Latvia. "Journal of Business Management". 2016. Riga, Latvija, 21.-23.04.



• **Anatolijs Prohorovs** "Structural analysis of Latvian VC funds investment by industry" 2016

• **Raina Vira** "Theory of constraints and employees training system," 3rd International Conference on social sciences & arts 2016

• **Ilmars Kreituss** "Collective Financing Marketplaces: Alternative to Bank Funding in Early Stages of Entrepreneurship" Proceedings of 17th EBES Conference, Venice, October 15-17, 2015. Vol.5., p.469-490. [http://link.springer.com/chapter/10.1007%2F978-3-319-46319-3\\_29](http://link.springer.com/chapter/10.1007%2F978-3-319-46319-3_29) 2016

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### **Longitudinal research projects by RISEBA faculty**

RISEBA encourages its staff to apply for doctoral studies. Several full-time staff members are in the process to obtain PhD and are developing their PhD theses in the following areas:

• **Iveta Cirule's PhD Thesis** – "To Evaluate the Impact of Managing the Business Incubators on Entrepreneurship Development";

• **Jevgenijs Kurovs's PhD Thesis** – "Business Process Management Model of Heat Production in the Context of Corporate Social Responsibility and Sustainability".

Most of these research papers provide guidelines for business leaders to create such culture of innovativeness, which would promote sustainability of the organisation and society in general, are aimed at generating profits while based on ethical values and trust.

## Research projects



Erasmus+

### • ERASMUS+ project "Clustering Creativity"

Despite of rising new media study programs at higher education institutions, there is a gap between an education meeting the challenges of digital economy and emerging new creativity based business models and digital literacy in creative media.

The reason for this is lack of synergy between higher education institutions, online marketing professionals and students as future creators of new media products. In order to cope with this lack of synergy there is a need to strengthen interaction between academia, business including SMEs that needs creative solutions and effective online marketing; online marketing professionals that needs orders and creativity based solutions to experiment with new business models.

- The project **"Clustering Creativity" 2015-2017** aims to stimulate synergy between universities, Internet marketing companies and students in order to empower CCI for the creation of jobs in a new media market. The project will provide high quality learning opportunities as it will create the conditions for the new media students during their studies in a higher education institution to acquire relevant business knowledge and skills in media production, marketing, advanced Internet advertising and sales technologies needed in a modern business market.

- The project **DAMA** network in 2013-2016 created a creative platform for Nordic and Baltic universities in the field of art and design, performing arts and new media. DAMA organised annual courses, exchanges and workshops. DAMA network consists of 12 international Higher Education Institutions. The goal of DAMA network is to foster interdisciplinary cooperation in the fields of new media, performing arts, art and design among the students and teachers from Nordic and Baltic countries. DAMA network has expanded to include students from all kinds of disciplines and fields under art and design: music, performance,

fine arts, graphic design, industrial design, media, theatre and dance. DAMA network continues this tradition to make new connections between people and create expanding opportunities for artistic outcomes. In March 2017 Nordplus allocated 16 000 EUR for DAMA Network season 2017-18 to support student and teacher exchange and networking.



### **Skilled Business Leaders for Skilled Europe (Lead4Skills)**

is an Erasmus+ Strategic Partnership project bringing together 8 organisations from 7 different countries. The overall aim of the project is to provide higher education institutions (HEI) with a comprehensive set of insights, guidelines and materials that would help develop more relevant and innovative management education offerings and study processes, based on the real needs of businesses and economies and as a result stimulate reduction of management skills mismatch across EU and provide enterprises with better-skilled employees, decreasing their investments in new employee training and increasing their competitiveness on local, regional and international levels.

Project duration: 1 September 2016 – 31 August 2018

### **The project aims at exploring, identifying and assessing management and leadership development needs by focusing on:**

- challenges faced by businesses (particularly with respect to management and leadership issues);
- exploration, identification and assessment of management and leadership development needs and how they may help address challenges faced;
- critical evaluation of the results achieved and impacts made by management education to date;
- recommendations for learning partners, including specific guidelines, materials, and staff training.

The aim of the Lead4Skills project is supporting the **Principles for Responsible Management Education (PRME)** by developing guidelines and materials that would help develop more relevant and innovative management education offerings and study processes, based on the real needs of businesses and economies (3<sup>rd</sup> principle – **Method**), by communicating and cooperating with managers of business corporations (5<sup>th</sup> principle – **Partnership**), and by presenting the issue in different multiplier events where business world meets the education world (6<sup>th</sup> principle – **Dialogue**).





#### Principle 5 | Partnership:

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

RISEBA has expanded its international partnership network and own programme portfolio by running short **intensive programmes for students from partner universities**, e.g. International Consultancy Project for MBA students from Robins School of Business, University of Richmond (USA); summer and winter schools for undergraduate and graduate students from RANEPa Russian Presidential Academy of National Economy and Public Administration and RUDN University (Russian Federation).

The latest achievements in this area include 2 more international projects: in July 2016 thanks to the Latvian state financial support (scholarships) RISEBA TA\_KA+, RISEBA first international summer school for students studying Architecture and Audiovisual Media Arts (from 8 EU and non EU-countries) was organised in July 2016 RISEBA students and staff attended "Digital+Event", a summer school organised for RISEBA by RUDN University in Moscow (Russian Federation).

Since 2010 operations of **RISEBA Career Development Centre** have been expanded offering a wider range of services to RISEBA students and graduates. For instance, in April 2016 a master class at JSC "Rietumu Banka" was organised to provide information on Compliance Management and to recruit 20 students as Analysts. In 2016 an intensive traineeship programme was organised by JSC "Baltikums Bank" offering 2 month learning and job opportunities and awarding a monetary prize and a job for the best student.

In May 2016 RISEBA and Bauska County Council signed a cooperation agreement, that provides for the development and implementation of joint educational programmes, workshops and projects on issues related to architecture, entrepreneurship etc. The agreement specifically refers to the cooperation in the areas of urban quality and architecture as well as the entrepreneurship quality improvement. It is also intended to involve the students of Architecture, Business Studies and other programmes in Riga city problem solving by their participating in internships and developing bachelor, master or doctoral thesis on urban, marketing and architecture issues.

The Agreement also includes the cooperation in research projects, the development of academic and professional study programmes as well as exchanging information, organising conferences and seminars, internships etc.

RISEBA actively participates in **EU funded projects that bring together students, academics, practitioners, labour market and policy makers**:

- The project "Business Opportunities for European Young Entrepreneurs" 2015-2017. RISEBA together with the partners from 4 European countries (Italy, Portugal, Poland and Finland) successfully started the EU funded programme "Erasmus for young Entrepreneurs" the Project "Business Opportunities for European Young Entrepreneurs" (Biz4EYE). "Erasmus for Young Entrepreneurs" is a cross-border exchange programme which gives new and aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other participating countries. The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur to acquire the skills needed to run a small firm.
  - The project "Consultation services for individual business consultation service offer" 2015- 2017 aims to develop the entrepreneurial ecosystem of Latvia providing business consultations on business plan development and new business establishment services for 400 unemployed people in Latvia.
  - RISEBA University in collaboration with Startup Latvia organised two "Startup Weekend Riga" events in Latvia. Thanks to Startup Weekend founders, designers, marketing specialists, product managers and others who contributed in generating ideas, more than 250 participants attended the events including RISEBA University students and graduates, who shared their ideas during the 54 hours of the event in order to turn promising concepts into new businesses.
- RISEBA participates in the **Shadow Days**. RISEBA welcomes dozens of young "shadows" annually, when secondary school pupils become the "shadows" of RISEBA staff members. The aim of the Shadow Days is to acquaint pupils with the professional responsibilities of various specialists, help them to choose a profession and prepare for their future career, as well as



demonstrate the connection between education and career thus motivating pupils to take studies seriously. Combination of school, study and work environment stimulates youth's future integration into society and labour market.

Since 1998 RISEBA has been **the Training and Examination Centre of London Chamber of Commerce and Industry (LCCI)**. LCCI international qualifications are among the best recognised and most highly regarded business-related qualifications in the world.

Starting from 2010 RISEBA has been cooperating with **the French Institute in Latvia** (Institut Français) promoting the French language learning. Every year 3rd year students of the EBS programme sit the examinations in French and receive globally recognised "Chambre de commerce et d'industrie de Paris" diplomas.

**Links with employers and the corporate world** are one of the most essential preconditions for the quality of education and the demand for RISEBA alumni in the labour market. To strengthen the links with the corporate world RISEBA cooperates with a wide range of the qualified professionals from industry to deliver guest lectures and seminars.

RISEBA Career Development Centre, RISEBA students and alumni as well as RISEBA's membership in Latvian and international professional associations and organisations serve as the basis for establishing, maintaining and developing RISEBA's corporate connections.

In addition to the existing cooperation network RISEBA signed **new partnership agreements with companies** on various aspects of cooperation, e.g. internships, curriculum development, guest lectures, research development, etc.

RISEBA has been organising a number of activities a few years now providing guidance to **secondary school pupils** in their university choice and to help them identify a career to undertake:

- RISEBA Youth Academy "What will be your future career". Since 2012 RISEBA has been offering an opportunity for secondary school pupils to attend a series of lectures (free of charge).
- RISEBA new project "Be the student for one day" was launched this year. It gives an opportunity to any secondary school pupil of 10-12 grades to spend one day together with any RISEBA student on a particular day and study programme chosen, i.e. to attend the lectures and practical classes, have a tour to the library and look around the University, communicate with the students and staff and get to know how it is to be a student of the international RISEBA University where business meets arts.

RISEBA **sponsored a number of international events** held in Latvia, e.g. the Baltic Project Management Days, British Month, Burns Supper, Royal Ascot, Queen's Birthday, Novruz, the Constitution Day of Uzbekistan, etc.

RISEBA facilitates the spirit of unity and team cohesion as well as promotes healthy lifestyle engaging students and staff in variety of **extracurricular activities**:

- Architects Ice Hockey Championship RISEBA Faculty of Architecture and Design annually organizes and invites architects and architecture students from RISEBA and other universities to the annual ice hockey championship for architects ARCHICUP to enjoy winter sports activities and facilitate sports competition for young people.
- For the 5 years in a row a team of RISEBA students and staff have been taking part in the Latvian Entrepreneurs' Sport Games organised by the Employers' Confederation of Latvia and the Latvian Chamber of Industry and Commerce. Teams representing different various enterprises get together to compete for the main prize. The competitions traditionally include such sports as basketball, football, volleyball and different individual sport games. These games are an excellent opportunity to relax, do sports and build RISEBA team spirit.



#### Principle 6 | Dialogue:

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

In 2016 **PRME CHAPTER CEE** was established at RISEBA University. The Chapter mainly focuses on the activities aimed to raise the awareness about responsible management education and practices and the new UN Sustainable Development Goals.

In April 2016 the Board of the Chapter was established and RISEBA University was elected by PRME CEE board members as a PRME CEE hosting institution for two years.

In September 2016 a PRME CEE Meeting was held in Tallinn within the frames of CEEMAN 24th Conference. Dr. Irina Sennikova, the Chair of the PRIME CEE opened the meeting with an inspirational speech, Dr. Danica Purg (CEEMAN Rector) and PRIME board members Dr. Dusan Kucera, Olga Veligurska, Mihail Pindelski came forward with proposals to design a web-page or sub-web-page of the Chapter, hold regular meetings of the Chapter (twice a year), organise an exchange of experience between the teaching staff and students of PRME CEE signatory schools, share best-practice materials, etc. During that meeting the main activities and chapter directions were discussed in a workshop format: the group of 64 participants was divided into smaller groups, and main tasks, challenges and directions were put forward. Particularly, such questions were in the focus: the geography of the Chapter, schools of collaboration within the Chapter, Chapter working language, main definitions, financial aspect of the organisation of events.

In September 2016 RISEBA's PRME CEE Chapter coordinator took part in "Oikos Regional Meeting for the CEE region" in the conference held at Bratislava University "Sustainability as a Success Factor in the Corporate World", and RISEBA University was invited as a PRME CEE representative.

More information is available at: <https://oikos-international.org/bratislava/projekty/cee-meeting-2016/speakers/>

In January 2017 Gaidar Economic Forum was held at RANEPA in Moscow (Russian Federation). A PRME focused session was organised within the frames of the forum: "PRME: Do Businesses Require Socially

Responsible Managers?" Within this session the following issues were tackled: The Corporate Social Responsibility (CSR) concept emerged in the second half of the 20th century in the USA. In many aspects, the basis for the concept was a business ethic characteristic of Western countries. As modern research shows, the Corporate Social Responsibility concept is differently interpreted and perceived in various cultures. In Russia, as in many other Eastern and Central European countries, the Corporate Social Responsibility concept is regarded by business representatives with mixed feelings, yet in business schools the amount of academic hours allocated to the relevant courses is steadily growing. However, to what extent the Corporate Social Responsibility concept is valid in the cultural context of the countries of the former socialist camp is still undecided. In addition, scandals of the last few years (e.g. VW) allow one to bring up the question in a more straightforward manner: does business require socially responsible managers? The following issues for discussion were put forward:

- How do the current cultural specifics of Eastern European and Central European countries affect the perception of the CSR concept?
- How can the CSR concept be adapted for the cultural context?
- To what extent can a business school affect the formation of socially responsible managers?
- How can we bridge the gap between CSR theory and CSR practice?
- Are socially responsible managers helpful for a business?

More information is available at:

[http://en.gaidarforum.ru/upload/iblock/273/program\\_11\\_01\\_2017final.pdf](http://en.gaidarforum.ru/upload/iblock/273/program_11_01_2017final.pdf)

In June 2017 the University of Sussex in the UK hosted a project meeting on "Teaching CSR and sustainability". Main problems in teaching these subjects were raised. The research gap was identified, the questionnaire for research was approved, and main tasks for conducting the questionnaire were divided. The results of the research (collecting data about teaching and training the CSR in CEE region) are to be presented at the Chapter's Annual Meeting at the University of Ljubljana in September 2018.

In August 2017 Prague University of Economics (Czech Republic) hosted another PRME CEE meeting and training session. The training consisted of a two-day seminar on the issues of ethical decision-making, ethical leadership and

sustainability. PRME CEE meeting participants decided on the following:

- annual meetings should take place on the regular basis
- common research – questionnaire development and possible collaboration
- Changes in the Steering Committee board

The Steering Committee decided on the matter of holding an Annual Chapter meetings at the end of August – beginning of September. The next Chapter's meeting shall take place at the University of Ljubljana in September 2018.

In January 2018 the Gaidar Forum took place in Moscow. RISEBA University was represented by the Dr. Irina Sennikova, RISEBA Rector. The session on "New technologies and corporate social responsibility. how business schools can implement principles for responsible management education" was held and the following issues were discussed:

- How do cultural specifics of the Central and Eastern European countries influence the perception of the CSR concept?
- How can the CSR concept be adapted to the cultural environment?
- How can business schools influence the formation of socially responsible managers?
- How can the gap between CSR theory and practice be reduced?
- Can socially responsible managers bring benefit to business?





More information is available at:

[http://en.gaidarforum.ru/upload/uf/75f/Program\\_of\\_the\\_Gaidar\\_Forum.pdf](http://en.gaidarforum.ru/upload/uf/75f/Program_of_the_Gaidar_Forum.pdf)

Undoubtedly RISEBA is continuously making efforts towards ensuring the sustainability of existing and future initiatives and development of the created capacities for the future while simultaneously pursuing activities that contribute to implementing the PRME principles.

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