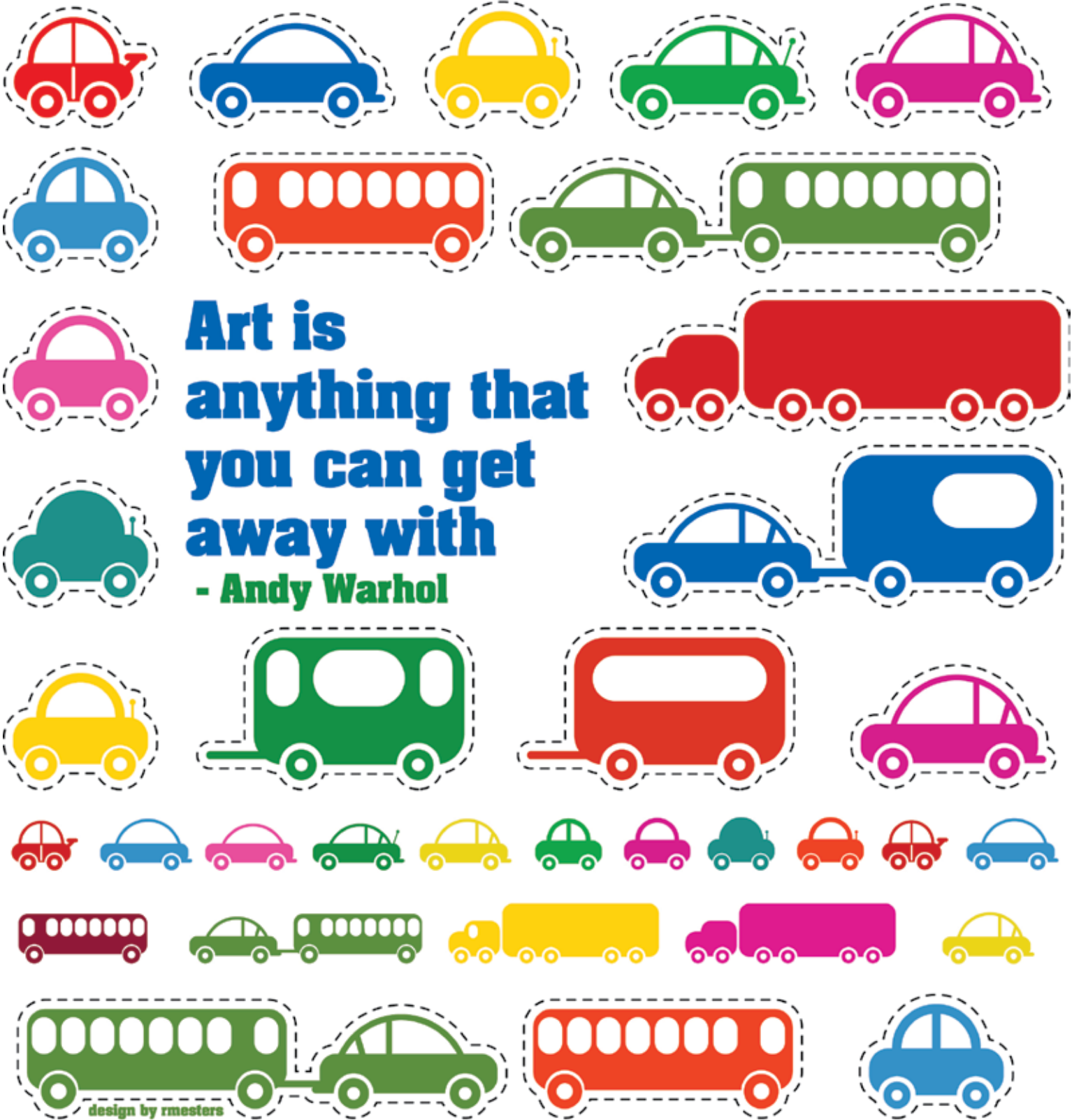


# the INSIDER

No. 3 (103) 2010 STOCKHOLM SCHOOL OF ECONOMICS IN RIGA



**ERNST & YOUNG**  
Quality In Everything We Do



LINEDATA SERVICES



HELLO DEAR SSE RIGA PEOPLE!

IT IS ALWAYS SO DIFFICULT TO WRITE EDITORIALS... ESPECIALLY WHEN YOU ARE NOT SURE, WHETHER ANYONE READS THEM AT ALL :). ANYWAY, HERE IS OUR THIRD INSIDER! THIS TIME YOU WILL FIND JEJOUÉ GUIDE ON ITS PAGES. SPRING, SUN, LESS HOMEWORK (AT LEAST WE HOPE SO...) - TIME TO BE MORE CREATIVE AND JEJOUÉ SHOULD CERTAINLY HELP YOU IN THAT. ALSO, YOU WILL FIND AN INTERVIEW WITH DOO CHIEF ORGANIZER JURGIS, FIND OUT MORE ABOUT STUDENTS' ATTITUDE TO THE GOSSIP PAGE, READ FINAL COMMENTS ABOUT FINANCE, AND A LITTLE BIT MORE ABOUT THE EXCHANGE PROGRAMME IN SSE. ALL FOR YOU, OUR DEAR READERS, SO PLEASE BE NICE: READ, COMMENT, AND SEND US YOUR FEEDBACK :).



AS USUALLY, WE WOULD LIKE TO THANK ALL THOSE PEOPLE, WHO HELPED US IN CREATING THIS ISSUE, AND THERE WERE A LOT OF THEM, WHICH MAKES US EXTREMELY HAPPY! THIS TIME, EVEN SOME ANONIMOUS READERS CONTRIBUTED TO THE INSIDER. SO, THANK YOU MARTINS, KRISTINE, EGLE, LAURA, LIENE, KIRILS, JURGIS, SERGEJS, AGNE, GINA, VYTAUTAS, KAROLIS, LINDA AND JUSTINAS! ALSO, MANY THANKS TO MYSTERIOUS A. AS WELL AS EVEN MORE MYSTERIOUS CONSCIENCE OF THE INSIDER.

TRULY YOURS,

THE INSIDERS.

# MORTEN'S COLUMN

W > E, N > S, BSW > BSE  
OR BN > BS



IN THE EUROPEAN UNION COMPARISONS HAVE OFTEN BEEN MADE WITH, ON THE ONE HAND THE WESTERN EUROPEAN COUNTRIES, THE "OLD" MEMBERS OF THE EU VERSUS THE "NEW" EASTERN MEMBERS. THE IDEA WAS THAT WESTERN STOOD FOR RELATIVELY RICH AND EASTERN FOR RELATIVELY POOR. THAT DOES NOT REALLY HOLD - PORTUGAL IS BEHIND BOTH SLOVENIA AND THE CZECH REPUBLIC IN TERMS OF GDP PER CAPITA AND IN THE EAST THE DIFFERENCES ARE SUBSTANTIAL, TOO, WITH ROMANIA AND BULGARIA QUITE FAR BEHIND.

THEN THERE IS THE NORTH-SOUTH COMPARISON: THE NORTH STANDS FOR COUNTRIES WITH PRUDENT MACROECONOMIC POLICY AND A WILLINGNESS TO DO STRUCTURAL REFORMS LIKE E.G. LABOUR MARKET REFORMS. WELL, CLUB MED (PORTUGAL, ITALY, GREECE AND SPAIN) HAVE AT LEAST FOR A WHILE BEEN JOINED BY IRELAND IN THE PIIGS SO ALSO THIS ONE IS NOT PERFECT.

ANOTHER COMPARISON THAT HOLDS BETTER IS WEST VERSUS EAST ACROSS THE BALTIC SEA. DENMARK, SWEDEN AND FINLAND ARE, LIKE IT OR NOT, RICH ECONOMIES AND THEY CONSISTENTLY SCORE WELL ON INDICATORS SUCH AS LOW CORRUPTION, TRANSPARENCY AND EFFICIENT GOVERNMENTS WHEREAS IN THE EASTERN BALTIC COUNTERPARTS IT IS A DIFFERENT STORY.

BUT EVEN THERE DIFFERENCES ARE APPARENT. TO THE NORTH WE HAVE THE ESTONIANS WHO MAY JOIN THE EUROZONE SOON, LEAVING THEIR BALTIC BROTHERS BEHIND AS SICK OLD MEN. TEN YEARS AGO THERE WAS A LIGHT-HEARTED "ANALYSIS" IN THE ECONOMIST ON THE VIEW FROM BRUSSELS ON HOW THE EASTERN COUNTRIES WERE PERCEIVED WITH RESPECT TO FUTURE EU MEMBERSHIP. FOR LITHUANIA THE VIEW WAS "OK-ISH". FOR LATVIA: "SHOULD MAKE IT" WHILE FOR ESTONIA IT WAS "STAR PUPILS!". IT SEEMS THAT NOTHING MUCH HAS CHANGED SINCE THEN ...

## WHAT'S NEW?

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## NEWS FROM THE ORGANIZATIONS



### Days of Opportunities

The Days of Opportunities 2010 boomed at SSE Riga on the 26th of March. The team was preparing all year long and was happy to see 33 entities coming from Baltic countries and abroad.

Organizers hope that students were satisfied with meeting amazing companies which might help them to take their very first career steps. DoO 2010 team would like to thank you all for coming and being a part of the event.

As the next year's team is going to be elected, DoO 2010 organizers are waiting for your applications and expect to elect the best of the bests to let Days of Opportunities 2011 become even greater than it has ever been.



### Investment Fund

iFund is happy to announce that Investment Unlimited has started! The competition's aim is to challenge the knowledge of SSE Riga students while performing various tasks connected with investments, finance and macroeconomics. This year, the participants will face a new round in Investment Unlimited – a “mini Investment Game” round, where they will prove that they are skilled at managing a portfolio of Baltic stocks. With that being said, we expect that the level of competition among the teams will be higher than last year, as there are quite tempting prizes to win!

### Drama Club news

Spring season has begun bringing drama enthusiasts brand new challenges. Drama Club has not only welcomed a couple of newcomers, but it is also intensively working on a new performance. A humorous and grotesque play by English novelist John Boyton Priestley will be shown in honour of Mother's Day in may. Detailed information will follow soon.



## Debate Society

In the late March many people from the Debate Society participated in workshops and a small debate tournament in Vilnius organized by International Debate Education Association. Workshops were very beneficial and greatly contributed to our experience. Two of our teams advanced to the finals: Roberts and Nikita, and Edvins and Vladimirs. Roberts and Nikita won it.

In the early April the tournament organized by the Banking School took place. The debating there was in Latvian, which allowed Ervinas and Martin Kuusmaa to prove their competence in this language by judging at that tournament. Most of our other members participated as judges too. However, Edvins and Reinholds formed a single team representing SSE Riga and won that tournament.

Unfortunately, the volcano in Iceland didn't allow us to participate in the tournament in Berlin. We are looking forward to Estonian Open very much, which takes place on 6-9 of May. Also the preparation for the European Championship started and currently we are having trials to choose the lucky 5 people representing SSE Riga there.

in Riga, get to know Greek astronomy and many more captivating activities. You can already tick 15th May in Your calendars as the night of Je Joue where You will be entertained and surprised by astronomers, dancers and many young and energetic artists.



Leif Muten  
.Society

## LEIF MUTEN

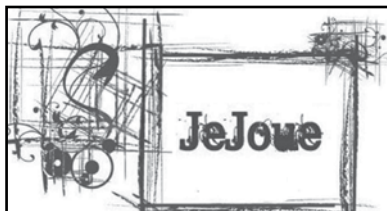
Finally, results in Financial Economics exam have been announced. The best performance was demonstrated by Justina Banyte. In recognition of the outstanding accomplishment, Leif Muten Society is glad to award Jutina with a scholarship of 500 EUR and wish her achieve remarkable results in further studies as well!



## Charity Club

Hey guys,

This time we have prepared a whole new activity for you - blood donating. Unfortunately it is only for Latvians due to the restrictions that Lithuanians and Estonians are not allowed to donate blood in Latvia. For "State blood donor centre" to come to us we need a certain amount of people. That is why we want to clarify first, how many students and administrative personnel are willing to participate. In case the needed number will not be collected, we will gather the willing participants and go to the "state blood donor centre" by public transport on previously set date. If you want to participate, you can connect us through several ways: call +371 26545367, write it down on <http://twitter.com/ssercharityclub>, send an email to either of us or approach in the school. Laura, Alīna, Anna, Mārtiņš - your charity club.



## JeJoue

Je Joue 2010 is about to become one of the most versatile and surprising events of the year. The organizers have established cooperation with the managers of Museum Night, representatives of foreign culture such as France, Spain, Japan and others. The participants will have the opportunity to dance Brazilian capoeira, be a part of on-the-spot improvisational performance, seek the Little Paris

I KNOW WHAT YOU DID LAST WINTER...

## OR SURVIVING PSYCHOLOGICAL

## CRISIS

There are some things you just don't want to remember. For me, Financial Economics course is one of them. You can call me weak, too sensitive, not loving challenges, but those two winter months have been my worst experience so far. And as I am not planning to become a super-cool-super-rich-investment-banker, I hope I will never have to live in such a nightmare again. In my personal case, surviving finance was comparable to a classical psychological crisis, which followed four main stages: shock, denial, depression and acceptance.

### STAGE 1: SHOCK

Even before the official beginning of FE, students were threatened about the exceptional workloads. The course syllabus looked more like a behavior guide written by a neurotic person than simply official instructions and explanations about the course conduct. From the Syllabus I got to know that I should study at least 11 hours each day to have a slight chance to pass, that I had to start reading the compendiums straight away and that I could fail the course immediately. Actually, it was not the rules itself that shocked me the most; mainly it was the administration's and course organizers' attitude. They purposefully tried to make clear that "it is not only a course, it is a school of life!" and that "you will never be the same person after the finance." It seemed that students were encouraged to voluntarily ruin their health ("sleep less, eat faster, and study more"). So, yes, I was shocked and very angry at the beginning.

### STAGE 2: DENIAL

At first, I tried to convince myself that it is possible to complete everything (if you have a strict schedule for reading the articles and solving exercises) and there is no need to spend 11 hours per day. I tried to convince myself that I had not had any difficulties with passing previous courses, so why should FE be somewhat different? My roommates and I tried to continue our usual habits such as collective dinner preparation, lasting more than 2 hours, watching beloved TV series and having beers at least each Friday. I even tried to go out sometimes (yes, I dared to visit French bar once and attended the school's party). However, no matter how hard I tried to retain small pieces of my normal life, I simply could not drop Finance stuff

out of my head and at the moments I was not studying I felt very guilty. That is why my 'denial' strategy failed quite soon.

### STAGE 3: DEPRESSION

After approximately one month of Finance I realized how much I missed my lazy Sundays in bed or in front of TV, meaningless Skype chats with friends from ordinary universities who had to study only twice a year, my drunk Fridays, my journeys home, my music playlist, my pulp magazines, my smile and my sleep. Then I started counting days till the exam, which meant at least the temporal end of this nightmare. I perfectly remember that before the exam I was so stressed that I could not eat, could not sleep and even could not study. Thanks only to my roommates, I did not go crazy or jump through the window.

### STAGE 4: ACCEPTANCE

After the exam you forget the FE very quickly and easily (large amounts of alcohol are involved here as well). It is not true that Finance will make you a different person. At least not in my case. Finance course did not improve my poor time management, did not boost my efficiency and did not change my understanding of human abilities. It just proved me that I am studying in a very weird school where 'miracles' such as Financial Economics course happen. Of course, I accept that I learned something valuable but I do not agree with the learning tools and the organization of process.

Still, for me Financial Economics was a "success" story. I was one of those 30 lucky ones who passed. Unfortunately, for the rest of Finance course participants, I could just say... I know what you will do this June. And I sincerely wish them all good luck!

A.

Tiredness, empty packs of cigarettes, liters of coffee, heartaches, and constant feeling of a nervous breakdown approaching. These are my strongest memories about THE course. What about the knowledge? Well, to my mind, the idea that the more intensive the learning is, the more information you master, is totally wrong. Vague understanding of the basic concepts and few lines of some articles are all what is left in my mind. Two months of this “challenging adventure” simply made me absolutely indifferent to everything related to finance probably for the rest of my life. Knowing that I passed was probably even more exciting than the acceptance to SSE Riga itself, and it is simply hard to find the right words to describe my happiness that this nightmare has ended. I indeed enjoyed some tiny bits of the course, but overall intensity and pressure definitely overshoots my perception of normality. All in all, my congratulations to those who “pulled themselves together and made it through”, respect for those who discovered their passion for investment banking, and best luck for those who will still have an opportunity to experience this joy once more.

Agne

In the beginning of the year all Year 2 students were participating in the reality show “So you think you can pass finance.” Was it successful? To some people - yes. Was it interesting to participate? Some people might argue, but I would once again say “yes”.

The course had everything a TV reality show should have: some challenges, some fight elements (especially when talking about booking seats before a lecture), things to love as well as something to hate, a scheduled life no matter whether you appreciate it or not, days to madden and several moments to feel happy about what you are doing (isn't that cool to get more than average score from CAPM quiz?). And then it is for a person to decide whether it was a good show or not: 1) those who hate such type of courses would most probably see only the negative side of the experience; 2) indecisive marketing/finance people will form an opinion built on what they remember more- pain in the back on the Day43 reading the 5th compendium or information they were taught; finally, 3) nerds and potential investment bankers would share happiness when talking about differences between plain vanilla and exotic derivatives. I myself belong to the second group and the subgroup thinking about the course in a positive way. Memories about no-life times have faded away leaving what I appreciate: increased level of patience, ability to overcome myself, knowledge in the field, understood value of spending time with friends and leisure in general as well as importance

of expressing your creativity.


To sum up, even though it at some points might seem that I did not like the course, I should say I liked the challenge and would recommend everyone to go through this experience: to develop your skills, personality, or just to make sure this is not your way of life.

Gina



It was different. Different from others. Different from what others told about it. But it was THE Course, at least one of the very best. I would not say that it was similar to hell. Though, some days looked almost as hell. 25 hours non-stop with your research paper at school may be a strong force pushing you to hate this course. And those days of data collection, well, now I know how the hell looks like or at least where the line of suicide feeling comes closer.

But look on the bright side. This course showed how good standards of teaching look like. Talis was an incredible lecturer, an example of good pedagogy. In addition, the course has fascinated me with its potential applicability, at least from



the first sight. It helped us to understand many things that happen in the world, and it showed how important financial system is for a country as well as the ways how it is created and developed. It put many pieces learned from previous courses into one bigger picture. However, there are still many things to improve. The hassle of finding data for the papers might be reduced by buying access for the best databases, e.g. Datastream or Compustat, at least for those two months (if that's possible). Of course, not always in life you get all the data in the blink of an eye, and it may be a huge problem, but this course may allow for deeper research and interpretation of the data itself, not on its collection.

What I also very much liked about the course and the term paper part was the examiner Alminas Žaldokas. When you hear his comments you know how a good examiner should look like. However, there are mixed feelings about that, as it is rather sad when teams get different examiners. Thus, the grading is potential to a huge bias caused by different perspectives seen by examiners.

This course goes against SSE Riga standards as it is much more personal than others. Here lecturers and TAs know not only your code, but also the person who stands behind it. On the one hand, it may be considered as a bad thing as it brings possibility for personal and unequal treatment of students. On the other hand, it is good to know that you are not just a number to the whole course administration. It may make the atmosphere a bit less official and warmer. There is also more personal communication with the course administration and it is closer to a high school experience: the teacher knows a lot about you and you about him. And that was the thing that I liked.

Finally, the report deadline may be a bit further away from the exam, so that you have to sacrifice one for another as little as possible.

*Vytautas*



Yes, Finance again. It was a course that everyone has always been shouting, how difficult it is. Nothing difficult, except that you have little time, I would say. And a lot of people always (ALWAYS) studying around you and talking non-stop about how many articles they have read. Awful for those, like me, who do not like to sit and study and only do it when two days to exam are left or when they are struck by lightning. Again, you actually do not have to study 16 hours per day, two weeks before the exam is more than enough to pass. And yes, you can have extracurricular activities and you MUST have them, otherwise you are dead or you are a zombie, which is basically the same. I have made the biggest mistake that every day I was thinking that I should study and very many times I was delaying the start time until I eventually went to bed. Rather I should have had two free days/evenings every week. Rest is a vital MUST for a human being. Well, the course itself... Not too good like everyone is shouting, not too bad either. I have personally gained the understanding of finance, which is very nice (truthfully). However, now I cannot even think of the finance and cannot study AaF course at all, which is appalling. And finally, the FE exam is ridiculous.

*Karolis Čekauskas*

# THE PRINCE OF EXCHANGE

Every year, spring at SSE Riga arrives along with a list of lucky students that are granted an opportunity to go on exchange. Since this moment brings along both joy and disappointment, we seek to enlighten the issues that arouse confusion (such as selection criteria) by providing answers to the most popular questions.

The first part of the article is more factual, while the second provides personal opinions and a discussion. We would like to thank all students and graduates of SSE Riga who contributed to this article with suggestions, questions and comments. Furthermore, we particularly appreciate information and clarifications provided by Diana Pauna and Evita Lukina. Lastly, word of thanks goes to Arvis T. and Krišjānis K.



## WHAT KINDS OF EXCHANGE PROGRAMMES EXIST AND HOW MANY PEOPLE CAN GO THERE?

Scholarships are provided for Erasmus and HESP exchange programmes with 25 places for Erasmus and 5 for HESP. Please note that if one applies only for Erasmus and does not get selected, it is not possible to go on HESP. There is also an option to go on a self-financed exchange trip, which means that if there are no better candidates, one is free to go. It should be noted that self-financing is an option for Erasmus and other partnership schools worldwide.

## WHAT IS THE AMOUNT OF SCHOLARSHIP THAT STUDENTS RECEIVE?

Within the Erasmus mobility programme a student receives between 600-1000 EUR per month depending on the host country, while within HESP a student can be awarded a scholarship of up to 4000 USD. One does not need to pay a fee at the partner-university apart from the SSE Riga tuition fee.

## WHY ISN'T THE SELECTION PROCESS MORE TRANSPARENT?

It should be understood that going exchange is neither a gift nor a prize. Students are expected to participate in extra-curricular activities because they are passionate about them, but not for the reason that it would give them extra points in the selection process. This is why detailed information about the selection criteria is only provided during the second year of studies at SSE Riga.

## WHAT ARE THE MAIN CRITERIA?

Selection is based on three basic criteria: the personal, academic and social development of the candidate. The most highly valued are the top ten students according to their unweighted Grade-Point Average, followed by TAs and SA members. For Erasmus it is vital to be in the top 50%, while it does not matter much whether one is 11th or 29th. All social activities inside and outside SSE Riga matter, as do one's manners in personal communication with staff members. It should be noted that although criteria change, academically strong and socially active people will get an opportunity to go on exchange.

## HOW MANY STUDENTS CAN GO TO ONE UNIVERSITY?

The maximum is two students in any of the 88 places that candidates can choose from, in order that students from SSE Riga do not establish an SSE Riga community at the host university and instead try to make new contacts and network with foreigners. However, there are exceptions when a student is personally able to negotiate with the partner university to have three places for exchange students from SSE Riga.

## WHO IS INVOLVED IN THE SELECTION PROCESS?

Almost all staff members submit their evaluation of each candidate. Next year, the Chair of



the Education Committee is also expected to participate.

**WHAT ARE THE ALTERNATIVES TO GOING ON EXCHANGE?**

Every year many students from France, Germany, Kazakhstan and many other countries come to our school and anyone can apply for the Compadre Scheme or get cross-cultural experience by interacting with them.

**WHY CAN'T THERE BE MORE PARTNER UNIVERSITIES?**

If students from SSE Riga go on exchange to a certain university, our partners can also send their students here. SSE Riga is too small to host more exchange students.

**DO ALL TAs RECEIVE THE SAME AMOUNT OF POINTS IN THE SELECTION PROCESS?**

TAs are awarded points based on the workload, for example, TAs in Macroeconomics have to spend a lot more time reading reports and preparing for seminars than, for example, TAs in EBP or ITC.

**IS PARTICIPATION IN ALL STUDENT ORGANISATIONS (E.G. PEAK TIME, CHARITY CLUB ETC.) EQUALLY VALUED?**

It does not matter which student project or organization a student manages, administrates or participates in. What matters is the demonstration of leadership skills, i.e. if one is the main organiser of an activity; he or she receives two points, whereas people who are merely active participants in the organisation receive one point.

**DO OUTSIDE SCHOOL ACTIVITIES MATTER?**

Yes, and any non-governmental organisations and/or AIESEC should be mentioned in the application forms!

**WHAT REQUIREMENTS HAVE TO BE FULFILLED WHEN GOING ON EXCHANGE?**

One needs to collect 21 ECTS points from business and economic courses in addition to taking Research Methods at SSE Riga.

**WHICH ARE THE MOST POPULAR DESTINATIONS?**

Places with warm climate in Southern Europe, such as Spain and Malta. And we can whisper a little secret to you: next year, there will be two more universities available in Spain.

# REFLECTIONS & OPINIONS...

We encouraged students to fill in a survey, and got diverse responses, yet most of them shared one common feature, namely, dissatisfaction with the selection process and/or results. Even though many of these responses may have come from students that resent the fact they were not among those chosen for a participation in an exchange programme, it seems that the main issue is the lack/misinterpretation of information.

On the one hand, there could be no doubt that the representatives of the administration are frustrated having received feedback of such nature, as they invest a lot of time and effort to arrange all the issues concerning exchange programmes, and would appreciate just that little bit of gratitude instead of the never-ending cumbersome negotiations and haggling. Additionally, the complex evaluation process shouldn't be neglected either, as there will always be students that will perceive the system as unfair, and based on biased criteria.

On the other hand, it has to be said that many students long for basic explanations such as what are the selection criteria, what are the odds of them changing in the foreseeable future, and why is this information not being disclosed to students to a full extent. We cherish a sincere hope that the first part of the article provided the necessary clarifications, and those who desire to obtain more information on the matter will be able to keep track of just how many points they have been assigned to for whatever activities they've performed.

All in all, it seems that the main conflicts arise from miscommunication and lack of mutual understanding. However, we would like to thank administration for their great effort to clarify all the exchange-related issues. And even though some students were not granted the desired opportunity, the students applying for exchange programmes are the ones who have large aims and success as well as moments of triumph awaits them ahead.

*by Laura Danberga & Liene Grizāne.*

## SEVERAL COMMENTS FROM THE ONLINE SURVEY:

"Why are the exchange selection criteria listed only few months before the application deadline, instead of introducing students to the whole procedure in year 1?"

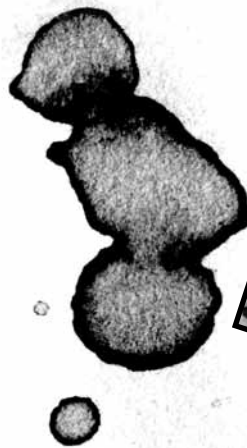
"How can you RATE the importance of TAs according to some criteria that you consider are showing their effort put? Totally subjective and unfair!! a TA is a TA, at the end it turns out to be a disadvantage rather than an advantage for those who have been TAs in other courses than math, accounting and micro."

"Of course the best would be if they simply would put the whole list, or individually send to everyone how many points and for what people got."

"The administration did not stand for its own values in exchange selection process, i.e. transparency, consistency and integrity overall."

"The process resulted in the disappointment in the institution many of us profoundly believed in to be fair and avoid any kind of bias and subjectivity; the last one to break the oath of keeping their word."

"Why is the academic performance so much more important? When you study - you study for YOURSELF. When you work in some projects, you obtain experience but you academic results suffer!"



## STUDENTS SAY...

The exchange semester has proved to be a remarkable experience for me, yet it has to be said that since the requirements were unambiguously lower than at SSE Riga, there was hardly any progress as far as academic knowledge is concerned. Nonetheless, I regard the possibility to get to know a different culture, and international contacts as priceless gains. Without a fear of an exaggeration, I can claim I got to know several hundred new people from around the globe, and I was able to explore the lifestyle that prevails in my host country.



# ERNST & YOUNG EXPERIENCE

November 2, 2009 – the first working day for new-hires in Ernst & Young. Nine of them started their career in Assurance Services. Seven of nine new auditors are or soon will be graduates of SSE Riga. What did they feel? Why did they choose Ernst & Young? Why audit? How do they feel today – after the busy season?

Here you will find some of the answers to questions you most probably are interested in.

*What is the most memorable from the recruitment process?*

In the recruitment process it was visible that the company not only wants to employ smart and knowledgeable people, but also cares about people personality. As a result in Ernst & Young a lot of people are friendly and working atmosphere is nice.

It was a multi-step recruitment process which lasted more than a month. It was quite nervous period during the summer. What I remember is that when I finally got accepted (at the beginning of August), at the very next day I went abroad for two weeks. Completely relaxed. It was a good remuneration for my efforts.

*What do you remember about the 1st working day?*

A lot of administrative information were delivered to us. What I remember the most is the dress code brochure which elaborately explained what should you wear at work. Quite big contrast with student life. It was interesting to meet the top management of the Baltic countries and listen to their stories about the work in Ernst & Young. At the end of the day we had a photo session. But the biggest surprise was that 7 out of 9 newhires were SSE Rigans. :)

*What about the 1st working month?*

A lot of learning, as we had two courses in accounting and audit during the whole first month. It even reminded me SSE. I wanted to start real working career, but we were back to lectures, practice exercises, tests, exam.

The first working month was great as we not only had training but also evening activities: ice skating, bowling, possibility to watch hockey game, movie evening and whole day there were provided tasty food and everything was for free. Also it was nice to meet Estonian and Lithuanian colleagues.

*Memories about your 1st client?*

Probably my first client was the easiest one. But then it didn't seem so. Almost everything was new for me. I remember that I took my accounting conspectus with me in case I do not know or forget anything.



*Most interesting case with client/work/project?*

As the clients are changing, you get to know an insight into various industries. Interesting things happen quite often, also funny situations - sometimes you realize in the middle of the conversation with client that you do not remember how to call a certain accounting term in Latvian, as you have studied and used it only in English, but somehow at the end it is always turns out to be ok.

I was given an opportunity to go to Slovakia (my client has subsidiary in this country which was also audited by us). Everything was new for me (language, business environment, even accounting). Definitely it was the most interesting project for me this year.

*Why have you started?*

Career opportunities. It is extremely comfortable to start your career in a company with clear career opportunities. Most of the students are ambitious, but are afraid to show that, and unconsciously are looking for a place where there will be no necessity to do the same thing for 5 years in a row.

Experience what audit is able to offer. I believe there is no other field in finance related services that would offer such a wide range of experiences. You get deeper understanding of managerial and organizational processes in the company. Not least important is that audit experience is also valued by external clients.

# ERNST & YOUNG

## *Quality In Everything We Do*

*Compare your feelings/experience during the first working months and now!*

For sure - more knowledge better time management, technical and analytical skills, experience.

My first audit season is almost over. Sometimes it was ultra tough. But now I would say that it was valuable experience. As Finances in SSE. Only two times longer.

In the first working month there were many new things to learn and after almost a half of year of work there is still big space for improvement. Ernst & Young is a great place to gain valuable experience while doing interesting job together with nice and enthusiastic people.

*What do you like about Ernst & Young?*

No doubt that those are people/ colleagues. Since average age at the office is 25-27 people understand what we all want from life. This mutual understanding is a very good basis for mutual trust and cooperation. I like to be under stress; this helps to motivate myself for work, and ensures that I'm committed to work, this is important for me, because if situation gets calm I might become bored or at least less concentrated.



# JeJoue presents

Bonjour, les amis!

The spring has come and so has JeJoue. Imagine a night when you can travel wherever you want! You think it is impossible and expensive? Well, come and see for yourself! We invite you to step into the time and place machine in the night of May 15 and to visit the land of the rising sun, go on a trip with hippies around San Francisco, dance with Afro-Brazilians, immerse yourself in Latvian literature, embrace Italy with the help of an improvisation theatre, and to reach many more exciting destinations. That night we are will discover the world of different cultures! Folks, fasten your seat belts, because this will be just crazy!

Au revoir,  
JeJoue team

Before the Big night of May 15, we have organized a couple of warm up and preparation activities.

- |        |               |  |
|--------|---------------|--|
| May 13 | 18.00 - 21.00 | Creative writing workshop  |
| May 14 | 16.00 - 19.00 | Photo run and film developing  |
| May 15 | 20.00 - 22:00 | Latvia and literature.<br>Japan and its traditions.<br>France and photo art.<br>Spain and cinema.                                |
|        | 22.00 - 00.00 | Brazil and capoeira.<br>America and hippies.<br>Greece and astronomy.<br>France and photo art.                                   |
|        | 00.00 - 01.00 | Italy and improvisation theatre.<br>Midnight celebration in the sculpture park.<br>America and hippies.<br>Greece and astronomy. |



[www.jejoue.webs.com](http://www.jejoue.webs.com)



## PROGRAMME IN DETAILS

### May 13 Creative Writing Workshop

Loesje is an international collective of writers, which stimulates people to use their creativity and react on happenings around them. In the beginning it was a group of young people who wanted to express themselves, to reflect, and to tell others about their country, ideas, and philosophy of life. By writing short creative texts and spreading those around they found out that it was a good way of making people think and engage in discussions about a diverse array of topics. Then, they decided to share their method of creative writing abroad. And here we meet them! More about Loesje: [www.loesje.org](http://www.loesje.org)



### May 14 Photo Run and Film Developing



On May 14th you will have a chance to forget the 21st century and to dive back into the 20th. Think no more about the era of digitalization; instead discover the charm of analogue photography by using gray-scale films! Participants of photo run will meet at 4 pm and embark upon an inspiring photo run "Riga - the Little Paris" (just don't forget to take your cameras with you!). Let's find pieces of Paris and make them alive! Afterwards you will have a chance to develop your own photo film and to experience the true magic of photography..

### May 15 Across the Universe

#### Room 1 France and Photo Art

Oh, magical Paris, you seduce every poor soul that catches your eye! During the photo run on May 15th we shall embrace another kind of Paris – the one we can find on the streets of Riga. As a result, an extraordinary exhibition will be held - a synthesis of French 20th century photography and our own photo masterpieces in a flashing voyage. You will also be welcome to have a photo in the Paris photo corner.



#### Room 2 Brazil and Capoeira

The journey continues in Brazil. You are welcomed as a guest at Palm Beach, where Capoeira teacher Rolands Andersons and his students organize a show. Capoeira is a Brazilian form of art which combines elements of music, dance, martial arts, game, and even philosophy. The performance consists of live music, outstanding acrobatic stunts and a real Brazilian atmosphere. When you step in the Brazilian room, be ready to throw yourself in a real Afro - Brazilian life!

#### Room 3 Japan and Traditions

The land of the rising sun has always been covered in veils of secrecy and mystery; however, for one night the curtains will be opened for you to try out the Traditional Japanese arts. We will do origami, create a paper stork to honour Hiroshima, write our names in ink using the Katakana alphabet, and get acquainted with the unique style of anime - cartoons. In addition, a Kendo tutorial area will be opened for you and robot sumo will be performed.



#### Room 4 Italy and Improvisation

The improvisation theatre originated in Italy, and that is where we will travel with the help of the Riga Improvisation Theatre. You will have a chance to watch, and, even better, to participate in the adventure of fun and laughs. Improvisation is not only a way to travel in time, but also a way of experiencing other dimensions of thinking.



#### Room 5 Latvia and Literature

Here, young writers will come together and share a moment of inspiration. The literature evening will be lead by the charismatic personality Viktors Jansons, who will provide an uncommon view on the work done by many already well known authors.

#### Room 6 Spain and Cinema

Let's take a glance at Spanish cinematography! The movie "Atame!" by Pedro Almodovar will be shown in the Soros auditorium. In short, it is a story about a young man who meets a porno actress, Marina, spends a night with her, and decides to tie her to the bed, certain that she will learn to love him...



#### Room 7 America and Hippies

A travel to San Francisco in the sixties, the place of "flower children" or the so-called "love generation", can begin. Let's explore the meaning of hippie symbols and have a laugh about their jokes! Let's dance under the sun and sing lullabies around the fire! Don't forget to take a piece of the hippie culture with you from the flea market! The peace and harmony will be cherished by true hippies, and who knows... maybe by you, too.

#### Room 8 Greece and Astronomy

More than two thousand years ago the ancient Greeks were looking in the glittering sky and saw a place of wonders. Their imagination forged mystic legends and stories about the enigmatic stars above their heads. JeJoue brings to you the very sky that ancient Greeks saw millennia ago... Experience ancient legends and myths by gazing at the sparkling sky of ancient Greece! Young and witty astronomers will bring to us the magic of the stars and space in an olive garden.



#### Room 9 Sculpture Garden in the Inner Yard

The unifying theme of the Museum night this year is "For a clean world". Therefore, JeJoue will challenge people to take an unusual look at unnecessary things and materials. Sculptures will be made out of things which would normally be thrown out without a second thought, and placed in the yard for exhibition. Discover the excitement of art in the ordinary! Midnight will be celebrated in the yard by a concert of "Casanova's orchestra" and harmonic dance performers "88".

Are you ready?



# BIG DREAMS...

Get on the horseback, gallop right in the forest, jump over obstacles in way, swim in the lake and feel as close to nature as you can... Or pack your equipment in car, go to competition, race for the first place, and go home as a winner...

## TECHNICAL PARAMETERS

Average height of the horse varies a lot depending on breed and other genetic parameters. In Latvia common height for a horse (from ground to the place where you can actually sit) is from 160 to 190 cm. Average weight – 600-900 kg accordingly (imagine what happens if it steps on your foot...). Instead of fuel a horse drinks about 100 litres of water, eats 5 kg of oats, 20 kg of hay per day. Average horse can gain speed of 40 – 50 km/h and can jump over 140 cm fence. Latvian cart horse have standard of pulling 9 tons of weight. Their excellent eyesight at night provides them with as good vision as owls or dogs have. And, finally, horses live about 20 years.

## INSTRUCTIONS

I heard countless many times how people who have just started to ride asked, "Where is the steering wheel?", "How can you stop this thing?". Well the thing is that it is not a tool; therefore - no breaks, no wheel, no emergency button. It has its own mind. So rather than being its lord, the position of a good leader is needed. Perfectly precise commands, sustainability, rewards, and rules - riding is completely about leadership. Stick and carrot method should not be confused with some leadership guru.



## IMPACT ON HEALTH? OH, YES!

It happened so many times that after a training I was completely exhausted. Even though you may think – what the carrot am I doing here! - once you get on horseback, it all disappears. Remember those horse power parameters? If you manage to stay on the horse during the whole training, then your self-esteem might explode. Riding is good both for physical and mental health. While riding all main muscle groups of your body are working. The warm, smooth body of horse, its fluent movements have proven to be effective treatment for children with mental illnesses or spine deformations as well.

## DOUBTS?

With appropriate clothing and professional supervisor riding is one of the most enjoyable ways to spend your time actively. I have seen a person who was training horse-riding for 2 years falling from standing horse; and person riding just for the first time going in trot, gallop and jump a barrier 20 minutes after he sat on the horse. Therefore everyone can try to do it. There is lot of renting places. The average price is 5-10 LVL for an hour. For more information, visit web pages: [www.sporthorses.lv](http://www.sporthorses.lv) , [www.leflatvia.lv](http://www.leflatvia.lv).

*By Aisma Linda Kjesnere*



# ROUTE 66

In the previous Insider issue we started series about probably unknown places in the Old Riga or near it, which may not be so popular as Shot Café or French Bar but still worth visiting. Last time we travelled to the charming Amelie Café with its fresh breeze of France. This time we want to wander in a little bit different direction – America

In a 10 - 15 minute walk through the park from SSER, between the National Theatre and the Faculty of Biology (University of Latvia) there is a small place which at least from the outside may look a little bit like a small storage house from the 80's. However, if you look more carefully, on the wall there is a painted mark "Route US 66".

The place was opened about 7 months ago. It has only one room with a bar, so probably it may not be suitable for a large crowd. On the other hand, the positive side is that you always feel really comfy, almost like at home and not in a public place. Along the walls you can find comfortable couches or armchairs. It looks like they are collected from different garage sales, but surprisingly they perfectly suit this wonderful place.

The best part of the bar is that it has no real restrictions. The owner just sniffs when asked about the opening hours and responds that "he opens the place in the morning when he wakes up and closes it in the evening when there is no fun anymore." Also, you cannot find any menu in this place. Basically you should know what you want and you will be told whether you can have it. If you ask about the prices, the response sounds like, "a beer is around 1 LVL and anything else – 2.5 LVL".

During Fridays or Saturdays one can also find live music or a DJ in the house. Usually the main themes of the music are rock or country.

Basically you can go there, sit in your most favourite chair, order whatever your heart wants, chat or just chill with your friends without any hint of a real formality and feel like in any friends' apartment. One tip from the owner – they do not welcome business suits there. Also "buddies" with tracksuits are on their own responsibility. For the guys I can also whisper that from time to time one can find a really hot female bartender there, too

by Laura Danberga



## Z'S PUB CHOICE OF THE MONTH

Dear ladies and gentlemen,

I am very excited to announce that starting from this issue I have the honor to write about the Pub of the Month. But enough with the chit-chat. This article will be about pubs, bars and other places you want to go to, when you just want to have a beer with your friends. If you're interested in clubs then stop reading NOW – due to the fact that no-one cares about clubbers (well, joking:)).

For my first choice I have chosen the bar "Space Dog". If you've been there a few times and talked with people, you will know that this is the place current "First gymnasium'ist" go to. And it's also here, where they created the Frankenstein of alcohol – the shot "Goodbye". The shot is so dangerous that it isn't in the menu, and when you ask the barman to make it, he makes an evil grin. The shot consists of absinth and rum – meaning that it can knock out horse with a couple of shots (why else did you think they call it "goodbye"). The general atmosphere is very alternative, so if you listen to psychedelic rock, you'll love the place. You can easily guess which age of people very much enjoy the place. If you answered teens then you get a virtual cookie from me and a hug from the charity club. Sadly the beer costs 2.00 Ls which is quite expensive (They say that there is special discount for regular customers - half price for everything). Another good reason to go there is that they have table football. Since this is a field SSE Riganians are very good at, showing the bar locals how to play could be very fun.

by Mārtiņš Zvejnieks

# ARKADY SUHARENKO

## INTERVIEW FOR THE INSIDER

### **DOES EDUCATION IN THE ECONOMICS/BUSINESS AREA IN LATVIA INCREASE YOUR CHANCES TO BE SUCCESSFUL IN LIFE?**

This connection between the education and success is not always obvious. In business a lot of things depend on personal features, strong will, on how well does the person cultivate his abilities, on the set goals. Of course good knowledge is a big plus here, but you have to know how to apply it. Nowadays it is very important to learn all your life, to be interested in things happening in your sphere. Today it is more difficult for young people to choose the future career path, than it was for us; the market demand and overall tendencies in the world change too fast. But I think that when choosing your career, a person needs to take two factors into account: first is the possibilities of career growth and future welfare. Second – your natural abilities and talents, because a person is happy when he gets satisfaction and joy from his job.

### **HOW DO YOU COMBINE BEING A VICE-PRESIDENT OF RIETUMU BANKA AND THE CHAIRMAN OF JEWISH COMMUNITY?**

As one of the bank leaders I deal with the strategic development of our business. The everyday running of the Bank is done by the management team. That is why I have time for social work, and as a chairperson of the Jewish community I deal its problems and projects. Of course it is not that easy to combine these two things. I think it would be even impossible, if not the support of my business partners and family. I am also a person who needs a long time to make a decision, but when it is made, I follow it without a doubt, putting all my heart into it.

### **HOW DO YOU FEEL YOURSELF, MORE LIKE A BUSINESSMAN OR LIKE A PUBLIC FIGURE?**

Of course in the first row I am a businessman. Already around 20 years I have been one of the shareholders and leaders of Rietumu, the biggest private bank in Latvia. This is very big and demanding job, and I hope to do even more things in this area. But with the Jewish Community I started to deal much later. And of course there will be a day, when today's leaders of the community will be replaced by the new ones, who will take care of its welfare and future...



### **HAVE YOU EVER HAD TO FACE A SITUATION WHEN YOU HAD TO CHOOSE BETWEEN YOUR FAMILY (OR FRIENDS) AND YOUR CAREER? WHAT DID YOU DO?**

I think a person won't be able to succeed in life if he or she can't set priorities. And for me my family has always been a top priority.

I am a determined person and have positive, at least I hope so, ambitions. Of course, I understood that if I couldn't realize myself, this would affect my family's life. And thank God I didn't have to make a choice between my career and my family; but if I had to, I am confident that, all other things constant, I would choose the family.

I have always thought that if I managed to achieve success, it is my duty to help other people. As soon as I realized that I made enough for my family's welfare, I started actively to do charity work.

**Do you plan your future? Did you imagine 20 years ago that you would achieve all this?**

Back then, in 1990, I understood that life gave my generation and me personally a unique opportunity – start our own business almost from nothing, with very many things, if not all, depending only on me and my personal contribution. One has to keep in mind that not a long time ago many of my contemporaries could show their energy only at kitchens' discussions. Of course, many were leaving the country at that time. On the other hand, we were given a chance to build something new in our lives, something able to survive and develop. Of course, in 1990 I didn't know which position I would hold in 20 years, which car I would be driving and which salary I would have. But I was absolutely sure that I would be able to use new opportunities properly and achieve something better.

**Whose mistakes do you learn from?**

Unfortunately, as the majority of people do, – mostly from my own ones. Everyone makes mistakes, it's inevitable. The crucial thing is really to analyze them, make conclusions, learn from them, and not repeat them again and again. Overall, it is very important to make decisions, not to avoid it. Every decision which is made is always better than a rejected, delayed one.



**Do you believe in luck?**

For me the word "luck" means the same as the word "fate". And I do believe in fate. I think that without luck it is very hard to reach significant goals, to achieve success. On the other hand, I suppose that slow and steady wins the race.

**What was the rashest action you have ever done?**

Yes, there was such an action, I did it when I was 16. I threw a flower pot out of the school's window, from the third floor, and I almost hit a passer-by. Neither now nor at that time I could explain why I did it. I felt very awkwardly and uneasily, primarily with myself, and I promised myself not to do anything rash anymore.

**What do you hate the most?**

I am a quite tolerant person. Sometimes I even catch myself thinking that I could be harsher in some situations. But I am the way I am, and I don't want to change myself. What I completely do not accept is fanaticism in any form: religious, ideological, national – any kind.

**Which talent would you like to possess?**

I love theatre and music, but I don't have an ear for music. If I had it, I would play guitar for friends and sing with pleasure. It would also be nice to have extrasensory talents, so that I could heal my nearest and dearest.

**If you could change something in yourself, what would it be?**

It happened so that I am used to hold all my emotional stresses inside. It would be easier to live if I could "let off steam".

**What is your motto?**

Don't do to others things which you wouldn't like to be done to you.

*by Kirils Strukovs*



# SINGING IN ESTONIA

## THE CHOIR TRIP

Friday, early morning. Other students are going to lectures, but SSE Riga choir is on a way to a mission to promote our university in Estonia. After a couple of hours of bus ride, we reached the place of our first performance in Pärnu Koidula Gümnasium. While Sigrid and Martin were giving a presentation of SSER, we shortly warmed up, changed our clothes and rushed to the stage. We performed several songs, including one Estonian and one written by Estonian composer (we've done our homework :)). We received a warm reaction from the audience and after a short break we drove to Tallinn, where our second performance of the day awaited. When we reached Tallinn, we had a rehearsal in Pühavaimu church and later in the evening we performed in a joint concert



together with Estonian Swedbank Choir. Both choirs performed individual programs (strange coincidence that they performed the Estonian song we sang in Pärnu, so it was an interesting surprise to hear slightly different version of it); then we joined to one big choir and sang one Latvian and one Estonian national songs.



The next day was cultural day – some of us went for sightseeing around the town, the other group decided to experience some Estonian art and went to Art Museum of Estonia (also known as KUMU). There we saw interesting pieces of art, some of which were amazing and some very unusual or weird (for example, room full of statuary heads). After such amazing experience we left for Riga in the evening. I guess, the best conclusion would be the fact that one choir member said „Es braucu dzīvot Igauniju“, which means „I'm going to live in Estonia“ :)

*By Egle Vaskeviciute*

# BATTLING IN BUSINESS COMPETITIONS AFTER ENJOYING ERASMUS

**FALL SEMESTER. MINDAUGAS RAPOLAS IS ADMIRING NORWEGIAN NATURE. ERVINAS ŠKIKŪNAS AND AURIMAS BALSUOKAS ARE ENJOYING EXCEPTIONAL BENEFITS OF THE NETHERLANDS (I GUESS I DON'T HAVE TO ELABORATE ON THAT). JUSTINAS NOREIKA (WELL, THAT'S ME) IS ENJOYING HIS "PROUDLY MADE IN CHINA" SURFBOARD ON PORTUGAL'S BEACHES. IT SEEMS EVERYONE IS HAPPY – WHAT ELSE DO YOU NEED FOR A BETTER LIFE? WELL, APPARENTLY THESE GUYS ENDED UP PARTICIPATING IN TWO WORLDWIDE FAMOUS INTERNATIONAL CONTESTS RIGHT AFTER ERASMUS PROGRAM.**

## **CBS CASE COMPETITION 2010**

CBS Case Competition (CBS CC) is one of the most prestigious case competitions for undergraduates in the world. Neither of us have participated in anything like that, although all the other teams claimed so. Overall, we would say that we haven't seen a more luxuriously organized competition.

To begin with, it all happened in Copenhagen. 12 world best educational institutions from all over the world got a chance to participate. Most of the

## COMPETITION

teams had to win local case competitions in order to get to Copenhagen; our story is a bit different. We have to thank Arvydas Žiobakas, whose continuous efforts gave our school a chance to participate after a several-year-break; sadly, his team "LT from LV" was already too old for the CBS CC, so Arvydas offered us to replace them.

Apart from our travel tickets, all expenses were covered by the organizers. You may wonder, "What were those expenses?" Let's just shortly describe the program for the whole week we spent there. On the very first evening we were met at the airport and brought to the hotel, where we found a very appealing package – a bottle of real champagne, a pullover, Carlsberg's umbrella and coverlet, Resume and Welcome



books, a USB flash, etc. The first four days were devoted only to socializing, sightseeing, etc. We had plenty of lunches in beautiful and famous places; it would be enough to mention having a dinner at Carlsberg Museum with HRH Prince Joachim, HRH Princess Marie, and ambassadors of countries where the teams came from. It was quite funny to have the ambassador of Latvia as we all four were Lithuanians. Anyway, the ambassador turned

out to be a very cool guy.

On the fifth day the case was revealed, and we got 32 hours to solve it. At first it seemed to be quite a lot of time; however, we changed our opinion when we read the case and started brainstorming. The company was Tivoli Gardens, a unique amusement park located in the city center that offers not only attractions, but also concerts, theatre performances, etc. A movie (can easily be found on YouTube: "CBS Case Competition 2010 – Tivoli") and a mini-book consisting of 20-30 pages were created just for the case. In addition, the participants were given an opportunity to visit the park themselves to get more practical insights. We also could ask CFO and Vice President of Real Estate of Tivoli questions. On the sixth day we submitted our presentation, which we gave later on the seventh day.

In the evening of the seventh day the award ceremony took place (yet another luxurious dinner, where the bar was completely open (and unlimited!). The winner turned out to be Maastricht University from the Netherlands, while the two other runners-up were Tsinghua University from China and Institute of Business Administration from Pakistan. Prizes were not magnificent, but the respect is all that matters in that type of competitions. Unfortunately, we did not manage to break into the finals: we lacked experience for competitions lasting for so many hours. It turned out that there are special guidelines for solving these types of cases which really ease your work.

Nevertheless, we learned a lot and now have something to share with younger generations, which could be very useful in further case competitions. Approach us if you need. We hope SSE Riga will be invited to participate next year as well.

*Justinas Noreika*

# THE FUTURE IS ALREADY HERE, IT IS JUST NOT EVENLY DISTRIBUTED

I will start off with a brief introduction of myself – Gatis Murnieks, 26, Latvian, born in Riga and I am addicted... to unconventional communication (sometimes called advertising due to its commercial nature) for about 5 years now.

Rewind my life to April 2007 when I formed an innovative project in Latvia called FUSE, which was both literally a fusion of creative, media and digital agencies<sup>6</sup> as well as fully outsourced (me being the only full-time employee).

During the 3 years of its existence FUSE won all the major local advertising festivals including the Media Folder at Golden Hammer 2008, and Best Integrated Campaign at LADC Adwards a month ago.

You can either trust this information, google, youtube or even facebook it just to make sure:

(<http://www.youtube.com/fusegatismurnieks>)

(<http://www.facebook.com/gatis.murnieks>)

Fast forward my life to April 2010, when I moved to Russia to work as an art-director at BBDO Moscow (<http://www.bbdomoscow.ru>), which is the leading advertising agency in Russia, as well as the most fought-for employer in the industry in this region. It was quite a commitment to drop everything and opt for a new beginning in a risky (<http://bit.ly/aPYUyS>), but tempting market. I believe this change of scenery will also be of interest to potential readers, as it provides a more global perspective on the processes and opportunities at hand and allows me to apply it when judging the similar, yet different markets of Russia and the Baltic countries.

Before we progress to the first topic of what is thought to be a series of columns in this publication, I would also like to touch upon how the initial partnership with SSE and later The Insider came about.

A year ago I won the Latvian final of the International Young Creative Entrepreneurs Competition – IYXE 2009, and after my visit to London brought back my impressions and knowledge to Riga to share at the follow-up event held in the Soros Auditorium, SSE (<http://bit.ly/aPBPOz>). It was during these events that I met Arnis Sauka and our cooperation was formed, as he later invited me for guest lectures on topics related to innovation, new forms of communication as



well as practicing entrepreneurship in the Latvian advertising market. Further partnership included providing SSE students with opportunities of becoming my shadow for a day, speeding around Riga and having a FUSE experience in real-life.

Now, the other reason for mentioning the IYXE 2009 visit to London is to explain the title – “The Future Is Already Here, But It Is Not Evenly Distributed”, which is a quote by the science fiction author William F. Gibson brought to my attention by Mark Cridge the CEO of Glue London (<http://www.gluelondon.com>). I had longed for a sentence like that to describe in the best way the arbitrage of creating unconventional material, made possible by stepping outside of the usual boundaries of your concrete industry. What I mean by that is the chance of acquiring knowledge and practices which might seem as future for a marketing person, but are already present, ready-made solutions for industries such as medical surgery, special police forces even kids toys among many others.

Some years ago I symbolically called this process “fusion”, not only because of the approach towards introducing a new type of combined agency, but

also due to the concept of creating solutions by mixing the initial purpose of something within its own sphere with the commercial brief from the client, thus forming innovations for communicating with people, basic examples of which are:

1) combining a trolleybus with a Hyundai Getz car to promote new means of more personal public transportation: (<http://bit.ly/9s4LII>)

2) powering an office projector from a battery within a running car to show any kind of messages on public property without approval: (<http://bit.ly/bhvl8X>)

3) linking live WIFI surveillance cameras within a busy shopping centre elevator to create user-generated content (UGC) and directing the target audience to the desired shops on the top levels of the store (<http://bit.ly/9KLoON>).

For further reading, another more academic way of interpreting my proposal of arbitrage is based on the concept of lateral thinking first coined by Edward De Bono ([http://en.wikipedia.org/wiki/Lateral\\_thinking](http://en.wikipedia.org/wiki/Lateral_thinking)).

So, instead of relying on past clichés or reinventing the bicycle each time around by coming up with something that fits to what is expected, why not introduce the future by bringing innovative alternatives distributed across various fields to replace the bicycle itself?

Be brave!

Truly awaiting your feedback by:

e-mail: [gatis.murnieks@gmail.com](mailto:gatis.murnieks@gmail.com)



# DAYS OF OPPORTUNITIES

Before we start I would like to thank our partners – Oriflame, KPMG and Latvijas Mobilais Telefons. Their contribution was crucial for organizing the event.

## WHAT WAS THE BIGGEST INNOVATION FOR DoO 2010?

The biggest change was that we transformed the career day from a one-day event to a weeklong one. We invited 6 guest lecturers from various industries to educate SSE Riga students about real life situations in industries like advertising, insurance, auditing, energy, banking, and telecommunication.

## WHAT WAS THE MOST DIFFICULT PART OF THE WHOLE ORGANIZATIONAL PROCESS?

This might sound like a cliché but the biggest challenge was dealing with the economic situation in the Baltic States, and more precisely the fact that companies are thinking about laying off employees rather than hiring. Fortunately, we managed to attract enough companies to make a successful event.



### **DID YOU HAVE EFFECTIVE TEAMWORK?**

Yes, definitely. I have to thank the previous team for choosing the right people for the DoO 2010 organizing team. When we were looking for additional help within the Y1's, a record number of students applied. Choosing the Junior Coordinators was not easy, but right now I can say that we managed to find the right people, and the team worked together very well.

### **WHAT COULD HAVE BEEN DONE BETTER?**

I can say that if I had to organize one more career fair a month later, then I would do some things differently because of the experience I have acquired by now. The scarcest resource during the last days prior to the event was time. I believe it could have been managed more efficiently – that could have saved some nerve cells. We will definitely share our knowledge with the next organizing team and give them the opportunity not to repeat our “mistakes”, but to make their own J.

### **TELL US MORE ABOUT SOME FUNNY/MOST STRESSFUL MOMENTS**

The weirdest task this year was getting rid of the snow in the yard. The DoO “army” proved that they can even fight the weather. It took 2 days of shoveling, 80 kilograms of salt, and gas lamps to do it. What is more, only on March 24th the tent guys understood that they had to set it up on the next day, and not in April. In the end, fortunately, everything got done on time.

### **WHAT CAN YOU TELL ABOUT THE FUTURE OF DoO?**

I believe the event will grow steadily as the economic situation improves. The core companies will stay the same but I believe that we will have new participants from various fields, NGO's for example. A lot of companies affirmed their interest to participate when the financial situation will be better so we have high hopes for DoO 2011.

### **WHY DID YOU NOT INVITE/COOPERATE WITH MORE COMPANIES THAT OFFER INTERNSHIPS TO Y1?**

Well, this question should actually be rephrased as “why do companies offer more places to Y2 and Y3 than to Y1?” The answer to this one is quite simple – Y1 has only a basic academic background. Quite frankly that is not enough for the “interesting” tasks in big corporations. They don't want to hire students for

boring tasks because that would give the wrong impression of the company. That is why I would advise Y1's to seek internships in some NGO's, one-time projects, or smaller companies. They can usually give Y1's more interesting and challenging tasks than a big corporation.

### **A WISH FOR THE DoO 2011 ORGANIZERS**

Organizing such event during turbulent times makes it even more challenging and fun. Be creative, innovative, hardworking and perfect time managers, then you will succeed in making DoO 2011 the best DoO yet!

*Jurgis Skudra*

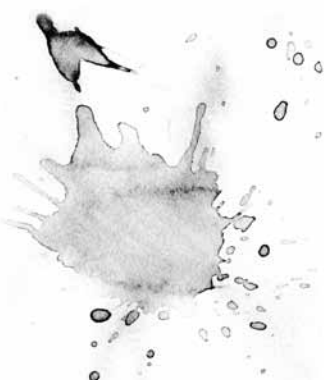
# KINGDOM OF GOSSIPERS

**MANY DISCUSSED AND ARGUED WHETHER THE GOSSIP PAGE IS A TRADITION OF SSE RIGA AND THE INSIDER OR JUST A MEAN WAY TO HURT OTHER PEOPLE WITHOUT FACING THE CONSEQUENCES. A FEW WEEKS AGO WE RECEIVED QUITE A WORRYING LETTER ABOUT THE GOSSIP PAGE; AS TRUE JOURNALISTS, WE TRIED TO ASK YOUR OPINION ON THE SUBJECT. THE LETTER ITSELF AND THE SUMMARY OF THE SURVEY RESPONSES ARE OFFERED FOR YOUR JUDGMENT.**

Greetings, the editorial stuff! (Don't read till 16; means, you CAN read it, Wladimir! :))

General impression is shoddy, let's put it straight! If you cut the gossip page, noone will even bother opening the “gossipsider”, perhaps only for the sake of checking whether the gossip page is there or not.

The rest of the content is dead boring, it's drab, should I say. Issues raised there are of no interest (exceptions: the internship overviews, though





brief, were almost useful (ridiculously short, taken into account the amount of pages used up for rubbish; Morten's column is saint, no doubt; Pauna's interview was a positive thing, too). Advice: put at least a little thought into it, get the catchy, hot topics (internships is a step closer; you could also publish some news from administration, and more interviews with the people in charge as regards the future of this school, because many students are concerned etc.)

What's the use of publishing the interviews with exchanges if they answer with general, predictable phrases; NOONE CARES; that's why we have personal communication.

Now comes the pain! The gossip page is the single most important component of the foundations of your little brochure, and as such this fact is NOT acceptable. Think about the gossip page! What is it? An obscene, insulting, immoral, jaundiced dirty little page that is a spit onto the dignity and values of our prestigious university. Not only does it manifest the ambivalence and lack of intelligence of our students (as well as humiliatingly poor English) (the side of you, you'd never normally like to reveal in public), but it is also the monument for the immoral, cowardly and revengeful (they are made heroes at the end of the day, as opposed to honest bastards like myself) that are keen to smear and insult the ones they would never dare to hit out at. In short, you are indeed making a negative contribution to the sseriga culture at present, the rest of the content does not outweigh that. If there is no way you can change all that, then perhaps there is time for the reconsideration of the need for such a magazine.

I'm not saying you have spoiled the Insider, no, the problem is you haven't changed anything - you let the problems soar, and follow the old mistakes. You can ignore the shortcomings just now if you want to, but in time the shortcomings will not ignore you! (almost as Shakespear ...)

All of this is merely a personal opinion, and you can write it off as an insult, but YOU KNOW YOU SHOULDN'T!

Yours faithfully,

Conscience of the Insider

This was quite a response, we have to admit. Here we mean both the huge piece of text received from an anonymous critic and number of those who participated in our poll. 150 respondents, 86 comments – damn, gossiping is really a hot topic at SSE Riga (don't want to be Captain Obvious, but still – this was a bit unexpected). So what do we want to achieve with all this? To begin with, let's just summarize what we have. And then... plan for the future? Or ask for your advice, which actually makes more sense? We'll see.

But first things first. Our dear anonymous critic, we've been impressed by your letter. And actually now you can say to yourself, "Mission accomplished!" No-no-no, we are not removing the Gossip page, no offense. But you have delivered a certain message, that's for sure. We already bear in mind some ideas about researching "the future of this school"; as for "hot topics" – hmm, we are all bloody different, and it's a bit hard to understand your perception correctly. Once more – we encourage everyone to write us feedback and advice, as the Insider's special feature is that you can form the content yourself maybe not the 'Insider feature', but the feature of any magazine: people actually choose what should appear in the press?

About the gossip page – well, it was interesting to see how student's comments once more prove that it unites our community way more than fragments it. The vast majority of respondents (138 out of 150) have never been offended by an item of gossip. And quite a few comments were, so to say, menacing – something like, "don't you dare to remove it from the magazine!". Let's try to be cold-minded and ask ourselves a question, "Why does the gossip page exist at SSE Riga? And why is it so popular?" One may argue that since most of us are serious/hard-working/nerdy/goal-oriented/insert-an-appropriate-word when it comes to studies, there has to be an outlet for our dark side, i.e. silly, lazy, and sarcastic. Another could say that gossip will inevitably appear in every relatively big community as it is entertaining and spices the life. Well, personally we would say that gossip... smooths the relationships. It allows you to look at the happy-go-lucky side of life, where every single person has much ridiculous and funny stuff to be told about him/her, which makes you go out of the box, shake off the official manner and put a smile from ear to ear on your face. Remember that life is meant to be enjoyed, so mock and be mocked! :-).

*Insiders*

# GOSSIP\*

\* 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 THAT SOME LITHUANIANS MANAGED TO SCREW THEMSELVES UP DURING THE MACRO OPPOSITION.

THEY SAY THAT JUSTAS HAS BECOME REALLY ANNOYING DURING THE LAST YEAR. STAR SICKNESS FROM BEING HEAD OF IFUND?

THEY SAY KAROLIS CEKAUSKAS UNDERSTANDS JOKES AS FINE AS ... CHEESE.

THEY SAY THAT MISS INCREASED PROFITABILITY CAPABILITY AS A FINANCIAL ANALYSISIST IS VERY TALKATATIVE.

THEY SAY THAT SOME TEAMS DURING THE AF TASK WERE THINKING TO SEND THE EXCEL MODEL IN PDF FILE. JUST TO SHOW: THE BALANCE DOES BALANCE!

THEY SAY THAT KAROLIS Š. IS AMAZING WHEN IT COMES TO GIVING CRAP BEHIND ONES BACK

THEY SAY THAT SA ACCOUNTANT OCCASIONALLY GETS LOST IN HIS OWN NUMBERS AND THEORIES. THEY SAY - FAIL.

THEY SAY THAT RAIVIS IN A SLIGHTLY DRUNK STATE HAS AN URGE FOR BREAKING ROAD SIGNS AND THEN RUNNING AND GETTING CAUGHT BY THE POLICE.

THEY SAY SSER IS SO SPECIAL, THAT HERE YOU WILL BE ALWAYS BLESSED BY JESUS.

THEY SAY THAT KRIŠJĀNIS (Y1) IS A MAJOR RIPSNOTER.

THEY SAY THAT YOU CAN'T EVEN USE THE TOILET WITHOUT PEAKTIME INTERRUPTING.

"IN ALL THREE BALTIC COUNTRIES DEVALUATION, RIGHTLY OR WRONGLY, IS SEEN AS PANDORA'S BOX SIZE XXXL AND RAPID EURO INTRODUCTION IS SEEN, AGAIN RIGHTLY OR WRONGLY, AS AN ENTRY TICKET TO MONETARY NIRVANA."  
/MORTHEN HANSEN/ [HTTP://FISTFULOFEUROS.NET/AFOE/ECONOMICS-COUNTRY-BRIEFINGS/LATVIA-NO-VICTORY-YET-NO-DEFEAT-EITHER/](http://fistfulofeuros.net/afoe/economics-country-briefings/latvia-no-victory-yet-no-defeat-either/)

THEY SAY THAT IF V\*\*\*\*\* WOULD HAD BECOME BUSINESS.COM, THE SCHOOL WOULD HAVE A PARTNERSHIP AGREEMENT WITH GILLETTE.

THEY SAY THAT NOBODY KNOWS WHETHER VAIRIS IS AFRAID OF RAZORS OR RAZORS ARE AFRAID OF HIM.

THEY SAY THAT VAIRIS IS COOL. SERIOUSLY.

THEY SAY THAT PEOPLE ARE TALKING ABOUT VAIRIS SO MUCH BECAUSE OF A SINGLE REASON - ENVY! GET OVER SOMEONE BEING BETTER THAN YOU!

THEY SAY THAT THERE IS A SAD TREND FOR THE PRETTIEST Y2 BLONDE GIRLS TO FIND AVERAGE GUYS :(

THEY SAY THAT MANTE & MARTINS SHOULD BE DENIED FROM BEING TOGETHER AT SCHOOL. IT'S BECOMING SERIOUSLY DISGUSTING.

THEY SAY THAT IT IS VERY NICE THAT MANTE HAS FINALLY FOUND A SWEETHEART. JUST IT WOULD BE EVEN NICER IF YOU WOULDN'T DEMONSTRATE YOUR LOVE IN SCHOOL.

THEY SAY THAT MATHEMATICAL LOGIC EXAM WAS VERY ILLOGICAL.

SOME SAY THAT EERIK (Y2) ALMOST DID A ROOF SLIDE DURING ILDIKO'S BIRTHDAY.

THEY SAY THAT EERIK HAS A HUGE CRUSH ON AGNESE. IT'S IMPOSSIBLE TO NOTICE. ;)

THEY SAY THAT KADI(Y2) IS A SUPERMODEL.

THEY SAY THAT NEXT YEAR DOO SHOULD CREATE TWO NEW POSITIONS - CHIEF SNOW CLEANING COORDINATOR AND JUNIOR SNOW CLEANING COORDINATOR!

THEY SAY SOME PEOPLE DEVELOPED A SKILL TO WRITE WITH BOTH HANDS IN ORDER TO PASS FINANCE.

THEY SAY FOR SOME Y2 SUMMER IS THE NEXT SEASON AFTER FALL.

THEY SAY THAT OUR NEW SA PRESIDENT STILL HAS "COLLEGE: BA SCHOOL OF BUSINESS AND FINANCE '12" IN HIS FACEBOOK PROFILE. NICE WAY TO SHOW YOUR COMMITMENT!

THEY SAY ARTURS HAIR IS PLANNING TO DUMP ARTURS AND CONTINUE SOLO.

THEY SAY THAT ARTURS HAIR SHOULD HAVE ITS OWN ENTRY IN THE YEARBOOK.

THEY SAY THAT LIENE GRIZĀNE (YEAR 2) AFTER CHANGING HER HAIRSTYLE AT LAST LOOKS LIKE A GUY (HER OPINION) ;)



## PHOTOS OF THE MONTH

8-17 WORKING DAY? NAH.. NOT READY YET.



THEY SAY KESTAS (Y2) WAS THE SOUL OF PULKVEŽA 6-6A.



SOME THINGS YOU JUST DON'T QUESTION.

# You are peaktime2010!

More on the next issue

