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Stockholm School of Economics in Riga

Valentine's day dilemma



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~~Hello dear~~
Dear SSE
Hey SSE Riganians!

Here go Egle, Kamile, Jekaterina and Vladimirs! We are super-duper multi international team of the Insider. We are fun, because life is more than everyday deadlines. We are creative, because everybody loves crazy people. We are hard-working, because so are you. We are curious, because there are so many secrets around us. And we are strange, because... Well, we just are.

So, here is the product of our sleepless nights, our first and the most beloved child: the first issue of this year's Insider! And as we all know, love is blind, and parents' love towards their children is the most extreme. So we love it even despite all the minor weak sides and we hope that our Insider will grow into a simpatico creature with a nice personality but with a discerning mind.

By the way, can you feel Love in the air? Year 2 students, forget about You-Know-What! Relax! Time to fill your heart with love has finally come! Find some scissors, glue, red paper and make lots of small but warm hearts to make your friends happy. And as we, insiders, have so much love in our hearts, we want to send lots of kisses to all of you and especially to Kotryna, Reinholds, Egle, Jelena, Kirill, Laura, Martins and Elina without whom this Insider would have lost half of its charm.

Ps. we introduced new section about hobbies :)

Love & Kisses,

Egle, Kamile, Jekaterina and Vladimirs.



Morten's column

We are all (at least we economists...) looking at Estonia. Will Estonia submit an application this spring to be reviewed for euro zone membership and, if so, will it be accepted? My guess is that the answer is yes to both.

Some (cocky) Estonian observers have already explained how this would attract more investment to Estonia, partly new investment, partly investment moving away from the other two Baltic countries. Gung-ho Estonians are possibly already dreaming of economic divergence: A future where Estonia improves rapidly and where Latvia and Lithuania are left behind in the dust as the sick men of the Baltics.

From an LV or LT perspective, how to avoid that happening? Here is an idea. LV and LT should make the following threat: If EE applies for euro adoption, LV and LT will retaliate by devaluing their currencies. This will erode Estonian competitiveness, reduce Estonian economic activity while improving the economies of LV and LT – the sick man could move north!

Unfortunately, EE could make a counter-threat: EE could choose a devalued Estonian kroon when deciding on the conversion rate at which the country joins the euro zone. This could trigger a currency crisis in LV and LT but not in EE as they have been promised euro entry already.

And this might explain why neither threat is likely to prevail – both sets of countries see it as their advantage to maintain status quo in terms of exchange rates. We called it Nash equilibrium in micro and those who find such topics interesting should choose the Game Theory elective.



To € or not to €?

News from the SA

NEWS FROM THE STUDENT ASSOCIATION

Dear all,

A wise and ancient blockbuster once taught me: „Time is always against us, Neo“. Clearly, this phrase could be addressed to each of us and not without a reason – this issue of Insider marks the first 40 days of 2010 and also the first 40 days of our SA. Of course, the SA 2010/2011 will officially take over only in March, nonetheless we are already trying our hand in creating events, fixing internets and planning the flow of the year.

What we have done during these 40 days. Well, firstly, the Board has focused on understanding its core tasks. There have already been meetings with SA sponsors and with the Latvian Student Union as well as the Minister of Education. There have already been deals with new sponsors, such as Coca-Cola sponsoring the Winter Symposium, and if you are wondering where is the new iMac in the lobby, then the agreement has already been made and we are just waiting for the flamboyant binary clockwork to arrive. Also you may have noticed the course evaluations, training news, guest seminars and party promotions; it's all us. Currently, among other things that we have in our to-do lists, we plan to fix the troublesome wi-fi, improve the SA website and finish the budget for 2010/2011.

Working with the chairpersons so far has been very much like conducting an orchestra of virtuosos. The team is strong and it holds a lot of potential. Being head of these people is very demanding in a good way and it indeed is a driving force for me and Birgit to come up with new daring ideas; the team is the ultimate machine and it eats challenges for breakfast.

The first 40 days have laid a good foundation for more knowledge, they have been all about exploration and curiosity of how things work around the association. The plan for the next 40 days is to gain more speed and to be more efficient in terms of providing you with the things you were promised. In fact, we plan to be so efficient that we believe we will finish the next 40 days in 27 days. And on the 28th day we shall rest.

Wishing you good luck with O&M, FE and BT,

Truly yours,

Rolands Mesters

President of the SA 2010/2011



PEAK TIME

By the time this Insider issue will reach you, Peak Time promotion stage will be over.

4 continents, more than 60 countries, over 200 universities. All thanks to Year 1 students, ambassadors and other PT helpers all around the world.

Soon participants will engage into CESIM business simulation rounds and proceed with demanding case studies created by McKinsey. As always, economics and business is the core of Peak Time, however this year tasks will involve green development and force PT participant's to face challenges from a new angle.

So let the intellectual fun of Peak Time 2010 begin!



INVESTMENT FUND

The first round of Investment Game 2010 has finished! The players have shown huge enthusiasm and have been trading with ardor never seen before – a lot of them have seen incredible growth of their portfolio values, but only the top 3 players have been awarded with monetary prizes! Will the markets continue being favorable to them in the second round or will they be punished for loving risk too much? Well, it is still possible to join the game, so see for yourself!

Huge props go to Year 1 students who have assisted us with promoting the game in the media, schools and universities and who are currently writing weekly stock market overviews!



CHARITY CLUB

Hello everybody and happy Valentine's day! We want to thank everybody one more time for donating things for the children in orphanages. Their happy faces were worth it!!!

But new year has begun and Charity Club is planning totally new events. We have decided that a board of four people is not enough and we want to unite every single good soul and heart in this school that is willing to do good deeds for a greater purpose. If you are interested in making the world a little bit better place, please contact us through student association's web-page, follow us @ssercharityclub at twitter or approach us in the school. Our contact phone number is +371 26545367. Your Laura, Alina, Anna and Mārtiņš.



LEIF MUTÉN SOCIETY

Leif Mutén Society has reviewed the list of courses top performance in which will be rewarded with a scholarship from LMS. For Year 1 students, these are Microeconomics and Business Law. This year, scholarship in Microeconomics has already been given to a student who showed an excellent performance in this course. Congratulations!

In January, Leif Mutén Society was also accepting applications for financial support from all those Year 2 students and debtors who are writing reports in Financial Economics this year.

And finally, to get any information about the society and membership status in it, we encourage students to visit LMS section on the E-learning platform.



DEBATE SOCIETY

On 11 and 12 of December the SSE Riga Debate Society organized the traditional debating tournament SSE Riga IV 2010. The convener of the tournament was Nikita Pusnakovs; the Chief Adjudicator, our graduate, Arvydas Ziobakas; and the Deputy Chief Adjudicator, a former World and European champion, Will Jones. This year's tournament was exceptional in terms of size and quality. It has set a new record in the number of people participating (about 130), and it has attracted many of the top European debaters. Moreover, the adjudicating panel never consisted of so many Worlds and Euros finalists as this year. The feedback from the participants was extremely positive, and we hope that the next year the tournament will get even better. Quote: "The SSE Riga IV is doing better than investment banking. If they go down, we go up."

Two members of our Society had a very non-traditional New Year's Eve. While most of the people were enjoying champagne and - 20 C, they were enjoying Turkish raki and Antalya's beaches. They went to the Worlds University Debating Championship in Antalya held by the Koc University. They came back full of positive emotions, having met many new friends, and gained enormous experience. Unfortunately, they didn't manage to make it to the break.



DAYS OF OPPORTUNITIES

There are two months left till the Days of Opportunities 2010, which means that now the real preparations start. Main companies and universities have already been contacted and SSE Riga students may feel confident to meet their good old friends, such as KPMG, Oriflame, P&G, L'Oreal, PWC, Ernst & Young, at the event. Moreover, some previous participants, who were not present last year, such as Parex Bank, are coming back to us in the search for the best interns. Also, we are trying to expand the variety of fields presented at DoO by inviting an insurance company to participate.

Charity Club at work

Lighter and happier after-Christmas time for children from “Zīļuks”

MANY STUDENTS AREN'T EVEN AWARE THAT THERE IS A TRADITION AT SSE RIGA THAT HAS TAKEN PLACE AT CHRISTMAS TIME FOR ALMOST 10 YEARS IN A ROW. IT WAS STARTED BY SOME OF THE FIRST CHARITY CLUB MEMBERS AND CONTINUED THROUGH THE TIME. EACH YEAR WE HAVE A NEW BOARD SELECTED FROM YEAR 1 STUDENTS; THUS, EVERY TIME THERE IS SOMETHING ENTIRELY NEW WAITING FOR 10-20 CHILDREN, AGED BETWEEN NINE AND EIGHTEEN, FROM THE “ZĪĻUKS” ORPHANAGE (LOCATED IN THE DISTRICT OF MADONA, LATVIA) .

This year our Charity Club members wanted not only to entertain teenagers and children, but to give them something more, still doing it with fun and a cheerful touch. Something that they could take home with them and use it to make their everyday life better and more fulfilled.

The first bustle started early in the morning at 6 o'clock when Mārtiņš, together with a photographer, packed everything that you had given in this year's donating auction for children in Latvia's orphanages and raced through the early winter morning to Sausnējas parish. There they just switched Santa Claus's green bags for 12 happy expectant young people and two of their teachers. Then children met other Charity Club board members who were already waiting for them at SSE Riga with hot tea, cakes, and introductory games which entertained children until their next excursion to the War museum at Pulvertornis (the Powder Tower). There they could get a glance at everyday life of Latvian soldiers in different periods of time. After returning to our reality children had a chance to make funny, serious, interesting or even truly fascinating pictures at the Freedom Monument, thanks to two skillful photographers who both donated one of their free Saturdays to meet the children.

After such a serious start the residents of “Zīļuks” discovered the basics of bowling in “Fantasy parks”. Of course, this was one of the features which imprinted most in teenagers' and children' memory as it was the funniest event, and some of them even managed to become really good players, getting one strike after another. The game was followed by an “after-party” in the “Lettgalia” corporation, which proved to be as exciting as bowling - a beautiful and



skilled cook Liene made an unforgettable supper, with all the plates cleaned completely.

When the need for food and warmth was satisfied, everyone hurried back to the SSE Riga premises, where the most serious and important part began. Children had an additional activity that included discussions about their intentions and expectations for the nearest future. Among these were intentions to get better marks, do more sports, and also to change their personality traits - to be more courageous, friendly, and polite. The Charity Club board promised to follow their successes through this year and to remind children about their promises to themselves. Aside from this, in the end there will be an awarding ceremony for the most determined ones.

This time Charity Club says thanks to SSE Riga community, International Women Club, Fantasy Park, Kiwiprint, Fotokolors and also corporation “Lettonie”. Without them this event would not be such colourful and memorable.

Laura Danberga

i Hola, guapa!

I am sure that there will be other stories about many parties that you can experience during an exchange or all the travelling that you can do. During my stay in Madrid, I also did my share of crazy partying Spanish-style as well as explored the country and beyond. There is basically no academic side in an exchange semester, at least not in the Mediterranean region (although I have to admit that, as I'm writing this, my mind is preoccupied with 5 rather difficult exams that I have to take in a very short period of time).

Nonetheless, this doesn't mean that an exchange semester is one long holiday; it can also be an investment in your personal development, if you choose it to be such. For me, it was the language. With a thought that every educated person should speak at least two foreign languages fluently, I decided that Spanish is the way to go. Besides that my German skills never got past the basic level after many years of lazy studying. I barely spoke Spanish when I came here, and I'm leaving with a decent conversational Spanish in my command. The language is easy and the locals know no other way to communicate (a big no-no to English!). There are some courses taught in English at the university, but if you want a wider choice, you need to take classes in Spanish. These and many other reasons create a "greenhouse effect" for learning the language without having to spend much time on cramming grammar books. Be aware that being an Erasmus student is a big barrier to enjoy that favorable environment, since you normally make friends with other Erasmus people and therefore use English to socialize. But that's okay. My head nearly exploded when I once found myself in an only-Spanish environment for a whole day!

Apart from that, there's a cultural experience. In Spain, you start out being amazed by the climate, relaxed lifestyle and friendliness and openness of people. The initial amazement fades away very quickly as you get frustrated by all the bureaucracy, inefficiency, and laziness that this seemingly developed country exhibits. You might even start being jealous of the laid-back Spanish lifestyle and think how unlucky you are that back in the Baltics you have to work your ass off to achieve the same level of wealth. I went through all of these mixed feelings, but in the end I entered the "acceptance" stage where I stopped thinking that "the lazy southerners don't deserve all of

¿Qué pasa?



this". I finally saw that they're not as inefficient as it seems, and that we, deadline-oriented SSE Riga people, tend to measure efficiency in some weird, distorted way.

Turns out, there are many different ways to be happy. Just think outside the box - that's what Spain taught me!

Kotryna Drasutyte - Spain, Madrid



Sparkling MOSCOW...

Why did you decide to go to the country you've been to?

First of all, I would like to underline that my choice was based on both sides of the exchange stay, academic and social. I was kindly advised by an SSE Riga recent graduate to go to SU-HSE in Moscow due to the relatively high educational level and ultra captivating and interesting possibilities to spend the semester on exchange in Moscow.

I was also rather attracted by the possibility to live for four months in the one of the world's megalopolises, to feel the rhythm and chaos of a Big City life. Visiting my ethnic native country could be another reason of my decision. And as it turned out, I did not regret)

How did you like your university altogether?

No doubts, SSE Riga study process differs a lot from the study process at HSE and Russian educational system in general. Despite a major difference of HSE academic year structure from Russian higher educational structure, i.e. academic year is divided not into two semesters, but into five modules, exam session system still exists.

Moreover, most of assignments are not highly valued and exams are more "liberal", which brings less discipline during the examination process.

How about lecturers?

It should be noticed that most of HSE lecturers I have been to are highly professional not only in an academic, but also in a practical sense. Such economic gurus as Yasin and Solodkov (and many others) have imprinted various unforgettable moments of their fascinating lectures and open seminars in my memory, that's for sure.

What was the most interesting about your university's social life?

Taking into account the fact that the university in Moscow is bigger than SSE Riga and, as a result, there are more students, it is rather obvious that sports and extra curricular activities are more popular at HSE; however, I would like to underline that partying culture at HSE is less managed, and parties are never held at the university, i.e. clubs and bars are rented. I assume that this huge difference is, again, due to the size and capacity of universities.

Which stereotypes that you had about the country and people were broken apart?

No shocks, no stereotypes broken, no bears walking on the streets with balalaika, etc. I was just a bit surprised in a positive way by the fact that not so many (as I expected before) Russians, more precisely, Muscovites, like to show off; they are more likely to just stand out the crowd. I noticed this during the study process and via personal communication with new acquaintances.

In your opinion, how did this exchange experience change your way of thinking?

This particular experience gave me an ability to manage and to value the time: in Moscow one spends a lot of time on traveling, there are many appealing places to visit, study process also takes time, etc. At the same time, one should be able to live with a "carpe diem" tune, not to go mad from the hectic of the big city.

Something else?

It is worth mentioning students' and HSE international department's friendliness and readiness to help and support in all of the appearing issues or problems during the exchange program experience.

Aleksandra Jakusenko



TM

Aarhus Business School

AN INTERVIEW TAKEN FROM ELINA CATE

How well-known and respected is Aarhus Business School on the world scale world?

Aarhus University advances in the top 100 in the new ranking of the world's 17,000 universities. In a recently published Times Higher Education – QS World University Rankings, Aarhus University has moved up from position no. 81 to no. 63. Aarhus University is among the youngest universities in the top 100.

The EQUIS accreditation places Aarhus School of Business and Aarhus University among the best business schools worldwide and on a par with London Business School, INSEAD in France, and the University of Washington, USA. Moreover, ASB has close to 8,000 students, which makes it one of Europe's largest accredited institutions.

An internet-based library called Social Science Research Network (SSRN) has made a ranking of international business schools, and ASB has been ranked 69 out of 800. On the list of schools outside the US, ASB has been ranked 18 out of 435 and is thus the best-ranked Scandinavian Business School (www.asb.dk).

Does studies in Denmark differ from studies at SSE Riga? If yes, how?

Overall, the studies here are more relaxed and more up to you. If at SSE Riga we are used to tough schedule and many assignments, then here no lectures are compulsory, and there are less assignments and group projects. However, in other programmes it may vary. Lectures also do not take so much time - on average 3 hours per day and usually only 4 days a week.

All the academic matters, lecturing style and structure of courses are very similar to ones at SSE Riga, and this is very advantageous to SSE Riga graduates, as students from other countries have difficulties with reading academic articles and books, etc.

Another different thing is that ASB is a huge university with many international students, in contrast with SSE



Master Study Project

Riga where you know everybody, so people are not spending 24/7 in the campus. Due to a high number of students, you also might not get a lot of nannying from the staff. Also you have to buy all your books (if you decide that you need them) and pay for printing and copying.

Overall, I am satisfied with the study environment here.

How do you cover your tuition fee, living expenses, etc.?

There is no tuition fee in ASB for EU students; however, living expenses are much higher than in Latvia - average living expenses are approximately 600-700 Euro per month without any luxuries. Currently I am covering my expenses working and with my parents support. However, later the money earned here will be enough. Most of the students are working here parallel to studies; usually some 10-15 hours of work per week will cover basic living expenses mentioned, as salaries in Denmark are high. But I have to add that finding a study relevant job is almost impossible without being fluent in Danish.

Are there any major cultural differences?

Danes are the same as all other Scandinavians, so there might be a problem to fit in. If you want to get into a Danish group, then you have to do it, not expecting that they will welcome you. Danes are closed when it comes to foreigners, but if you are more persuasive, then you will find out that they are very nice. It is very important here to meet a lot of people, sneak around, because that will

give you a lot opportunities to find a job. You just have to attend different social events, and there are a lot of those in Aarhus, as it is a city with a lot of students (35,000 if I remember correctly). And, of course, there are very many international students and you can always party, study, and socialize with them as you are all in the same situation.

Why did you decide to study in Denmark and attend this particular school?

Well, first of all, because there was no tuition fee and the university is internationally recognized. As SSE Riga has a partnership with ASB, I got a lot of information about the university beforehand and was satisfied with what they offered. One of the reasons why I decided to come here was that in some programmes there is a double degree programme, for example, I, as a student of MSc in Marketing, had the possibility to apply for EURECA double degree programme, which means that in 2 years time I will receive 2 master diplomas. I was awarded with this opportunity, which means that the next autumn I will be studying in Munich, Germany, and in the end I will receive a MSc in Marketing from ASB and a MSc in Consumer Affairs Management from TUM (Technical University of Munich). And one additional reason why I came here is that I didn't have to take GMAT or any other English test (because I studied at SSE Riga).

Was the competition on admission tough?

ASB has an experience with SSE students and they know that we are good, so there should not be major problems to be accepted for any of SSE graduates. The admission process is simple: there is an application deadline on the 1st of June (not 100% sure), when you have to fill in an online application form and send all the document copies to ASB, and that's all. There is also a possibility to contact the staff before the deadline if you need to know that you are admitted or not, and receive a conditional admission if you have to decide between universities, so you actually don't have to wait till the end of the deadline.

How many students from SSE Riga study there?

There are not many SSE Riga graduates currently studying in ASB, as far as I know, but overall, it is beneficial because they can share experiences and give suggestions.

What do you intend to do after studies?

Well, at the moment (as I have just started my studies) it is hard to say, I am thinking of going back to Latvia and use my knowledge to find a job there; however, if a good opportunity comes here, I can stay also here for a while. But, yes, not sure yet!



In your opinion, are there any drawbacks when studying abroad and in Denmark particularly?

Well, there are some - difficulty to find a job, high prices, homesickness and closed Danes; however, it is all up to you to overcome them. This year there was a huge number of students coming to Aarhus, so it was hard to find a place to live in, especially dorms. Basically, it is the same everywhere abroad, and I think that Denmark is quite a good place to study: good education, many social activities, and good environment.

Mārtiņš Kozlovskis

Gossips*

* WARNING. THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY OF THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)

They say it is the best idea ever to do and to present the same task 4 times and say that everybody else is just narrow minded and can't understand global thinking of Vairis.

They say that there was no party on Friday the 22nd... at least I don't remember.

They say, Arturs Pulkis, the prince awesome.

They say that Aiste Y2 considers herself being a CEO of PeakTime.

They say that IT guys found a new way to decrease the level of spam letters sent out in SSE - they simply shut down the WiFi!

They say there is a daylight as well. Is there?

They say that if you don't party during the Finance and you are Y1 student, it is a baaad baad sign about Y1.

They say that Krisjanis K (Y2) gets adrenalin from running over the street at the red light.

They say, that if a Y2 student finds a 100€ bill on the ground he doesn't even reach down... 'cause if the bill was real someone would have already taken it :)

They say that Liene is cheating on Harijs.

They say that if Dmitrijs (Y2) was a Lithuanian girl from Daugavpils, he wouldn't even have to study to get a topscore in FE!

They say there is somebody in California deeply missing Milda Mõmmi.

They say that Estonians discovered a new pick-up line: "would you like to be my penguin?" - Lido special :)

They say that Tardy is short for retarded.

They say that Peter (Y14) has a crush on Olga (Y2). They say that Y1 girls are sexier than Y2 and Y3 girls. Believe us, we know.

They say that the next party's dance floor will miss Y2 students. Poor guys will be having a date with n-th compendium of FE...

They say that Zvejnieks(Y1) is suicidal.

They say that Marit(Y1) consumed more alcohol on the holidays than all Y3 combined.

They say that the time for FE has come. When you come to school you can feel the fear in the air, and the Y2 shaking.

They say that Anastasija(Y1) and Armands(Y2) spent the whole winter break together "talking" and "working" for Business.com.

They say that there is going to be a new bar opened soon - location: Sarkandaugavas dorms.

They say Zybartas (Y1) is so insecure that the only way he can approach girls is through gossips.

They say JB is so important that in FE compendium it is stated: "...THE JB...!"

They say that Lithuanians are pretty good at cut&paste operations.

They say that Pause.MovieTime is strongly against abbreviations for names of organizations. At least for its own.

They ask our Edu.com, is it really MarketING research? Shame, shame...

They say that Vladimirs (Y1) after the lectures sings wwwkaraoke in a club with his strange best friends.

They say that Mr. Lagons got engaged. Sorry girls!

They say that new SA is sooooo hard working that it tries to pass this good example to others by trying to employ more and more students

They say that everyone is going to be dead soon because of the DEADlines...

They say that SA room is so messy that you can find two identical glasses of the ex-president.

They say that Amica is applying a special diet - the portions a getting smaller and smaller...

They say that in the lobby you could built a snowman and it wouldn't melt.

They say that Karolis J has a "special" girl...though nobody has seen her yet...

They say that the last slide in presentations should be "Vairis, do you have any questions?"

Vladislav says: please let me ask first because I might forget my question until Vairis finishes.

They say that if you loose in table football without scoring a point - you go under the table.

They say WebGPSS is as popular as facebook.

They say that they are bringing "They say that..." beginnings back.

They say that its strange that in school picked teams there usu-ally is 1 person who does a lot and 1 person who sleeps a lot.

They say that Valentines day is coming and its going to be hot.

They say that Jegors(Y1) was drunk all day during his birthday and nobody noticed.

They say that Poker FAIL.

They say that with a little work Miķelis(Y1) looks like Rasta Jesus.

They say that during Winter Symposium people used the good old army method to keep warm - LB, Standart, and Absolut.

Today I lost my pink underwear. It is pink

They say that Arturs (Y2) is the handsome prince, you just have to give him a kiss

Photo of the month



They say that Martins has a very manly way of giving flower, let's hope that no children got hurt.



They say that some SSE students in erasmus still found themselves more attractive than girls around.

Interview with Roberts Kilis

Research Methods Lecturer

IT SEEMS THAT ROBERTS KILIS, WHO HAS BEEN WORKING IN SSE SINCE THE VERY BEGINNING, NEVER GAVE AN INTERVIEW TO THE INSIDER. BUT WE THINK THAT HE DEFINITELY HAS A LOT OF INTERESTING THINGS TO TELL ALL OF US. ENJOY!

FRIENDS CALL ME ROBIS
AGE: 41
FAMILY STATUS: MARRIED
FAVORITE MOVIE: THE NAME OF THE ROSE (BASED ON A BOOK BY UMBERTO ECO)
FAVORITE BOOK: BRIDESHEAD REVISITED
FAVORITE MUSIC: CHRISTMAS CAROLS, OPERA, POP
CANNOT SPEND A DAY WITHOUT A BOOK
I HAVE NEVER TRIED HEROIN
COUNTRY OF DREAMS: ENGLAND
LANGUAGES SPOKEN LATVIAN, RUSSIAN, ENGLISH, SOME ESTONIAN
PARTYING VS. READING BOOKS READING BOOKS
BLONDES VS. BRUNETTES BLONDES



Please, tell us about your education

I finished secondary school in Valka, near the Latvian-Estonian border, so it was there where I picked some words in Estonian. Then I went to the University of Latvia, where I studied philosophy. After that I switched to anthropology and entered the University of Cambridge, where I received my master degree and later started my PhD. I finished it in 1999, and now I am planning to study again, maybe a different subject. Maybe it will be archeology. It should be something dealing more with humanities rather than with natural sciences. I believe that one high education is definitely not sufficient for life, so since I can't do more in terms of social anthropology education, then I move horizontally to different subjects.

Why did you decide to give lectures at an economic university?

I chose an academic career, which means that dealing with students is inevitable. Certainly, interaction with students, be that in form of a supervisor, a seminar leader, or a lecturer, gives you various insights. Their observations and their experience are very enriching. Probably the lecturers would sometimes need to pay students for ability to get the insights. Some students do projects which are highly interesting and ingenious and smart. So this experience of exchanges, lots of knowledge coming from students, is certainly one big reason why I am teaching at

this school. Now why did I come to the school and why am I still here? Probably because it is not only economic, but also a business school, do not forget that. It is extremely difficult to imagine how you can account for economic behavior without taking society into consideration. Anthropology is the course that gives understanding of social contacts of economic life. And without that students cannot have a full education. And I am also one of those anthropologists who like economists.

You seem to be active in a lot of fields, but what is your main job right now?

My main job is still here. It's the main, most interesting and most important job. The other things I do are just a citizen's duties. I am an academician and I will stay that. And if I need to choose, I will choose this place rather than anything else.

Tell us about your most interesting/important pieces of research in Latvia and abroad.

Well, I have spent a year in Siberia, in 1996-1997, in the middle of nowhere – in a Western Siberian region called Omskaya Oblast'. I went to a district where quite a few villages and settlements were established by people from Europe like Estonians, Germans, Belarusians, and Latvians as well.

They went there a hundred years ago during the colonization of Siberia. And I studied their social organization and the way they remember the past compared to the other people from Latvia who were deported to Siberia and remained there. But during the field works stage other topics also came up. This was probably one of the most interesting projects.

One of the most useful pieces of research was the one that we did several years ago on differences between Russian and Latvian managers. Are Russians and Latvians really different? And are there really substantial ethnical differences in the way how people do business? So we studied it and the result was the opposite – no, differences is an exaggerated thing! If you don't talk about the ethnicity, there are very few differences; once you touch it, the differences immediately appear, at least at the level of self perception and perception of the others. But if we don't pay attention, than we are quite similar. From that time I don't believe in any anecdotes about the differences.

Sometimes we also had slightly scandalous things like research about cultural consumption. We measured how often people of Latvia consume culture: go to cinemas, theatres, operas, read books, etc. It was scandalous because we discovered that at least 30% of people do not consume any culture. And only 2/3 of people read books, not more. And for the self perception of Latvians it was like a blow because they thought that we were more cultural. So people seem to drink more often than go to theatres.

PERSONAL LIFE & VALUES:

What are your main values?

It is rationalism and honesty in a sense of not hiding anything but telling directly.

Your recipe for a happy life

If you know what to do with your life, it's already significant part of happiness. The most unhappy people are those who don't know what their life's purpose is. They have a life, they have time, but they don't know what to do. If you know how to fill your life with sense, meaning, purpose, than you can be happy. Happiness should be durational; it cannot be immediate or sudden. You should have a prospective, I think, you cannot just go for sensual adventures because it does not give you stability. So this is the reason why knowing the purpose and filling your life with some sense is the way to be happy.

Some words about you hobbies

Apart from reading, it's table games. I have a two-year-old daughter; it is extremely interesting to see how a person learns. Very few things can be compared with the excitement of interacting with such a tiny creature.

What are your biggest achievements?

Probably the fact which I am very much proud of, is that I was the person



who organized the first conference about Sir Isaiah Berlin in Latvia. He was Jewish and he was born in Riga and moved later to Britain, where he became one of the most famous intellectuals of the 20th century. There was no interest in Isaiah in Latvia, although he was willing to come back to homeland. But despite those tensions we still organized the conference in a year, in 1998. And after that Sir Isaiah became a normal part of everyday academic life here, so I consider this being the most significant achievement of mine.

FUTURE & SSE:

How do you see SSE Riga in the future?

It is likely to develop into a graduate school because, to my mind, the Bachelor's program is very well-positioned and runs very smoothly.

What can you say to SSE Riga students?

I have been noticing that people take their results in certain subjects too close to heart. They burst in tears, or they have emotional breakdowns. I think that it is not worth that. In 2-3 years time it would be laughable. Of course, it is not good not to compete, but to do it excessively is psychologically devastating and absolutely unnecessary.

Vladimirs Zlotnikovs

Jekaterina Kolbina

A diary of a capoeirista

If once upon a time you decided to google two common hobbies, "martial arts" and "dance", you would probably get thousands of links about something called "capoeira". This article is going to explain what it is all about and where to practice capoeira in Riga.

More than 4 years passed, but I still remember my first meeting with capoeira. Some time after I had got the odd result in Google I decided to baste my curiosity and attend a training of this Brazilian martial art. August sun was shining into the windows of the top floor of one of Riga's block apartments; sunburned fit guys dressed in white were doing astonishing stunts; pleasant smiles and spirit of friendship could be felt everywhere around. All these things made me believe that Brazil may also be present in Riga.

Capoeira, according to the dictionary definition, is a Brazilian art form which combines elements of music, dance, martial arts, game, and even philosophy. Still, I prefer to think that capoeira cannot be explained verbally or described in books - it can only be felt through tough trainings, sounds of Brazilian music and family atmosphere.

Furthermore, capoeira is more than just words - it is all about acts. For instance, when 3 years ago, because of some circumstances, we were forced to open "Capoeira CDO Latvia", a lot of our capoeira friends responded, and only with their help we managed to pay rent bills, create a gorgeous website, and attract new followers.

Newcomers usually are amazed by the amount of energy, knowledge, and self-improvement they get during capoeira trainings. Sports part of capoeira teaches everyone to be flexible, enduring, strong, and fit. A variety of exercises makes capoeira available for all ages, sexes, and body complexions. Moreover, each capoeirista has a chance to play Brazilian music instruments and not only to feel the rhythm, but also to create it. And, of course, it is necessary to mention Brazilian culture, which is presented in capoeira songs, Afro-Brazilian dances, samba, and maculele.

Friendship is one more main component which helped capoeira to become so popular in the world. Capoeira unite so different people and help them to change: kids are not afraid to play capoeira with vigorous sailors; designers are inspired by the trainings and create incredible pieces of art; people who are shy in their everyday life can easily make new friends. What is more,

each capoeirista knows that he is always welcome in any part of the world. For example, during a workshop in France, one of our trainers shared his cramped 17-metres flat with three of us.

Capoeira workshop in Latvia is a big event that brings capoeira masters from all over the world. They give capoeira classes, teach new songs, and share their stories about Brazilian culture and capoeira. Once a year, usually in July, they conduct a great belt-changing ceremony - Batizado - which is accompanied with acrobatics shows, Maculele, and Afro-Brazilian dances. During Batizado every student becomes an official capoeira member. It has passed more than 4 years, and I am very grateful to capoeira as it has changed me very much and made me friends with a lot of new and different people. I see that some attend capoeira classes for learning acrobatic stunts, others for finding new friends or learn Portuguese or maybe even for developing music skills. As for me, I attend capoeira because it has become my life.



More information about capoeira and Capoeira CDO Latvia could be found here: www.capoeira-latvia.lv or contact me umacdo@gmail.com

Training time-table in Riga :

Tuesday	20:00 - 21:30
Thursday	19:30 - 21:00
Monday	19:30 - 21:00
Friday	19:30 - 21:00
Sunday	17:30 - 19:00

Rīga, Kalpaka bulvāris 8 (Rīgas Valda Zāliša pamatskola) on Tuesday, Thursday and Sunday.

Rīga, Grēcinieku iela 10 (Rīgas 3. Ģimnāzija), all the other days.

Jelena Gaikevica

The story of a plastic mannequin

Every February young souls get excited when a big day comes: the day of Love. For ones St Valentine's Day is an opportunity to confess about their feelings to their secret sympathies; for others it is a joyful time that they can spend with their girlfriend/boyfriend. And for some it's just another reminder of their loneliness and a start of usual february depression. But still, each and every one of us is somehow touched by this day and celebrates it in one way or another.

Yet for Lithuanians St. Valentine`s Day is just two days before another huge festival – the Day of Independence. For those who might not know anything about it, the 16th of February is a day that dates back to 1918, when Lithuania declared its independence from the Russian Empire. The day as Lithuanians know it is always a huge celebration with national flags hanging from everybody's house, parades taking place in every single city or town, and patriotic movies overflowing all of the television networks. This surely is a day to remember and admire the bravery of people who put their signatures on a document that determined Lithuanian history as we know it.

However, the contemporary youth tends to forget the greatness of that day and prefers red plastic hearts and an illusion of love all around to the magnificent feeling of admiration and pride of their country. A randomly selected Lithuanian would most probably get twice or even three times more greetings on St. Valentine's Day than he or she might receive on the 16th of February. And to be completely honest, it's a shame. Of course, being in love is more fun than being patriotic, but still, history is something we should not forget.

Another example of newly implemented celebrations in the Baltics is Halloween. For the last few years, young people got a hold of the Western tradition to dress up as anything they can never be and party like crazy. Or should we say like hell? But some might not be aware of the fact that throughout the years the 1st of November was a bigger and more touching festivity in Lithuania. This day was meant to be the Day of Hollows ("Velines" in Lithuanian), and the purpose was to visit graves of their beloved ones, light candles and remember all the good moments spent with them.

Of course, the decision is made based on one criterion: fun. The Western culture is well-known for its inclination for hedonism – the "bread and games" principle is still blossoming in our society. Well, from the other side, partying people means money for entertainment providers, which means bigger salaries for their employees, which leads to more consumption...So, simply saying, by this hedonistic culture influence we make some parties better off.



Here comes the time for a significant BUT. Disregarding benefits that such consumption provides, we can see that it is closely related to diminishing cultural identity and, as in a certain country, the whole ethnic group's perception extinction. Everyone is becoming a huge grey mass with a mutual understanding level and a "filling" of pop – culture. Europeans usually like to mock Americans for their artificial reactions and fake smiles. Guess who is trying to catch them? Still, the reason for an extra party is always more than welcomed: party if you pass; party if you fail; party before the exam; party after the exam; party to celebrate the "hard" Monday and etc. etc. Like we love to say: "Study hard, party harder". In fact, all that can be offered is to make sure that you haven't become the mannequin with a plastic heart and a fake smile.

10 ways to have an

unforgettable date

1. Ask your date if you can take a picture of her/him and send it to your ex because it is sooooo interesting for him/her
2. Ask your date if his/her clothes naturally have such a fantastic appearance or it just dog/cat/master car accident fault
3. Spill on him/her a cup of coffee or other liquid on the most visible part of his/her clothes; what a romantic moment to wipe it out
4. Keep texting all the time
5. When somebody calls and asks, "What are you doing?"; don't strain yourself and answer "Oh, nothing special"

6. Talk about yourself a lot; not everybody knows what a charming personality you are
7. Be substantially late; being late is on fashion
8. Don't come to a date alone; it's more fun if you share your joy with a friend
9. Use as many as possible international, rare, highly sophisticated terms, until you reach the goal – goldfish mimic on your date face
10. Special advice for guys: say that you are going to have a date in a fancy restaurant and take her to a picnic instead. It is so nice to see her true height with the heels full length in the ground...

Winter symposium



Guess what happened on the last January weekend?!! That's right WS!

As we all know, Winter and Summer symposiums are perfect occasions for all kind activities: socializing, partying, but first of all SPORTS.

So a bunch of SSE Rigians, who were not afraid of coldness and snow, had really fantastic time.

But whom we have to be grateful for this? Of course we should say HUGE THANKS to Sports.com and to our sponsor Coca-Cola from all sporty SSE Rigians!

Boundless Valentine

In the UK Valentine's Day has several regional traditions. For example, in Norfolk a person called Jack Valentine knocks at a back door and leaves some presents or sweets for children. Despite such generosity, many children are afraid of this mystical character. In Wales, additionally to Valentine's Day or sometimes even instead of it, many people celebrate St Dwynwen's Day on January 25th, which commemorates the Welsh patron saint of lovers St Dwynwen.

In Romania the day of celebration of lovers is also not February 14th, but 24th. It is called Dragobete, named after a character in the Romanian folklore. Celebration of Valentine's Day started there only a few years ago.

Another country where February 14th has been celebrated for a relatively short period of time is Slovenia. In Slovenia traditions of celebrating Valentine's Day are rather different from the ones we are used to. There is a Slovenian proverb saying, "St Valentine brings the keys of roots", so February 14th has been celebrated as the first day of field and garden works. It is also said that on this day birds propose to marry each other. In addition, in some Slovenian regions Saint Valentine marks the beginning of spring.

In Finland Valentine's Day is called Ystävänpäivä, which is translated as „Friend's day“, and as the name says, this day is more about giving attention to all your friends, not only lovers.

In Guatemala and Salvador Valentine's Day is known as Day of Love and Friendship. Although it's very similar to the American version, as in Finland, friends are also favoured on this day.



In Brazil the equivalent of Valentine's Day is celebrated on June 12th. It is called Dia dos Namorados. This day was probably chosen because it's one day prior to Saint Anthony's day, also known as the marriage saint. The February 14's Valentine's Day is not celebrated at all, mainly for cultural and commercial reasons, since it usually falls very close to Carnival's day.



In Japan, on Valentine's Day there is a custom when only women may give chocolates to men. Unlike western countries, gifts such as candies, flowers, or dinner dates are uncommon. It has become an obligation for many women to give chocolates to all male co-workers. A man's popularity can be measured by how many chocolates he received on that day. So the amount of chocolate received is a touchy issue for men. This is known as "giri-choko", from the words giri (obligation) and choko (chocolate). Unpopular co-workers receive only ultra-obligatory "chō-giri choko", cheap chocolate. This contrasts with "honmei-choko", favorite chocolate, which is given to beloved ones. Friends, especially girls, may exchange chocolate referred to as "tomo-choko", from tomo meaning friend. One month later, on March 14th, there is White Day, when men are expected to return the favour to those who gave them chocolates on Valentine's Day. But such response is not obligatory.

Valentine's Day in South Korea is almost the same as in Japan, with one additional custom: on April 14th (Black Day) those who did not receive anything on the 14th of February or March go to a Chinese restaurant to eat black noodles and "mourn" their single life. The 14th of every month marks a love-related day in Korea, although most of them are obscure. From January to December: Candle Day, Valentine's Day, White Day, Black Day, Rose Day, Kiss Day, Silver Day, Green Day, Music Day, Wine Day, Movie Day, and Hug Day.

Egle Vaskeviciute

How to win 10 000 € and

Imagine a world where you act as an international Brand manager for a global beauty company and your challenge is to develop a new beauty product range for men! A world where you can realize all your ideas and decide what to launch on the global market! And in this you have a full support of a leading creative agency in the market, executives of a global leader in the cosmetics industry and marketing professors of your school! Have you ever imagined a world where you choose a travel destination yourself, but somebody else pays for it? Let me make it even more intense – what if you could also take your friends with you? And, above all, this fun can lead to a great career opportunity!

HAVE YOU EVER HEARD OF L'ORÉAL BRANDSTORM?

L'Oréal Brandstorm is an international marketing game that allows students throughout the world to put themselves in the shoes of an international Brand manager. The game's motto is, "Turn Your Ideas into Products!" The game was launched in 1993; however, students from SSE Riga have an opportunity to participate for the first time! So for the 18th edition of L'Oréal Brandstorm students from Stockholm School of Economics in Riga, Estonian Business School (EBS), and ISM in Vilnius are going to compete to win the Baltic Finals and go for the International Finals to present their strategy to the company's top executives in Paris!

The game targets innovative, creative students interested in marketing; it gives a unique opportunity to experience the reality of working in a global marketing environment. Students from L'Oréal's partner universities are challenged to revamp one of the Group's brands and to develop an original concept by working with a real communication agency. This year L'Oréal Brandstorm challenges students, if they DARE, to imagine what would be the new beauty product range for men if it were not a fragrance. You have to DARE to take the challenge because is a provocative brand, and with a challenge like this you have to show what you have got!

Over 36,000 students from 270 top universities worldwide in 38 different countries have already put themselves in the shoes of an international Brand manager. Many of them have had magnificent careers afterwards!

The idea of the game is simple: act as an international Brand manager in a team of three students from SSE Riga; analyze the market; build a new marketing strategy; design the packaging of your product range; develop a communication campaign with a world renowned advertising agency (in the Baltic region it is Taivas Ogilvy creative agency); win the Baltic finals in Riga;

go for the International Finals; and win € 10 000 for a trip to a destination of your choice!

SOUNDS EXCITING? WANT TO PLAY? IF YES, THEN LET US EXPLAIN THINGS STEP BY STEP!

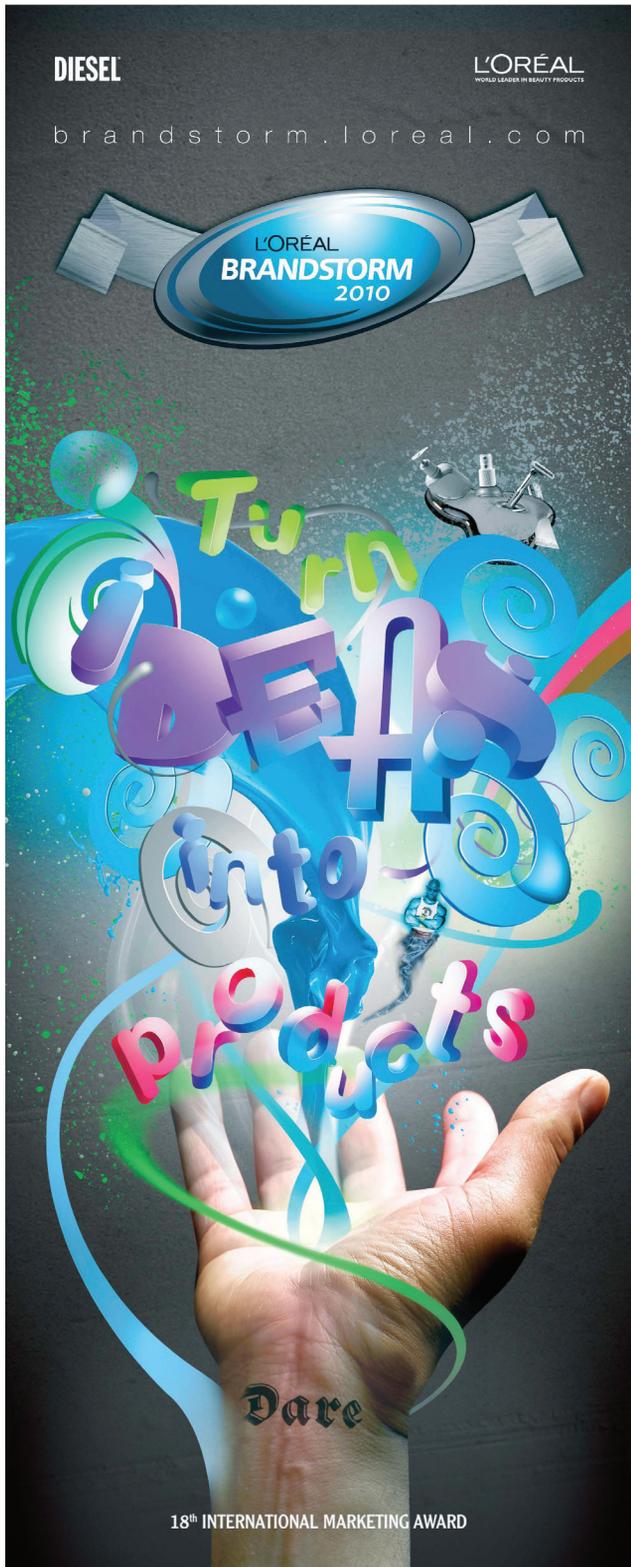
To get a taste of what it's all about, let me give you some examples of Brandstorm previous challenges: in 2009 students had to create the first fragrance of Maybelline New York ; in 2008 the challenge was to create a new Capital Soleil product range for Vichy brand aimed at 13-25-year-old target market ; in 2007 the challenge was to develop an international marketing strategy for Redken for men; and in 2006 participants had to develop an international marketing strategy for Lancôme Bodycare. The good news is that this year challenge is with the coolest, most exciting, sexy, alternative, cool, and rebellious brand in L'Oréal portfolio - !

L'Oréal Brandstorm is about becoming an international Brand manager of L'Oréal, where you turn theory into practice, develop an original concept in coherence with the brand values, design a new range of products, and create a unique communication campaign in collaboration with a creative agency. Like in every real life business, you have to work in a team; thus, in Brandstorm you play in teams of three where your success depends on how good your team is, just like in real life. So, please, make sure to build a team of people you really get along with, ones you feel are both creative and efficient. Students of Y2 and Y3 can play the game, sorry for Y1, you have to wait until next year to join the challenge!

WHEN DOES THE GAME START?

It all starts on March 1st! Please, register online at www.brandstorm.loreal.com for the game and see the detailed schedule online as well. During the game you will have to pass several steps: do a Pre-Case to compete at SSE Riga campus finals; get selected as the best 3 teams from SSE Riga; attend the Briefing day in Riga; complete the Case; work with a creative agency; compete again, this time on the Baltic level with teams from EBS and ISM. And if you win, you will go to Paris and present your strategy to the top L'Oréal executives! The International Finals will be held in Paris in June 2010. Challenge the best teams from SSE Riga, EBS, and ISM to win the Baltic finals! Only the winning team from the Baltic Finals will come to Paris for the International Finals and defend their strategy face-to-face with top L'Oréal executive. A good thing about Brandstorm is that one Baltic team is going to go to Paris for sure, which means that you simply have to outcompete only 8 other teams! Paris has never been closer!

make an international career



PRIZES!

The prize for the winning team of the Baltic Finals is a weekend in Paris next to competing in the International finals plus valuable gifts. The prizes for 2nd and 3rd winning teams will be valuable gifts. In addition, we will nominate the Best Baltic Communication Campaign Prize and Best Baltic team spirit Prize.

At the International Finals the prize for the winning team is a trip to the destination of your choice, worth € 10, 000 and L'Oréal Brandstorm CUP for your university. The prize for 2nd winning team is a trip worth € 5, 000. And for 3rd winning team is a trip worth € 2, 500.

WHAT ARE THE BEST THINGS ABOUT BRANDSTORM?

L'Oréal Brandstorm is a one of a kind contest, now available in the Baltics! Thanks to the game you will meet new interesting people, experience team work in a different, more professional light, get an insight into the essence of marketing, exercise your creativity and logic, become experienced in cooperating with leading creative agency in the market - Taivas Ogilvy (when else an opportunity like this will arise!), learn about the beauty industry and, finally, there is a high probability that the game will lead you to a great job!

Last year's winner of L'Oréal business game Estrat Vaidotas Lasas commented that L'Oreal games are the case when a business game means business! For him, managing a virtual company to managing a real product group in the Baltics was just a matter of a few steps. First step was to register and play – and then you will continue playing all the way, only that it will turn from a virtual game to reality. And his experience is a perfect example of somebody who wins the Estrat Baltic Finals, successfully performs during in Assessment Center, gets a traineeship position in Sales & Marketing for 6 months and after this becomes a Baltic Product Manager of Garnier Skin Naturals with sales of more than 1million items per year and revenues of more than several millions Euros annually! Or Jekaterina Strelcova, Baltic Product Manager of Martix at Professional Product Division, who played the game during her exchange semester at Copenhagen Business School in Denmark. Thanks to the success during the game, right after her graduation from university she got a Baltic Product Manager position!

WANT TO PLAY?

Register at www.brandstorm.loreal.com now...if you DARE! Find all the useful information on the site about the game and have fun! Just remember to build a cool team meant for success! Challenge, creativity, competition, team work, Baltic Finals, prizes, weekend in Paris, € 10, 000 for a trip to a destination of your choice, fun job at the end – enjoy L'Oréal Brandstorm! The iconic brand is waiting for your creative ideas!

Darja A. Gulceva

Vaidotas Lasas



We are looking forward to your feedback :)
So don't hesitate
www.theinsider.lv

