

the INSIDER

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Stockholm School of Economics in Riga



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Cheers, everyone!

Hold on for a second and do not rush straight to the ‘black pages’, they are there and they are quite interesting this time, but there is more to the Insider, isn’t there? The Insider is the never-ending work of about 20 people, who do their best in order to make your reading as pleasant and informative as possible. It is created in cooperation with people from all the three courses of our school, and issues like today’s one have a big deal of input from our graduates and faculty. Each writer puts his soul and care in an article, so reading this issue’s creations try to look beyond and understand which story each of us wanted to tell. Year3’s who chill in exotic destinations but still do not want to lose touch with the world of SSER following Facebook posts and telling us about their adventures.

Year2’s, some of whom have written for the Insider in each and every issue, whose style has already become recognizable and whom we really appreciate. Year1’s who now feel almost 100% true SSERigans and try to show how they can enrich our community. All these people have been trying hard to make the best issue possible. So give a bit of time for yourself to check if these endeavours were worth making!

Insiderly yours,

Olja, Tanya, Irena, Viktoria

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I am a millionaire!

While writing this column I am in the process of looking at Micro mid-terms. This reminded me, for some reason, of an old (and absolutely horrible) song from Denmark: “Jeg ville eje millioner, hvis tårer var guld”. Translation for the non-Danish speakers, aka 99.9% of you: “I would own millions if tears were made of gold”.

I am doing Microeconomics for the sixteenth time at SSE Riga and I have provided Macroeconomics fourteen times. A random sample of one (!) micro-exam showed that I gave 107 points on average for the mid-term and 111 for the final exam, thus 109 on average.

30 courses x 115 students on average x 109 points x 2 (MT and FE) = 752,100 points that I have given to students. Add to that points for reports (30 courses x some 26 reports x around 130 points = 101,400), six statistics exams, six EU Studies exams, some 40-50 theses and, not to forget, re-exams, and I should be above one million points by now.

If points could be exchanged for gold (or dollars; I am not picky) I would be a millionaire. I still haven't figured out, however, how to do that so for the time being I have to be content being a millionaire in terms of points....

Greetings to everyone; this time in particular to the alumni. Have a great HoCo!

SA Letter

Dear Students,

The month of December is getting closer and closer – the time of elves, Christmas AND last but not least the elections. There are already many Y1 boys and girls contacting us and showing interest and initiative. If you are also interested in joining one of the coolest (or should I say THE coolest) and most prestigious organizations in our school, make sure to act now! Preparation is the key to maximize your opportunity to be elected – contact us and ask everything you want to know. How to make the best presentation? How to get the most votes? How is it like to be the chairman of a committee? Find out!

The current SA is already getting into a melancholy mood – we are organizing the last parties, writing the last letters to the insider etc...

Enjoy the colors that the autumn has to offer,

Anu & the SA board





Greetings!

Junior Peak Time 2012 sponsored by Annele is almost here!

While our participants were working hard on their preliminary tasks, we were struggling to make the final event for the 40 best even more challenging and exiting. This year we got one step closer to the Peak by reaching 760 applicants from 18 countries all over the world, including Germany, Italy, the UK, Belarus, Czech Republic, Hungary and even such exotic countries as India, Indonesia and Vietnam.

But the hardest part is still approaching. For the last 3 months Junior Peak Time 2012 Organizing spent a lot of time together trying to come up with fresh ideas and ways of making the happen.

We hope those two days will be unforgettable we are and looking forward to meet Top-40 performers on November 17-18 in Riga!

All the best,

Junior Peak Time 2012 Team



Dear all,

We are proud to announce our associates for BEFS' 13:
Country manager's assistant for Latvia: Marta Jansone
Country manager's assistant for Lithuania: Kamile Arzatskaja

Country manager's assistant for Estonia: Markus Prommik

Assistant fundraisers: Kristiāns Karlsons and Reinis Tenis

Communication manager's assistant: Andris Zieds

Program manager's assistant: Anna Ignatoviča

Evaluation coordinator's assistant: Anete Vītola

We truly believe that together we can increase the quality of the event dramatically as the organizers are dedicated to top all expectations.

We believe that together we will be able to bring together the smartest students and the most inspiring speakers, who together will propose remarkable solutions to issues relevant in the Baltic States. Together we will make a change!

Best wishes,

BEFS' 13 organizing team



Dear SSE Riga students,

It is a great pleasure to announce that a team of 14 fresh, vigorous, diligent and absolutely marvellous junior coordinators have joined our organization. April 5th is drawing near, so we have a plenty of tasks to complete. The proposal is ready to be sent and upcoming months DoO'13 team will be searching for the best companies from the Baltics and CIS countries, looking for the finest lecturers and inviting the top universities' representatives from the whole Europe. Additionally, we wanted to remind you that the course of Career Development is about to begin and we hope that all of you will use the opportunity to take it and prepare your CV's well. But for those who will not make it this semester, you will have a chance to join it in the second.

Sincerely caring,

Days of Opportunities team



180Degrees
CONSULTING

Hello fellows,

180 Degrees Consulting accelerates, so this month we have completed several important steps for developing the branch!

Firstly, we have formed a pull of the brightest and most enthusiastic consultants. In total 18 first-year, 6 second-year and 1 third-year student joined our organization. In early October we had the first meeting with the new team members and would like to thank all the participants. Secondly, 180 Degrees Consulting Riga is now registered in Latvian Register of Enterprises. We are now recognized as a non-profit organization under Latvian law. As for the latest info, we are negotiating with potential partners about providing professional trainings to our consultants and hope that in the nearest future we will have great lectures held by the consulting sphere professionals.

Please, don't forget to check our Facebook page, 180 Degrees Consulting Riga, as all the latest news about the branch and the most interesting facts about consulting sphere are regularly posted there!

Best wishes,

180 Degrees Consulting Executive Board



Dear Students,

Time seems to fly as another month has passed and Leif Mutén Society has been quite busy sorting out new applications. We are very happy to see such activity but still encourage students to fill in the document on the e-learning platform to become a member of our organization. The deadline is closing in quickly and all applications ought to be submitted by the 1st of November. Late applications may not be taken into consideration.

On the other hand, there shouldn't be any problems with motivation for Y1's during their Micro course as the best student is rewarded with a generous scholarship. Therefore LMS strongly suggests paying attention during the lectures and studying hard, which, by definition, will be followed by a relaxing party.

To sum up, LMS wishes all the students a memorable fall semester and lots of snow!



SSE RIGA
DEBATE SOCIETY

Yes, yes, everybody heard about the 1st big event organised by Debate Society this year: SSE Riga & LMT Practice tournament. Our Y1s did great, and some of them are already awarded with the trips to the most prestigious British tournaments: Oxford IV and Cambridge IV. Now everybody shapes up for the upcoming SSE Riga & LMT IV: we promise it will be the best ever!



Hello my dear friends,

JeJoue is greeting its recently joined team and is happy to share the latest news! Everything is going accordingly to the plan: fundraising team is looking for the new sponsors; media team is sharing its suggestions about other art events. However, this year we have chosen several „green” topics and prepared the sketch ideas for each of them. One by one theme has been carefully analysed to find its challenges and opportunities. We want to pay our attention to the particular details of each room, so by combining small ideas we can create a vision of the forthcoming event.

Have a nice time!
Yours JeJoue



Dear SSE Rigans,

Even though autumn has arrived and delights us with its beauty, we are happy to say that the work of Peak Time organizing team is gaining momentum. A lot of is already being done and have to be done. Fundraising activities is reaching the top scale, thus phones are ringing nonstop, e-mails are coming and going, meetings are held, and the amount of potential sponsors are growing. The first wave of promotion will start really soon, during which universities around the world will be introduced to this unique business competition. Besides, they say Peak Time is getting ready for a big announcement. Keep updated and follow the news online to be the first one to know what is happening next.

Wishing you all the best, and have a nice Homecoming!
Peak Time 2013 organizers



After the traditional Choir Camp at the end of September where we greeted our newcomers during the awesome weekend on the seaside, we are looking forward for the concerts that are planned for this year! Meet us at Home Coming concert on Nov 10th, and this will be just the beginning of the season! Besides, the preparation for this-year trips to Poland, or Georgia, or both, are in process, so if you still want to join us, you know where to come! As usually, the rehearsals are held on Mondays and Tuesdays, Soros, 19:00.

Cheers



Dear somebody who is still interested in watching GOOD movies,

Things were running quite slowly in Pause.MovieTime so far this year, but now, as we (Julius and Justas) understand that there is only two months left before the election of a new movie guy/gal, we will try to leave our mark as the hosts of Pause.MovieTime. Get ready for some top class movies!!!

Pause.MovieTime, Wednesdays @19:00

Interview with **B**enjamin **B**reggin

What is your academic background?

BA, Sarah Lawrence College; MSc, PhD, University of Edinburgh

Why have you chosen to become a professor?

I like working someplace where knowledge is king.

What's the story behind your coming to work in Europe? How long have you been working at SSER?

One thing that always seemed certain about me when I was a kid – maybe the only thing that always seemed certain – was that I would live abroad for a long period of time. It's hard to explain. Anyway, I have spent most of my adult life in Europe and the past seven years in Latvia working at SSE Riga, five as the English language programme coordinator.

We know that at SSER you teach EAC, OA and AW. In addition, you check our reports. What other obligations do you have at SSER?

That would be a long list; however, two of the more significant things are handling anything related to Turnitin, our language plagiarism detector, and creating parts of the admissions tests.

Have you ever been involved in preparing the official speech of the rector or official press releases?

I have done some proofreading of both, but I am not involved in

creating them.

This is the second year we have non-EU students at SSER. Have you observed any drastic differences between non-EU and Baltic students?

This year in Academic English, so far, our scholarship students from Belarus and especially Moldova seem on average to be better than the Baltic students – more knowledgeable and hardworking. Last year they were just more extreme: some of them were superb, some of them were dreadful.



Do you plan to organize elective courses as a continuation of EAC, OA and AW (aside from Online Business Correspondence)?

Not unless there is a specific need and a regular contingent of interested students, as there seems to be for OBC.

What tools would you advise our students to use in order to improve their English skills? How about getting rid of the Russian accent?

I once taught pronunciation at

a German university and have thought about trying to teach it as an elective here. The issue is that such a course requires a lot of time on the part of the participants; you have to learn phonetic letters and some linguistic principles. One simple way to improve your

..”most accent on your own is to read aloud a lot, concentrating on every word.

What advice can you give to Y1/Y2 and Y3 students?

If you haven't already, pass Academic English as soon as possible.

What should SSER students change in order to become better students and as a result professionals?

Somewhere along the line, hopefully already at SSE Riga, most of you will learn to stop being quite so cynical, imagining that it's all about image and guile. Unfortunately, this mentality does abound among our incoming students, many of whom have been “shell-shocked” by what seems to be a toxic atmosphere at certain prestigious Baltic secondary schools.



Tanya



Discovering the world of Ecogen®

Ecogen is a young company that operates in the field of renewable energy. Here, I would like to share some inside information about the company and the doors it may open for you.

From the discussion with Mihails Silovs, one of Ecogen's directors, I found out that the company's mission is to become a player in renewable energy at European level. Mihails reveals more information about Ecogen in the interview.

What is Ecogen best at, in your opinion?

I believe we are the best in integrating all the necessary processes to deliver a final product. We create value by being able to engage in a project and take it through all the necessary stages in order to build a biogas station.

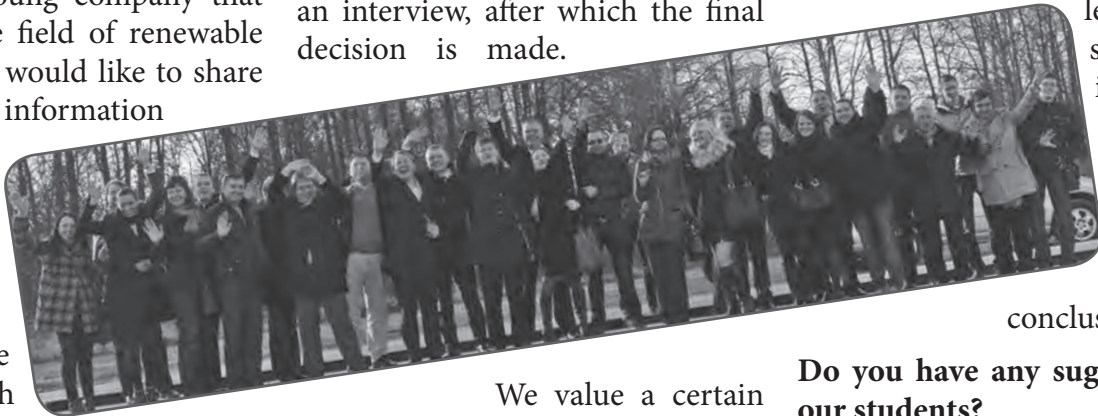
What is Ecogen most proud of?

We are most proud of our organisational growth. Currently, Ecogen has more projects than people, so we encourage everyone to apply for a part time job, full time job, or even an internship. This year we had 3 interns from SSE Riga and another one from The London School of Economics.

How does the application process occur?

Applicants have to solve a case study that was developed by the company and submit it. Next, we analyse the answers and choose

people according to the values that are reflected in the case study. And finally, we invite an applicant to an interview, after which the final decision is made.



We value a certain attitude or approach to the problem – believing that you have the power to achieve the wanted result, confidence.

Currently, there are a few students or former students from SSE Riga that are employed at Ecogen. Artur Geisari is one of them. He graduated in 2010 and now is a Senior Financial Manager. He shares some of the insights about the real job experience at Ecogen with us.

Why did you choose Ecogen?

Simply because Ecogen offered me an opportunity to complete the work in a very different way. At Ecogen, I can expand my knowledge and expertise by trying out different positions, like project manager, financial manager and I am dealing with different tasks every day.

What do you enjoy most at your work?

Freedom of choice - I can do whatever I want. Apart from this, the company offers an attractive salary, social benefits, and a free parking place.

What activities/courses from SSE Riga are most valuable for the job you are doing?

Definitely, SSE Riga develops a unique type of thinking, which is the best quality for use in practice. You learn how to search for information, to do it really fast, to analyze it and draw the conclusions.

Do you have any suggestions for our students?

I won't tell you to think out of the box, but you should think in an entrepreneurial way. Try to cover various fields and think in different directions, such as construction, finance, biology, law, etc. It will help you to see a bigger picture when you have to make decisions.

I have witnessed that the working atmosphere at Ecogen is very friendly, but its employees assert that it is intense as well. In addition, the company organises all kind of events for its employees so that they spend some quality free time together. For example, recently Ecogen team played paintball, relaxed at a spa centre, sang karaoke, and went to a night club. And all this just in one day, can you imagine?

If you feel like you identify yourself with the values of Ecogen team, or you want to gain some experience, don't hesitate to apply.



Ana

Fundraising results:

SSE Riga graduates have become the most active donors in Europe

This year every third graduate of the Stockholm School of Economics in Riga (SSE Riga) has participated in annual donation campaign – thereby SSE Riga alumni surpassed the most prestigious higher education institutions in Europe. In total, our 6 weeks' donation campaign has gathered more than 90 thousand euro, which secured 29 scholarships for student tuition fee, as well as funding for Soros auditorium renovation.

“The goal of alumni who donate to their alma mater is to show that everyone, whatever his family and financial situation may be, can also receive high quality education here, in Latvia. Alumni activity in supporting their School is a reliable indicator of former students' opinion about the education provided by SSE Riga,” notes SSE Riga Alumni Association prezident Diāna Krampe. „We are truly satisfied with the results of this year's donation campaign.”

In total, this year **33% of all graduates** participated in SSE Riga Alumni donation campaign. Previously the best donors of top Schools in Europe according to “The Financial Times” were French Insead (12% alumni involvement) and London Business school (14%).

SSE Riga graduates have set the goal to achieve 50% alumni participation rate in School's financial support by 2014, when SSE Riga will celebrate its 20th anniversary. Therefore, SSE Riga aims to outperform world's best donation attraction example – Stanford university, which is actively supported by 41% of its alumni.*

High activity of SSE Riga graduates has been achieved thanks to unique, interactive donation platform created by former students. New online donation platform <http://donate.alumni.lv> is created using game elements and encourages a positive competition between graduates.

“90 THOUSAND EURO HAS BEEN GATHERED”



Each donation is automatically graphically displayed as soon as it is received, showing the relationship between graduation years, countries of origin, companies and individual contributors.

SSE Riga Alumni Association believes that this type of platform has the potential to become a solution for future donation fundraising, which is topical both in Latvia and entire Europe.

During last four years SSE Riga graduates from Latvia, Lithuania and Estonia have donated almost 300 thousand euro. Serious support was provided by such corporate donors as “Eko Investors”, “KPMG Baltics”, “Gateway Baltics” and “ArkiLED”. The amount of one scholarship is 3500

or 1750 euro, which corresponds to 100% and 50% of yearly tuition fee. Scholarships for first year students are provided based on financial circumstances, academic potential and motivation.

Donation platform project is led by 2005 year graduate Raimonds Kulbergs (Deloitte). The platform conception was developed by the team of the advertising agency “DDB Latvia” – Andris Rubins (graduated from SSE Riga in 1997), Kristaps Siliņš (2012 graduate) and Mārtiņš Zutis. Technical solution of donation homepage was developed by SSE Riga student Andrejs Labunskis. Swedbank has supported the project by providing easy payment settlement functionality. Payment security was ensured by „First Data”. Project organisers also express their gratitude to all other alumni and partners who were involved in developing this project.

* Stanford 41% MBA Participation Rate - <http://www.gsb.stanford.edu/about/facts.html>;
<http://management.fortune.cnn.com/2011/05/31/which-b-schools-have-the-most-satisfied-alumni/>

Additional information:

Diāna Krampe, SSE Riga Alumni association president, diana@alumni.lv, mobile: 29947207



Maria



Alumni stories

Their paths were different from the others'. They opposed prejudicial beliefs and common sense and were not afraid of being misunderstood or blamed by folks. They became truly recognized as high-skilled professionals and well-rounded personalities; in this view, they have proven that a dream is more important than a fashion, that nothing else but genuine desire helps to yield fruitful outcomes in the future and that the choice of the ends covers the choice of the means. Intrigued to know who are the heroes of the story? The magnificent SSER graduates, who devoted themselves to working in less trivial environments rather than those who are majoring in Business and Economics. Let's give the floor to them!

✓ **Girts, please, tell our readers, why did you prefer aviation to marketing, banking or consulting?**

Oh, it's quite obvious. See what all the financial people and economists have done to our economies... **"Do not compare yourself to the others. Compare yourself to the established goals."** (smiling) If you check for the pilots, the latter did less accidents and incidents compared to economists.

But what motivates me is being different. Many of my classmates went to work for well-known auditing companies, construction firms, real estate agencies; however, when the business goes rough, they need to find another job. It's not the case for aviation.

Are you comfortable with your daily schedule?

Well, we work more than so-called

financiers or marketers. For instance, today I've started my day at 4.30 in the morning and finished at 6 p.m. sharp. Some days are 22 hour long several in a row, so you have to be very high-disciplined and not be



Name: Girts Licis
Home country: Latvia
Class: 1996
Occupation: Pilot

sleepy next day regardless of the number of hours slept.

I'd compare this rigorous schedule with the army: here we also have a very specific hierarchy, we know who has authority over us and you know YOUR role in this system, too.

Supposedly, you have an inspirational source that makes you overcome those challenges, don't you?

Sure, it's the thing that you like. Imagine yourself running your own business, the one you're passionate about. Then you don't think of how many hours you work or how much rest you have, you just set a goal and go for it. People might think that pilots just take off the plane, push

some buttons and later drink beer while stewardesses do their magic, but it's a stupid bias.

The most tremendous feeling is to land a plane in such a way that nobody wakes up, which is really difficult. Sometimes in the morning when you fly, you see the sunset, and the sun is rising five times faster than normally, you're flying towards the sun, which is an absolutely gorgeous impression.

Now let's turn to your student years at SSER. What're the most exciting emotions about those days?

First of all, I was among the first graduates of the School. There were only 56 of people, and the whole School belonged to us. Our class faced tough competition (around 12 people per place) and each and every person was special. During those times the attitude was more towards the individuals, now it is inclined to the School as such. Moreover, we were fed with the same amount of information in 2 years. Lucky you! Never complain that the studies are complicated since you haven't been in our shoes!

Do you keep in touch with your classmates?

Although we're all spread around the world, we haven't forgotten about one another. We meet on a regular basis (besides the Homecoming), come across in banks, insurance companies and always recall the wonderful (and tiring) days of our youth.

The wisest piece of advice you were given said that...

One friend, who is 10 years older, once claimed: "Don't be overoptimistic. If you plan something, all the time think of the most pessimistic result.

Do not overvalue your abilities. Looking at a situation from the least attractive prospective will ensure your outcome". The other advice stated: "Don't compare yourself to the others; compare yourself to the established goals. There will always be people who are richer, smarter than you, whereas you have to set your own goals according to your capabilities, and then reach them. Then you'll become happier." Make use of them too.

✓ **Hello, Lauris. Surprisingly, you ended up in the film industry. What did motivate you to do so?**

I think it is a combination of many factors, but the most important one is: I love storytelling, and I feel that film is one of the most powerful tools of storytelling (though, gaming has been rising rather rapidly lately).

Another reason, perhaps, is that my mother is a filmmaker, and I have had the exposure to the industry at a rather young age. Anyway, even before starting my studies at SSE Riga I knew that at some point I will want to try my hand at filmmaking. Even my bachelor thesis was about the Latvian filmmaking industry (from a strategy viewpoint). So now I've been freelancing in the industry for more than two years; I've shot four short films, one commercial, and I have worked on many commercials and music videos as an assistant. And I'm enjoying it a lot!

What a justified choice! Could you tell me what contributed most to shaping your professional personality?

All my life experience did. My parents, the people I've met, the

books I've read, my time at SSE Riga, at Nokia, where I worked for five years.

You've already mentioned the School's name twice. What are the brightest memories about your student life?



Name: Lauris Beinerts

Home country: Latvia

Class: 2005

Occupation: Film director

There are so many, SSE Riga was a really, really great experience, with many wonderful people!

From the top of my head: drinking champagne in the school yard after our team had wrapped up Peak Time 2004, shaving off most of my hair after the Financial Economics exam (I passed!), the party after submitting the Bachelor Thesis, DJ-ing at the baptising party.

Indeed, the most marvellous routine ever! Is there a person who inspires/inspired you?

I don't think I'm as much inspired by any person as rather by their brilliant work. Nothing energises me more than watching a film or reading a screenplay that I love! Then again, there are people that are consistently delivering work of the highest quality. They love what they do and have a clear vision of what they want to achieve. I would not say that they inspire me as personalities, but I do

admire them. In filmmaking, I really love all the films of Christopher Nolan. In game design, I admire the clarity and vision of Mark Rosewater.

Have you ever envied someone? Of course I have! When someone has created something I wish I had. They say that creative ideas are not unique, and very often you see something and think "This is the same idea I had!" Well, while you had an idea, someone else had it and made it. So it is good when you can turn envy into inspiration. I don't think envy is the worst motivator.

Then, what, in your opinion, are the key 'ingredients' in the toolkit of a successful careerist?

I really don't like the term "careerist". But if you want to be successful, I think you need to understand what it is that you really want from life, what makes you passionate about what you do. So I would say passion is the most important ingredient. Find what you are passionate about, what motivates you, what you truly want from your life and don't be afraid to do anything to achieve it.

✓ **Hi, Ilze! How did you combine the studying process at SSER with your passion for music?**

At the beginning of the 90's I thought I would die of hunger if I pursued the music career, I needed a good degree and the newly opened SSER was too tempting to resist. So I studied, but continued to give concerts and to invest in improving of my singing. I thought I would be satisfied with such equilibrium, but I wasn't. One auditing season did the trick. Then another year I did financial consulting for an EU Phare programme as a transition

period, and then the studies at Music Academy began.

Was it a hard decision to start studying again at Music Academy after graduating from SSER and a couple years of work experience?

No, it was natural. There was something burning inside of me and I had to act. My course mates were not surprised at all, at least nobody rounded their eyes when I told them THE NEWS. Music was a big hobby of mine, which I was devoting my evenings and weekends to. Physically it wasn't easy, especially during an auditing season. Haha! Then I felt trapped and exhausted, because the motivation was not there. So, I swapped my hobby and my work.

Could you name the advantages and disadvantages of being an opera singer?

I would not call myself an opera singer. Yes, I did some Baroque opera projects, and I am singing opera repertoire in concerts at the moment, but I am not part of any opera house. I would call myself a classical singer. Chamber music is really my thing.

There is only one bad thing about being a singer, for me at least. That is dependence on your health. Everything else is manageable. No voice, no concert, no money, nothing. Believe me, it's not a pleasant feeling to call in the morning and cancel a concert. But I can't complain. I just have to lead a healthy lifestyle.

What is good? It is very rewarding to see a transition that a good concert can make in people. It is enough to see the faces of people after the concert. If they shine, then you know it was good.

A couple of years ago you moved to Basel. How did this step change you?

Moving to Basel was a part of my

New Life plan. Everything in my life was broken – my family, my personal life, so I built it from zero. First, sold my car, then gave my apartment in Riga out for rent and bought a one



Name: Ilze Paegle
Home country: Latvia
Class: 1997
Occupation: Opera singer

way ticket. I chose a place where I could succeed professionally. Yes, Switzerland has a marvellous location and is spectacular. The people are different, though, more rational, not so emotional and open as Eastern European people. But there is clarity and structure in everything. One can rely on the traffic, for example.

Did you study hard and/or party hard?

I studied enough to pass, but we partied nicely. We had a wonderful time: boat trips in summer, volleyball and beach-ball, snowboard, a lot of dancing. My grades were not that good because the only two courses I really enjoyed were Management and Business Ethics. Others I took as a duty. And I am glad I did. SSER was a good brain training, a priceless input for the rest of the life, which I cannot erase from both memoirs

and CV.

As we found out, you like horse riding, snowboarding, and yoga. What music do you listen to while doing sports?

No music. Silence is the best music, in general. And while doing sports .."do I don't need music

not listen too much to anyone and eat a lot" because the brain doesn't switch off its analytical function, thus, it's hard for me

to find music that can be a good back-ground. I think it has to do something with breathing. Automatically, we, musicians, breath along with the rhythm of music, and during sports that is simply distracting. Those two rhythms hardly ever match.

Even during a romantic dinner I once asked my boyfriend to switch it off: he had selected a collection of Mozart's piano music especially for me. I couldn't concentrate on the conversation, on the meal, on anything else. I could not relax.

Finally, what do you want to wish our readers?

Don't listen too much to anyone. The inner voice has all the right answers for you. Talk to people, but talk to yourself more.

And eat well! It's important. With joy and celebration, with the loved ones around you!



Andrei & Dasha



GOSSIP

*WARNING! THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY FOR 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 library staff doesn't know the difference between 'your' and 'you're'.

With this guy around, soon Morten will be speaking in Latvian.

Statistiski! M.:What? Statistiski!

They say Jakubauskas buhaet alu Bauskas.

They say the dormitories let trespassers in, but they don't let them out.

They say finding gossip about yourself on the "black pages" makes you less vulnerable with every find.

They say that Nikita spends a lot of time with Darja(Y1).

"It's OK to make mistakes", said a deminer once.

They say Raitis and Lauma (Y2) will have troubles finding a suitable bed for ... studying econometrics together.

If you want to spread a gossip in a minute, just say it to Marija Goncarova, she'll do her magic.

If Egle starts cooking you can forget about clean kitchen.

They still say Pediminas Uzkuraitis.

They say Edgaras has a nice butt.

They say that driving back home became too mainstream. That's why Tautvydas(Y2) chooses flying back home. 260km. To Kaunas.

They say that Marina (Y2) already booked some seats for FE.

They say Wednesdays in Pink House remind of Mondays in Pent House.

They say that this year gossips got so boring that students were forced to retrieve old editions of The Insider and rewrite them this year.

They say that Jonas (Y2) sings "Jizz in my pants" when nobody's around. At least when he thinks that nobody's within the hearing distance.

They say that there exists professional version of STATA ---> PROSTATA.

Chilling in Thailand when it's snowing in Latvia and raining in Kazakhstan? They say "Smart choice, bra!ukas!".

They say Financial Mathematics is sexy.

They say that though Pink House is smaller in terms of size, parties there are Pent House style.

They say that Uldis is so damn hot.

Lauma, what are you doing? Lauma! Stahp!

They say Cristina M. (Y1) is cute.

Yauhenyia (Y1) could have been a perfect substitute for Kristine (Y2).

They say Mama Liuda, davai do svidania!

If I were a boy (by Nils Bukolovskis).

FINAAANCE with Kenneth is just a shorty with Peter.

They say the Tallink Dream sunk...

Some of the year ones keep scaring the living crap out of other students.

The sorrowing for the three Priedites to be at the school is uncanny.

They say, someone keeps stealing carpets from Maija's office.

The whole class is not to blame for your ignorance in Econometrics, we all learn this for the first time, so be more polite and cooperative.

The fight for Soros auditorium seats could generate enormous revenues on cable networks.

Year 2 guys are so nice.

Hulk should stop eating his buggers.

They say if the lectures will continue to lose their quality SUPERfast, then the exams should be SUPEReasier too.

They say that during Y2 you get wasted more easily.

They say that an average Y2 student gets wasted waaaaay too quickly.

They say one can hear bottle sounds on Econometrics.

They say that people at SSER are mean, arrogant and disgustingly hypocritical.

Evgenia Grinko seems to be not an easy one...

They say Simonas, good choice!(!:

They say that Darya S. (Y2) should understand that boys are attracted not by ultra mini skirts, but by something else. Grow up, you are a lady, so look like a lady.

They say Erko (Y3) is getting too fat to be called hot.

They say Ludmila has confused anyone who might have been a TA for econometrics.

They say someone would sell his soul for Susanna's (year 2) legs.

They say Lithuanians who cannot shut up should not come to lectures.

They say banketas is the first Lithuanian word you learn at SSE Riga.

They say Kipras (year 1) will be the beer monster next year.

They say Zavertjajev loving club finally found the one person representing Zavertjajev hating club and kicked its ass.

They say Evgenia Grinko is hot.

They say they were wrong - there IS a way to shut up Jegors Ivanovs.

They say girls love jewish guys since Absinthe party.

They say Y3s are getting old and forget how to party.

They say Ludmila's lectures in Soros are wasting school's resources.

They say Yauheniya Y1 wouldn't lift a finger if it didn't benefit her. They say you can't let a good man down. They say some people cannot handle their dose of gossip.

They say "Yes...yes...yes!" in the first row during Micro. They say hoods are a fashion statement in the dorms.

Y1s should wait for exercising their options - they still have 3 years ahead of them ;).

Raitis (Y2) is so severe that he doesn't even take textbooks from the library.

They say that losing scarfs during the Absinthe party was too mainstream, so three year-1 guys (Toms N., Janis B., Oskars S.) decided to lose their memory instead.

They say "Let's just feed it to my dog and see what happens".. Assume Y1s for LOE project.

They say there are a few new couples after absent party.

They say that if you want to measure Lauma's (Y2) bitchiness during the lectures of Econometrics, one would have to go higher than Felix Baumgartner.

They say Eduard (Y2) come and take your second part of tooth in lost&found box.

They say: "Heeey sexy lady,opa Ganchyts style!"

They say Toms(Y1) is too delicate for SSE Riga parties... or just doesn't know, how to drink.

They ask: who is gonna be a new gossip girl among year 1's?

They say previous gossip page sucked!!!!

They say there is a correlation between the warmth of the country and being wild on the Exchange semester...

They say Year 2' s laughing about Ludochka will not help you to pass the exam. The time spent on bullying her can be spent in a more efficient way.

They say that Arthur L. (Y1) can get totally drunk in 20 minutes.

They say Lauma Vernere is so similar to Ludochka (econometrics) that some people even mixing them up....

They say some people just can't be trusted. Isn't that right Dominykas?

They say salt, tomatoes and razors have never been as exiting for Y1s as they are right now.

They say you should learn to make some hangover cocktails before the next party.

They say don't book the first two rows in the auditorium, book the third one, it's different.

Viktorija Juskevica(Y2) tells her secrets only in Sauna.

Aleksander Goba(Y2) seems to be jealous about Viktorija Juskevica(Y2) finding a boyfriend.

They say that the most annoying geometrical figure is THE CONE.

They say Dasha(Y1) can you shut up and do not ask stupid questions?

They say Ludmila was so ashamed of her own lectures that she change her gender. (Picture)



WE





SSE Riga



Lesha



FINANCIAL TIMES

SSE RIGA LIBRARY OFFERS ACCESS TO

They say the more you know, the more you want to know. After all, curiosity is what drives humankind forward. That is why our library decided to give a helping hand in satisfying the business curiosity of SSE Riga community and subscribed to a site license for one of the world's leading economics newspapers, Financial Times (FT). Starting from November 1st, students, faculty and staff of SSE Riga have the opportunity to access the full text of the daily newspaper electronically, as well as financial data and articles in the archives.

Students will be able to improve their research papers, bachelor theses, and reports with adjusted information from the newspaper, broadening their knowledge about global economic, social and political issues. The crisis in the Euro zone, China's development, the future of the EU, Greece debt crisis, the IMF and global development policy, the Middle East economic transition, poverty and inequality, all of these and so many other issues are to be discovered on FT.com! In addition, some of our lecturers will begin assigning articles from the paper in our courses. So if you haven't signed up yet, it is the best time to do it!

Here are a couple useful tips that will help you get to reading the global news updates as quickly as possible:

- 1) Sign up using any computer, tablet, or Smartphone connected to the SSE Riga computer network. Open a web browser and go to www.ft.com. A pop-up window should appear with SSE Riga logo inviting you to register. Simply follow the steps. If the pop-up window fails to open, copy this link into your browser and sign up: <https://registration.ft.com/corporate/signup/X0074nFKNpml>
- 2) Use your SSE Riga e-mail for registration.
- 3) If you are still struggling with the sign-up, drop an e-mail to library@sse.riga.edu or come to the library at any time.
- 4) You will notice that the website has an abundance of features including clippings annotations, and stock tracking. Look at the "Library Resources" page on the E-learning platform for instructions on how to use these resources.
- 5) Smartphone and tablet users may wish to download the apps from FT easier: app.ft.com

Enjoy reading! They say that after getting the subscription, Financial Times will rank SSE higher than place 19 as it did in 2011's European Business School Ranking.



Elena



Is it enough just to have an idea?

Trademarks.....Patents..... Copyrights..... Yeah, these are some terms we all know, but how many of us actually think of them from several perspectives and, generally, consider them worth the attention (especially during our busy study hours)? Intellectual Property becomes more and more of a concern in our dynamic and innovative business world. That is why it is already a must in roughly every contract draft, a topic discussed by politicians on national and international levels, and a matter addressed in various seminars, debates and conferences.

SSE Riga has become a very warm and welcoming host for a range of events with social, cultural and, of course, business content. So it happened that the Baltic Business Law Conference **2012** took place on the **27th of September** in the premises of our knowledge fortress. The topic of the event was “Intellectual Property and Innovation in the Baltic Region”.

The conference had four panels of speakers addressing different aspects of Intellectual Property, such as its influence on innovation, its leveraging in business and funding of IP-based businesses. Also, attention was drawn to the ways and importance of “Educating the Innovator and IP Creator”. Representatives from three universities were invited for discussions: the Stockholm School of Economics in Riga, University of Latvia and Riga Technical University.

Roberts Ķilis, Minister of Education and Science of Latvia, gave his definition of IP Rights as the hygiene factor for the innovation process. He highlighted some points around which discussions are concentrated on a national level. One of them was the importance of the society



perceiving IP as the key to the development of the country. Ķilis also mentioned that R&D is to be encouraged for both students and professors in the education sector.

Tālis Juhna, Vice-Rector for Research at RTU, differentiated an innovator by his “discovery skills”, such as questioning, observing, experimenting, as well as networking. He mentioned that the role of the universities is to provide students with a creative environment (innovation hub) and sustain their motivation to develop and implement ideas. Juhna also suggested some tools that can be used effectively: problem-based learning, linking theory to industry, real life projects and case-studies.

Anders Paalzow, Rector of SSER, was an excellent model of SSE Riga creativity. He did not come with a power point presentation nor did he bring a list of bullet points for a long speech. Instead, he brought a pair of Levi Strauss jeans to tell the story of a Latvian entrepreneur, who earned his recognition in the world arena by protecting his great idea. The jeans that you now wear so proudly would not look like this today if it wasn't for Jacob Davis, the inventor of the metal rivets for the jeans pockets. A simple tailor went from being one of the many Levi's customers to its partner and the one in charge of manufacturing, by officially patenting the rivets at the U.S. Patent and Trademark Office.

SSE Riga is the place that “makes the

talent grow”! This is the place where we face most challenges, get inspired and motivated. It is the source of our curiosity to ask the most confusing questions, apply theoretical models to real life firms, go beyond what we are taught even if we lack the needed resources. We have the environment to be innovative, bring new ideas to the world and create new ways of doing business. The crucial stage of the whole process is the protection of your creation, who knows... maybe, today you are a regular university student, but a week later you are the entrepreneur with a potential multinational corporation... Trademarks... Patents... Copyrights... You gave it a lot of meaning, huh?!

P.S. If you did not get the chance to attend the conference, you can take a look at

<http://www.veritweet.com/company/3840/Raidla.Lejins.Norcous>



Katya



Exchange myths busters

Every year, Y2 students take part in almost any activity that would ensure them with enough points so that they will be able to go on exchange next year and enjoy some sort of “vacation time” from the demanding SSER life. Here come the impressions of some Year3’s who currently live abroad.

Jekaterina Fjodorova - KIMEP (The Kazakhstan Institute of Management, Economics and Strategic Research)

What made you choose your exchange placement?

I believe that the fateful choice was made when I became a compadre for a girl from Kazakhstan in the fall semester 2011. I got very much attracted by people from Central Asia, but still doubted that I would go on exchange. However, in the second half of the fall semester girls from KIMEP started to encourage me to come to Kazakhstan and eventually I chose KIMEP as my first priority.

Some interesting facts for you about KZ?

- When I see cars in Almaty, I feel myself as a tiny person. Here, people are not only crazy about cars; they are crazy about huge cars.
- People in Almaty and especially girls look very well. Despite the fact that Almaty is a mountainous

city, still many girls are wearing high (and by high I really mean high) heels.

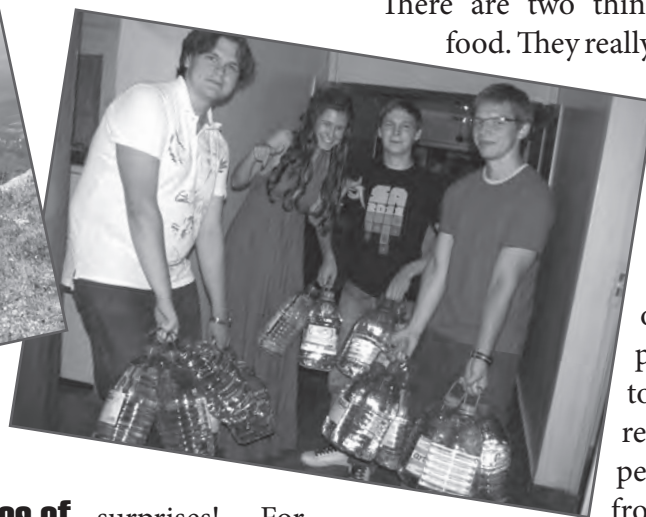
- Food in Kazakhstan is fatty which. But there are very good means of fighting with the issue: a new gym in the campus (for free), climbing the mountains, skating and walking in the streets of Almaty.

Since you celebrated your birthday in Almaty, was there anything special about that day?

Oh, for sure! That was the best birthday in my life! The most international, the most attended (almost 50 people at the party in the dorms) and with the best



...”they presented me 21 5-liters’ bottles of still water”



surprises! For example, because of the temperature around 35°C during first weeks of my stay in Almaty I was thirsty all the time, and 5 litres of water per day was usually not enough for me. So, what do you think Aismantas, Aleksandras and Kestutis did? They presented to me 21 5-liters’ bottles of still water!

Some suggestions for future exchange students?

Visit Astana as early as you can and check places which are worth visiting first as soon as you arrive to Kazakhstan. And if you don’t speak

Russian, better start learning at least some basic words and phrases, you will certainly need it.

Jelena Gvardina - Università degli di Milano-Bicocca

What made you choose your exchange placement?

Milano appeared to be a perfect combination of what I wanted from the exchange: southern, but not too exotic climate; a chance to try living in a big modern city; lots of opportunities for cheap travelling; and possibility of existence without knowing the local language.

What is the thing that you like most about Milano?

There are two things: people and food. They really care about how

they look and what they cook. Milano is not a typical Italian city: for Italians from other regions people here are too closed and reserved; for a person coming from the Baltics,

t h e y are just a perfect example of being open and friendly, but not annoying. So it really feels like home, just sunnier, happier and friendlier.

Up until now, did your expectations about your exchange become reality or do you feel as if there was something lacking?

For now it absolutely meets my expectations or, maybe, even exceeds them. I knew what I was going for, so no disappointments, only pleasant surprises.

What would you suggest to future exchange students?



Make sure you understand well what you want from the exchange before choosing your destination, so that you're not disappointed afterwards. And be open! Put aside your shyness/ and enjoy the chance given to you :)

Tatiana Arventi – University of Granada

What made you choose your exchange placement?

The rumours :)! I've heard more than once about Granada and its amazing culture. Besides, Granada is located halfway between the sea and the mountains. Who would not want that?

Can you tell about one of the most memorable experiences for you?

We've got lost in a small city near the sea and a man started chasing us, screaming, gesticulating and pointing to us from the other side of the road. We've got a bit scared and speeded up our pace. Eventually, he reached us and ignoring our scared faces said with a calm nice voice: "I've overheard that you are looking for the bus station, I'm following you to say that you are going the wrong way!" It says everything about good Spanish hearts!

What can you say about travel opportunities?

Travelling around here is fun! In one month we've seen a lot: visited other SSE Rigans in Porto and Valencia, had a road trip along the Mediterranean coast, attended some official Erasmus trips and visited almost all Andalucía's cities. Convince yourself that you'll manage all other things on time and you will!

Nadezda Zute – City University Hong Kong

What made you choose your exchange placement?

Actually, I didn't consider going so far from Europe until I accidentally came to a meeting about exchange possibilities with Paulius Lingys (who was on exchange in Hong Kong before us). When he showed us pictures from



Hong

Kong and all other places they visited in Asia together with Madis Sulg, I thought "What am I doing here?! I should totally go for Hong Kong! When will there be such an opportunity again?"

How do you deal with the language barrier?

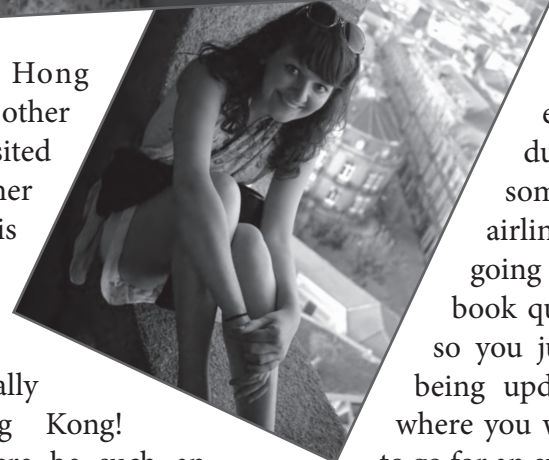
One might be surprised that there ARE some language barriers in Hong Kong. Older generation doesn't speak English here very much, but younger people also have quite poor level of English. In addition to the fact that they are very shy to speak

with strangers, sometimes you find yourself explaining things to locals with sign language. However, you can find a lot of English signs on the streets, so at least there is no problem of getting lost in such a busy city.

What can you say about travel opportunities?

Being first time in Asia, there is infinite number of destinations that are worth visiting. Among our local exchange students community, the most popular places to visit are Mainland China, the Philippines, Thailand, Singapore, Macau (Asian Las Vegas), Taiwan. Apart from that, you can go to such places as Vietnam, Cambodia, Japan, Korea, Indonesia, Malaysia. So opportunities are limitless, but the main thing to consider is the flight cost.

We have already been to Thailand, and plane tickets were the most expensive things during the trip. But sometimes there are airline promotions going on, when you can book quite cheap flights, so you just need to keep being updated. No matter where you will finally decide to go for an exchange semester, this is definitely going to be a great experience that you will never forget.



Olja



The mind is a mystery, especially that of your fellow students. Even when you're brainwashed with the same information and breathe in the same air in Soros, you still look at life from different perspectives. This shows that "Hey, not everybody is the same".

The aim of this page is to show that even though it is not apparent at first, each of us has a thought at the back of our head which makes us special.

Enjoy!

- Treasure hunting (Kamilē, Y1)
- I guess I would be a workaholic in communicating department. A nice talk always improves my mood :) (Julia, Y2)
- I'd be a rumba teacher, a make-up artist and a freelance financial consultant - all of them! (Anu K., Y2)
- Stand-up comedian. (Aliaksey, Y2)
- Singing, I guess. However, piloting F1 car would be pretty good as well. (Lukas A., Y1)
- Travelling, as it would let me admire spectacular places as well as meet new people. (Simas, Y2)
- Bartender with flexible working hours (Kipras, Y1)
- A work where I could actually create something with my own two hands, something that would have real value. (Nikita, Y3)
- I would love to be a restaurant (food) critic! (Ieva L., Y2)
- Film-producing and composing. I would be one of the movie authors and the composer of its soundtrack. (Bertrams, Y1)
- I would love to help and assist people, especially secondary school students to set and achieve their life-time goals. (Rihards, Y3)



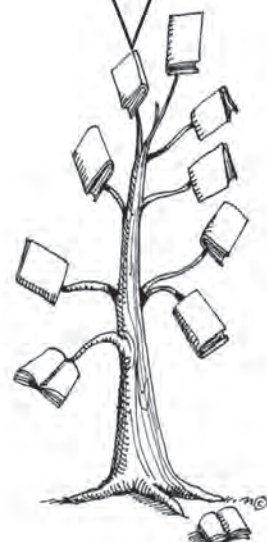
If happiness were the national currency, what kind of work would make you rich?

- I greet the opposing side in the start of my speech during a debate. (Jēkabs, Y2)
- Smile. And rarely wear winter clothes. Even in winter. (Lukas A., Y1)
- Most people love children - I can't stand those whining little brats. (Nikita, Y3)
- Cycle instead of driving in order to save money (Tautvydas, Y2)
- Think, act and react. (Domantas, Y3)
- Vegetarian; also, 90% of wardrobe is second-hand. (Didzis, Y3)
- Simple as that - eating pizza. Firstly, I eat all the edges and only then the middle. (Aura, Y2)
 - I shave in the evenings so that I don't slice and dice my face in the morning when I am in a hurry. (Martin, Y1)
 - I have been writing my diary for more than 4 years now. (Rihards, Y3)

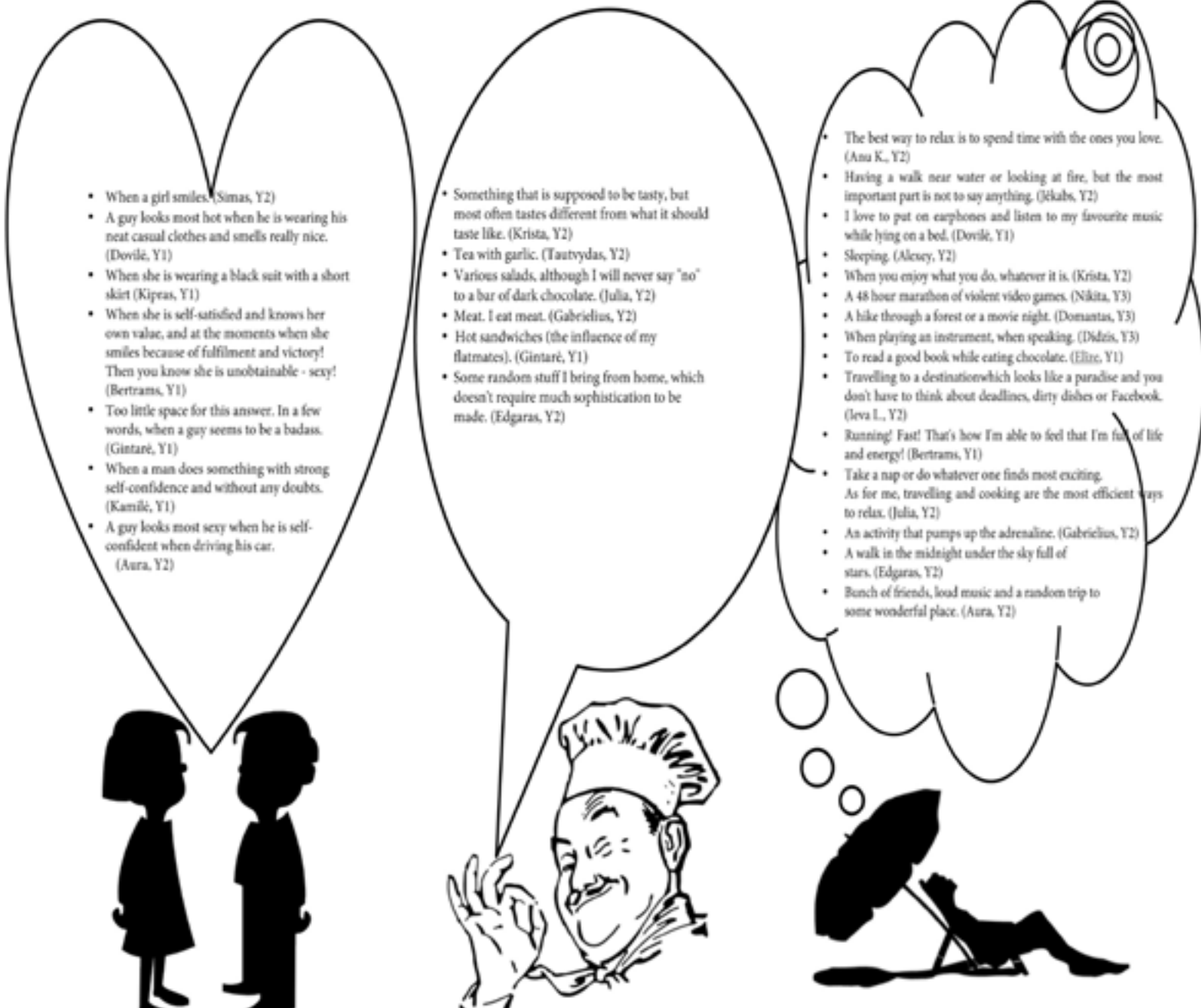


What do you do differently from other people?

- Try to see the forest behind the trees. (Anu, Y2)
- "...because you're short." (Lukas A., Y1)
- It takes 1% of talent and 99% of work to be the best... (It isn't true) (Kipras, Y1)
- What matters is not winning, but participating. (Tautvydas, Y2)
- The quote "Youth is wasted by young". Personally, I hate it; however, it helps to stay fit in terms of adventure appetite. (Einars, Y2)
- "Money doesn't smell", "It's up to God".
- (Didzis, Y3)
- "This will be on the exam" (and it's something
- SUPER-unclear)
- (Ieva L., Y2)
- "To be continued..." (Bertrams, Y1)
- "They underestimated
- me" by G.W. Bush. Actually, it is becoming my favourite one (Gabrielius, Y2)



Which is your least favourite quote?



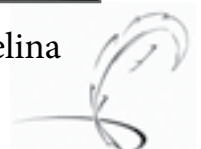
When does a guy/girl look hot?

What dish do you usually make for dinner?

The best way to relax...




Evelina



22 Upcoming events- November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
What: Christmas Trees Festival When: 2.12.2012-15.01.2013 Why: Did you know that across Riga 42 Christmas Trees will be placed, and each of them will have a special meaning. Look for more checkpoints here: http://www.eglfestivals.lv/	2-31 Advent and Christmas market/concerts/exhibitions www.kultura.riga.lv	4	5	6	7	8
What: Samsung Smart Sessions Why: Elvi/Dunian electronic music duet Price: 19 Ls	10 New Year's Eve! Where: Palladium Riga What: King Charles (concert) Price: starting from 15 Ls	11	12 THE END OF THE WORLD! (According to Mayan calculations)	13 Where: Arena Riga What: MUSE (concert) Price: 25 Ls	14 Where: ForumCinemas What: The world premiere of The Hobbit : An unexpected journey	15 Where: Palladium Riga What: Selah Sue (concert) When: 19:00 Price: 10-14 Ls
What: International Winter Music festival "Winterfest" In the festival will perform legendary maestros, famous young soloists, chamber ensembles, as well as choirs, period music ensembles, jazz vocal groups and cross-over groups. More information about concerts: www.hbf.lv	17 Christmas Eve! Merry Christmas!	18	19	20 Where: Latvian National Opera What: Opera Don Zuan When: 19:00 Price: 2.50 - 18 Ls (- 50% for students)	21	22
23  	24 Christmas Eve! Merry Christmas!	25	26	27 Re-exam MicroEconomics	28 Re-exam International Finance	29 Where: Arena Riga What: Harlem Gospel Choir Price: 15-25 Ls Where: NABACLUB What: Christmas Rock party Price: @Ls (with flyer 1Ls)
30 	31 New Year's Eve! Where: Palladium Riga What: King Charles (concert) Price: starting from 15 Ls					



FASHION DREAM

One of the greatest events in Latvian fashion world happened at the beginning of November, Riga Fashion Week. We decided to find out what opportunities it opens for the students of SSE Riga, who may not be 1.80 meters high (though some of our girls are!), but want to apply their knowledge in this glamorous field.

Fashion designer Katya Shehurina, originally based in Riga (Latvia), is one of the most perspective young designers of Eastern Europe. She put the first steps towards her career in the early childhood when she was making dresses for her little sister's dolls and dreaming of the great future. Right now, Katya Shehurina brand is presented in many cities all over the world, but the biggest shop is located in London. In Riga, the company has its main office, but with only a few workers in it.

Hello, Katya, how do you feel before the show? Nervous?

Yes, but only a bit. Each fashion show or exhibition is a challenge. Today we have our anniversary and presenting ourselves in the fashion shows already for the tenth time.

Where and how did your business idea start?

The idea of having my own business didn't come from the clouds. As you may already know, since an early age I was dreaming about the designer career. I never showed the best results in the applied sciences as my sister, but I always aimed high! I got my first education in Riga, but continued my studies already in the centre of fashion, in Paris. I learned two professions, to design and to tailor, so I wanted to be fully involved in the process of my work. I stayed in Paris to practise my skills, but I lost



Name: Katya Shehurina
Height: 1.68 m
Favourite meal: César Salad
Dream town: London

inspiration to establish the firm there very fast. It is a very pricy pleasure of having own design studio there, the materials are very expensive, and these enormous bills for the rent. I came back to Latvia in 2005 and since then I've been running my own company. Each year I am presenting two collections and participating in various other events.

Are you thinking of enlarging your firm in the Baltic region?

Right now, we do not think that we really need it, but we will aim high and build some plans for the future. Our biggest store is located in London, and also our production is offered in Dubai, Abu Dhabi, UAE, Japan, Chicago and Texas. On the contrary, the Baltic market is not so broad and I know all my clients personally, so there are very few chances to get even higher. The best way of getting new clients is personal contacting. We are participating in fashion weeks and exhibitions, presenting our purely made "haute couture" dresses. Of course, we would want to have more attention to our brand, but it is a matter of time and human resources. P.S. Market

research in this field would never be bad for us!

Are you offering any internship places for students?

We have already had a lot of interns, but most of them were from the design industry where people know how to cut and tailor. Although, we've had a couple of business students who were working for the public relations development, but starting from this year we are looking for those who could introduce something new to us. So if you want to apply, be ready for the challenge!

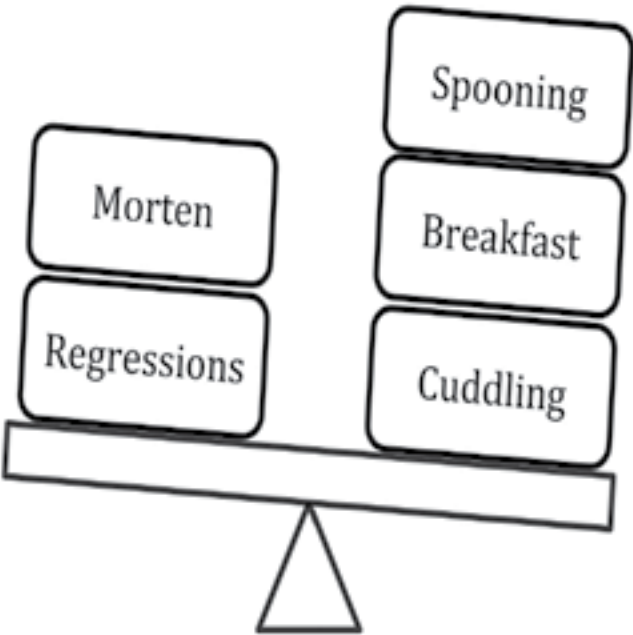
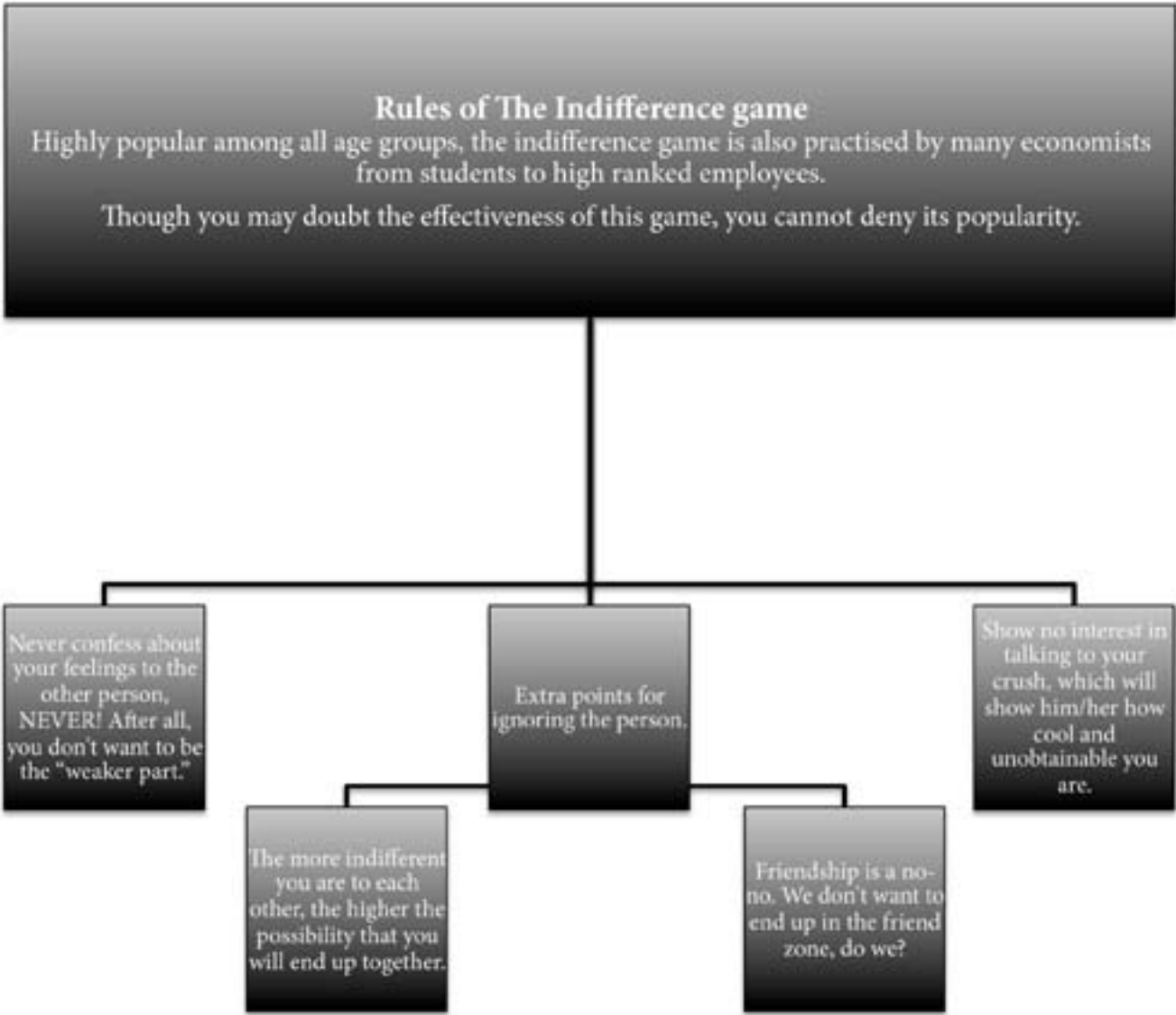
What is your advice for economic majors interested in the fashion?

First, don't be afraid of changes. The fashion industry is never too stable. In the morning you might have an order for 100 people, but in a month the order can be cancelled and you will have to think of where to offer already made product. Although, I would like to emphasize that fashion and business are two totally opposite directions. The former asks for creativity and ability to see the beauty, the latter forces you to be strict and follow the changes. The students who apply to us should be able to learn very quickly and have some sort of interest in fashion; don't expect something casual and routine; be ready to broaden your perspectives and listen to advice. We are also not afraid of language barriers and would be very glad to see students not only from Latvia. And, yeah, one more thing, don't be afraid to follow your dreams and work on achieving the short-term goals, because they can help you to get higher in the long term.



Nastya





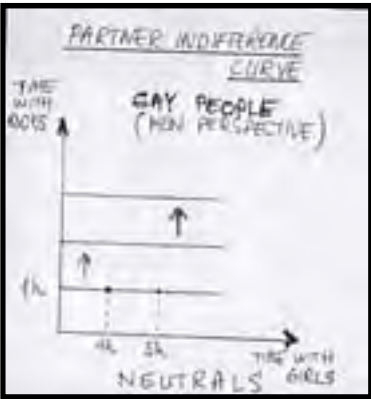
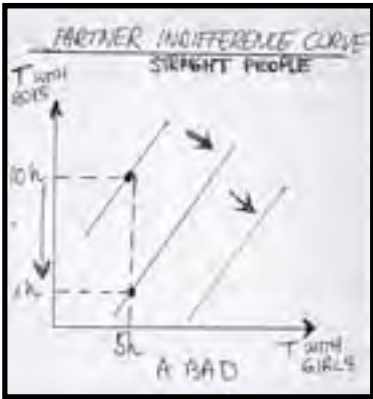
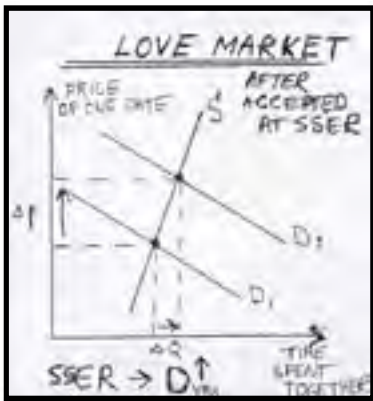
Good luck with your love life, boys and girls. And remember, stay INDIFFERENT!
Exclusively for SSE Riga community, we present the top 10 pickup lines to be used by economists. Your future colleagues will definitely appreciate the cheesiness of your words, while other mortals will believe you to be “cute” and/or “adorable.”

LOVE IS ALL AROUND ECONOMISTS

TOP-10 list of an SSER economist's gifts to family members in their birthdays	
To Mother	Grade transcript in LOE / Team building / Academic skills and a bottle of wine
To Father	Grade transcript in Math, Micro & International Economics and a bottle of rum
To Grandfather, who keeps asking what the weather is like in Stockholm	A bottle of whiskey
To Grandmother	A copy of The Economist with a special report on the Elderly; a pocket dictionary
To Younger Brother, who keeps watching Zeitgeist	Password to the Financial Times subscription
To Older Sister (has children)	A Pub tour
To Aunt that helps you with the tuition fee	A hug and 49% stocks in the LOE business
The Aunt that doesn't help	A hug
Dog & Cat	Pet gear with SSE Riga logo
An Uncle who bought 100kg of salt when Latvia entered the EU	A pre-paid individual Micro course with Morten Hansen

However, FRIENDSHIP is something an economist takes very seriously. And to express their platonic love towards each other, economists (and especially students) share experience together, such as:

- Beer consumption;
- “Enjoyment” of hangovers;
- Helping each other with course materials;
- Equal give-and-take between the two parties (food included);
- Mock each other for no apparent reason;
- Wake up each other during lectures;
- Drunk discussions about the problems they cannot solve (Crisis, conflicts, the release of Diablo 3 right before the state exams);
- Hunting for internships;
- Talking about Morten’s awesomeness;
- Crazy (Euro) trips.



ECONOMISTS
MAKE BETTER
LOVERS



Peteris & Dasha



THE TOP 10 PICK UP LINES OF ECONOMISTS

Exclusively for SSE Riga community, we present the top 10 pickup lines to be used by economists. Your future colleagues will definitely appreciate the cheesiness of your words, while other mortals will believe you to be "cute" and/or "adorable."

YOU ARE DEFINITELY
MY NEW BUNDLE.

YOU MUST BE A MARGINAL
UTILITY, BECAUSE YOU MAXIMIZE
MY SATISFACTION.

YOU'VE GOT THE
CURVES TO SUPPLY MY
DEMAND!

YOU'RE AN ECONOMIST. I'M AN
ECONOMIST. HOW ABOUT A LITTLE
HORIZONTAL INTEGRATION?

OUR SOCIETY IS UNDER-
PRODUCING...BUT I'M SURE IF WE
HOOKED UP WE WOULD ACHIEVE AN
EFFICIENT ALLOCATION OF RESOURCES.

MY FISCAL POLICY IS ALL ABOUT
CONTRIBUTING TO YOUR PRIVATE
SECTOR.

I'M NOT LIKE OTHER GUYS. I'D NEVER
WITHDRAW MY DEPOSITS WITHOUT AT
LEAST OFFERING A WRAP-AROUND.

YOU KNOW, YOU AND ME HAVE
THE SAME MARGINAL RATE OF
SUBSTITUTION. (BUT WE HAVE
DIFFERENT INFLATION RATES).

MY DEMAND FOR YOU IS INELASTIC
BECAUSE YOU HAVE NO SUBSTITUTES.

WOW, THESE ARE SOME TANGIBLE
ASSETS!



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