

the INSIDER

#3(124) 2013

Stockholm School of Economics in Riga

ARE YOU
CREATIVE
ENOUGH?

SA General Partner

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

SA partners

 **4 FINANCE**

P&G

 **ecogen**



Two friends from the Netherlands selling designed t-shirts on their trip all across Europe (one of the designs showed on the cover, by the way). An SSE Riga graduate with one of the longest re-exam lists who turned out to be a leading Latvian advertising specialist. A few students that dressed up as Arabians and placed a fake bomb on a trolley to see people's reaction. What's similar about them?

The courage to step out of the box and, in the words of Robert Frost, pursue a path less traveled by. In other words, creativity. That's what this Insider issue is all about.

But there's also a thin line between creativity and crazitivity. Fionn may have joked about it, but we as students certainly observe in reality how a failed artistic touch to the desks in Soros can make others suffer (rightly or not, Debate Column explains).

So try to bring out only the best of you, join JeJou, and keep on reading!

Your Insider

A special thanks goes to our team of writers, without whom this issue wouldn't be possible:

Darya Dmitrieva

Kseniya Bout

Aliaksei Chekel

Misela Shehurina

Ilze Zauere

CONTENTS:

<i>Event: Peak Time</i>	4-5
<i>Hero of the Month</i>	6-7
<i>Debate Column</i>	8-10
<i>A Story of One Project</i>	11
<i>Conversation</i>	12-13
<i>JeJoue</i>	14-15
<i>Best of Macro Reports</i>	16-17
<i>Dialogue with Alumni</i>	18-19
<i>LVMUN</i>	20-21
<i>Impressions of DoO</i>	22-23
<i>Our Artistic Side</i>	24-25
<i>Gossip Page</i>	26
<i>It is Interesting</i>	27

At sætte ræven til at vogte gæs...

This is an oft-used saying in my native language (which, I presume, makes you even more grateful that you don't have to learn that language). A direct translation is "letting the fox watch over the geese", meaning something not very smart and which can only have disastrous consequences.

And so it is a bit with this column. I understand from the Insider that this issue is about creativity. And then they ask me to write a column for that issue; me, the possibly least creative person in the western hemisphere! I mean, oil and water are a better mix than Morten and creativity....

But it also made me think: Perhaps I can improve? I certainly look forward to see this issue of the Insider to see if there is something I can learn.

But will I learn anything? It reminds me of this other saying that – thankfully – is in English: You can lead a horse to water but you can't make it drink...



Dear all,

Now when the semester has almost finished, we might look back and think of how many awesome events have happened this spring: Days of Opportunities, Bachelor Thesis Presentations, Peak Time, Olympics... I hope you all enjoyed them. But the awesome part is that the greatest fun is in front: they say Graduation Party will be amazing!

While many of us are already thinking about the future after SSER, a lot of high school students are doing their best to make SSE Riga their future. We wish good luck to all the applicants during their interviews and hope to see the smartest ones during Newcomers' Camp!

Very soon each of you will receive the SA Board Half-Year Report, so you will have updated information about what has been done so far – tons of work, by the way. I would like to encourage all the students to actively participate in our School's life and come to the Speak-Up Day with all the ideas, suggestions or complaints.

Finally, I want to wish good luck to those of you who are looking for the internship – let this summer be beneficial to your personal and professional growth.

Sincerely yours,

Information Committee Chairperson of Student Association 2012/2013

Krystina Pilinko

PRINTED BY:



Not so long ago SSE Riga has hosted its most famous event: Peak Time! Many have taken part in the glorious competition, but only one team emerged victorious. Today, **Aliaksei Chekel** and **Paula Rozite** will present you with some insides of how different individuals, involved in the occurrence, view the event. An article not to be missed!

Yip Tsz Chung (The winning team's senior member)



As I know, some of your team members already participated in PeakTime last year.(and got 2nd place) Why did you decide to compete this year?

Eric and I participated in PeakTime2012, but we did not make into the Final 5 (it was another team from Hong Kong who got the 2nd place).

Both of us found it to be a very fruitful international experience, being able to meet students from different parts of the world, learning, working, competing and having fun with each other. It is not only the case of competition alone. Therefore, we wish to join PeakTime and return to Riga once more. Of course, there is room for improvement (as we did badly in CESIM simulation round) and because of that we were motivated to participate in the event this year.

When PeakTime 2013 was open for application, we decided to bring in some new young members for more creative ideas and as a mean of knowledge transfer (also subject to the rule of 2 past finalists at most each team).

What was the EASIEST task for you during PeakTime?

I think none of the tasks were EASY.

PEAK TIME

(The simulation is exciting, the case is challenging both in time and content.)

However, what made things easier for our team is teamwork. As we knew each other quite well (advantage of

coming from the same university and the same major), we believe that our communication and project work were facilitated by our mutual understanding. It saved us a lot of time in arguing on minor things and interpreting each other's thoughts during

the simulation and case preparation time which were very rush.

What are the things you associate with Riga? (apart of PeakTime)

I will describe Riga as a relaxing, yet energetic place. The Old Town is scenic and encourages visitors to walk in a slow pace to fully experience the composition. (That's why we sat down in a cafe for drinks in the afternoon, which made us experience the energetic side of people in Riga) Meanwhile, people are so energetic and passionate about the country's team in sports games. We were with a large group of locals at the restaurant, watching the ice hockey game against Russia.

Anders Paalzov (We hope you know him)

You saw all of the PeakTimes! What has been changed and what stayed the same from year to year?

What was changed is the number of teams and participants. First time we had only students from the Baltics countries. And now we can say that it is worldwide event, as many people across the globe compete in order to get to the finals and win. Of course, we also had different sponsors. What was the same...T-shirts I guess, we always had them. Thought they had been of different color sometimes, but

we always had them. What was also always there... it's called PeakTime spirit. It is difficult to touch upon but it is there.

Do you know the story of how students came with an idea to create PeakTime?

I remember them (first organizers) coming to me. It was 1999 or whatever. And they said that they had that idea of creating a business competition, called PeakTime. I asked them: "what is your plan? How are going to arrange it?" I do not recall the exact words, but I was satisfied with it. Then they tried it. Apparently, it worked out. And, I think, they had very similar concepts from the very beginning. They had, simulations, Juries etc. What was essential all the time they had these social activities. Parties.., other big events.

Maybe you know the story of PeakTime name and PeakTime logo creation. Who chose it and why?

I am not actually sure that they had it from the beginning...To be honest, I do not remember. You should come back one day when I will clean my office (laughs). There might be some documents about it.

They say that you are a big fan of PeakTime like it the most through the rest of the organizations. Is it true?

I think it's not fair to say that one event was more interesting than another. DoO have their agenda, iFund have their agenda... Maybe I've been more involved in PeakTime, but it doesn't mean that this is my favorite one. I don't have preferences.

BIRTHDAYSUIT (Two brothers, traveling the world and introducing people to their project called "Birthdaysuit". They trade T-shirts for shelter, food or a lift and by doing so try to survive.)

How did you enjoy Peak Time?

We liked it a lot. The most amazing thing about this event is that it brings different countries together. To be successful in business one has to have good connections all over the world and to know different cultures.

Questions & Answers

This is exactly what Peak Time offers these students.

Also, a person is never too old to get some new information, learn and develop and both the participants and organizers learn a lot during the event.

For us this was a very interesting experience, since we got to meet such an amazing person as Peter Woosley and other great personalities.

How did the audience at Peak Time react to your presentation and story?

We were very well received. People came up to us and thanked for giving them a new inspiration in life. And we even sold some T-shirts.

When it comes to a presentation, there is a special way how one should talk and present the idea so that people would understand it. But the most important factor is to reach the audience and get the message across to the people no matter how. And we think that we managed to do this very well. :)



What advice could you give to young students or people who are still trying to find themselves?

People are often scared of nothing. They think they cannot do something or they will fail. You should never be afraid to do what you really like. Take an example from "Birthdaysuit" - one can start naked and reach certain goals in life.

It is very important that a person can figure out his own path in life and

is capable of inspiring others at the same time. All that "Birthdaysuit" is about is to inspire people. And a person definitely does not need to wear a business suit to be inspiring and successful.

Andrius Chiapas (Chief organizer)

Why did you choose PeakTime as an organization to apply into back in 2011 when you just entered SSE?

At first I went to Junior Peak Time, as it was kind of the only organization I knew about. And then I thought "I should be active" and went for Peak Time without any certain goals or motivation. Just to mark a tick for "I did something"

The motivation to work there came in very late, around December, as at first it seemed boring. But then the motivation grew daily, as you start to realize what you're doing and get the whole picture of what's happening.

What was the most difficult for you as chief organizer?

I guess the most difficult thing, from time to time, was actually finding a consensus within our team. But I'm glad that we managed to solve our conflicts. The second thing I would like to include is managing our expectations and looking at some situations too unrealistically, but once again - we managed to overcome these difficulties.

Which advice would you give for the next year's PeakTime board?

Be prepared to work hard throughout the whole year. And have a clear vision of how the project should look like. This, in my opinion, was one of the biggest problems, as from time to time some decisions had to be made fast, and we were unprepared for them. Next year, gladly, some of the current organizers are planning to be more actively involved in helping the next board to plan their work more efficiently, as sometimes you might think everything is fine, and you don't want to ask for help, but it's always good idea, if it's at the right time and in the right amounts.

What PeakTime 2013 succeeded to complete and what failed?

We succeeded to create a great event

and an unforgettable experience for participants. However, some details didn't go as planned. I won't publicly announce all of them, but some things just might fall out of your hand, e.g.



including the stuff in the e-mail that we sent to students. (We are very sorry for that!)

Peter Woosley (Master of ceremonies and guest speaker)

How did you like this year's Peak Time?

I simply loved it. The organizing team was so good. People there were great! I would love to see them involved in the next year's event as well. The winning teams consisted of very bright young people who could make a difference in the world in the future. And I will see whether they will do it.

How could Peak Time help the world?

People must make the world a better place than it was given to them, and I would love to see Peak Time making a difference in the world as well. After participating in this event, people should take Peak Time as a way of living and not just a short experience or a competition. It would be interesting to call this event's winners in some years and see how they have changed their lives and the environment around them.

What would be even more interesting is trying to involve people from Peak Time in some future projects aimed towards business sustainability and environmentalism. Because a very important aspect is to always see sustainability in any kind of business and these participants are capable of helping with reaching this goal.

What advice can you give to these students?

They must be willing and able to turn good ideas into reality. One simply has to ask a question to himself- "Can I do this? -Sure I can!" This is the only way how to do things in life.

THE FACE OF INNOCENCE

A debater, FE top-scorer, hourse-back rider and simply a humble person:
LAUMA VERNERE.

Recently, you managed to earn some 2000 euros for top-scoring Financial Economics. One of the reasons for that was your report. What was so special about it?

We wrote about January Effect on Toronto stock exchange, which analyzes why stock prices tend to be higher in January than in other months. In the report, we actually developed our own model. We also made it in a way people would not be able to find flaws in it.

FE was not the only thing you top scored. You also got exceptional results in Micro and other courses!

Well, actually, I have never been 1st in anything. I was second in Micro and Financial Accounting, Business Law, International Economics and something else. This is the first time I got first and in a course that matters.

Why does it matter?

It matters because it shows that you can actually dedicate yourself for full two months. People know how hard it is to deal with the information flow and appreciate the fact you can handle it. I am really happy about this result!

As far as I know, if you want to work with finance you have at least understand FE. What are your plans for the future, in terms of work?

Last year, I thought I'd do the softer side work, namely economics and academic work. But after FE, I realized that I have other options and thus during the summer I'll try out stuff I haven't done yet. I have many internship options already in many fields, including corporate finance. Until summer I will understand whether it will be finance I will go into or it will be something softer, like

economics. All the options are still open!

Another course you participated in and worth mentioning is Economic Anthropology. Maybe you could tell us about it?

We made everyone believe that my awesome teammates, Ieva and Gediminas, were freeriding on me and ignoring me for two weeks as part of the project, without me knowing. Everyone thought I was desperate, going crazy, going mental and that they were just making fun of me. Firstly, we watched how people react, whether they would reveal it to me. No one did, sadly. Secondly, we checked whether people could justify it. It was funny because people from our school approved of the project, if a good grade was included, while people from elsewhere said it was morally wrong. So essentially, we pulled a prank on everyone and the gossip spread very fast. But Ieva and Gediminas are actually very nice people.

All three of you participate in debates. When did you start debating?

I started debating right after entering

SSER, and that was the best decision I have made. When I entered this school, I wasn't a person keen on speaking publicly. Debates can really help one to come out of one's shell, be more confident and learn to express one's opinion.

Secondly, it brings some unforgettable travelling and tournament experiences. Thirdly, there are possibilities for organizing events. This year, I and Ieva started a new project called Latvian Debating Association, attracting huge amount of money from Soros Fund and it is expected to be big.

Debate Academy is another project you are currently organizing. Where did the idea for it originate from?

The idea was already there for some years, but there wasn't anyone with enough motivation and initiative to implement it in Baltics. Then me and Ieva came. We were the girls who were doing everything, making public discussions and trying to make the Debate Society develop. We were offered an opportunity to start it, and now it is happening for the second year.



This year we are having it on an international level. We have people from Russia, Belarus, Uzbekistan, Kirgizstan, Turkey, Macedonia, Ireland, Palestine, Israel, Greece, Nigeria...all around the world.

What exactly is the Debate Academy?

Debate Academy is a 3 day event. During the first 2 day we have workshops for different level of people, public speech trainers are coming and essentially explaining how to debate, what to say, what is important to stress out. And on the 3rd day we are organizing a tournament.

Can anyone join the Debate Academy?

There are no restrictions! This year, even high school students are participating. Most probably, we'll also do good job on fundraising so the event is for free.

Do you have any other hobbies, outside debates?

I have been horseback riding for about 9 years already. I am also Chief Organizer of Baltic Economic Forum for students, which will take place in October and it will be about the Euro in the Baltic States. Additionally, I am involved in the student association, where I handle the communication with E&Y. For some time, I have been responsible for communication with LMT. Last year, I have been the TA in Micro and a TA for a few re-exam sessions. Actually, school is taking up a huge part of my life, but I can still make some time for things outside school.

What is the ration of your Study Hard / Party Hard?

I am not a student who parties every day every night. I try to balance everything. Since I have some many things I am responsible for, I cannot drink that often. But for me there's a very good balance of studying and partying.

Do you have any role-models?



No, I don't tend to look at other people. You just need to try to be the best you can be and you shouldn't look at other people.

Sometimes, you can hear from outsiders that SSE Riggins tend to be arrogant. Do you agree?

One the one hand, it takes hard work to be where we are, so a little arrogance can be justified.

But, of course, there are some people who feel they deserve more just because they are studying in this school. I totally disagree with them, you shouldn't be like that. I believe that hard work is the only thing that matters. But generally we are nice people. And humble.

How should one prepare for Financial Economics?

I totally disagree with what Viktorya said in respect to reading during the winter break. You should do it! You can get into the mood and start preparing. Otherwise, the workload during FE can be just too much!

Teamwork is also very, very important. I've never been a teamplayer, but this year I started to see how working with people actually helps as you see different

perspectives. As I worked with Ieva and Gediminas, we had a plan not to leave school until our seminar is done. Before the exam I thus already understood almost everything and just had to revise. Sometimes we could talk for a million hours!

But wouldn't you agree that studying alone can be more efficient than talking for 'million hours'?

It might be more efficient if you work with simple, mechanic exercises, like drawing up the Balance Sheet. But in FE, you have those small twists that you can rarely tackle alone.

Some students are successful in studying almost all the time. However, at the exam they still can't perform very well. What would you suggest to them?

Reading without doing the exercises won't help. You need to have the experience of actually doing all the exercises! Revising lecture slides only certainly isn't enough. Of course, there's probably no one right formula for everyone.

It seems that you do a lot of projects. Do you receive help from others?

I couldn't do all of what I do without my coursemates, some of my debatemates and, of course, the administration. Alumni are also so nice and helpful with contacts, which truly shows the SSE Riga spirit!

Viktorya is going to Hong Kong. What about you?

I'm not planning to go for exchange, as I find it mostly useless in study sense. I can do more work here than in exchange. Of course, you can get the social experience, but I've balanced my life so good that I don't need it.

Any ideas on the thesis?

I've decided with whom I'll write the thesis. We have a broad topic already, but it needs narrowing down.



WHO SHOULD CLEAN IT?

It started with a DAMN written on a bunch of tables. A few weeks later, some students shouted the same thing, as the administration decided it's up for students to clean it on a voluntary basis. But, as the issue was more and more discussed among the student body and now taken up by the Inside the Ride Debate Column, it appears there are valid arguments to say it's a logical decision. But was it the right thing to do? This week, the motion reads: THW make students clean Soros

PROP: THE STUDENTS *by Kalvis Altens*

This house stands for well-maintained and beautiful Soros as well as strong and sustainable SSER student community. We believe on our side that the proposed measure will deal with the trashing problem most effectively, strengthen the SSER student community and benefit all students.

We face the problem that it is impossible to find who is behind trashing Soros. We only know that those are current students from SSER. No confessions or reports about guilty individuals have been made, and the school does not have the means to monitor every step of each student to track them down. In the meantime, trashing continues putting the honour and image of SSER student community at stake, since guests, alumni and others while visiting Soros can observe ugly drawings on tables, stuck gum, and plastic glasses everywhere which then signals them about the kind of people studying in this institution. The school then draws from its own funds which have not been accounted for by student tuition fees nevertheless, to at least partially solve the problem. It is clear to the government however, that this cannot be considered a serious solution, since there is no mechanism at place which would deal with the problem at its root. The situation is both unjust and detrimental and should be addressed as quickly as possible.

If all students were made to clean the auditorium including the guilty individuals, this problem would be solved much faster and more efficiently than any other

measure. Firstly, guilty individuals will be incentivized to put a halt to their actions. While cleaning their own trash and observing their peers doing the same, they will quickly come to a realization that everybody including themselves will be better off if they would stop this nonsense. Secondly, those people, who have noticed these actions, will have an incentive to warn the guilty persons or report them to administration once similar misdeeds reoccur. Those who did not see anything will become more attentive. Thus through increased collective responsibility we can stop this very efficiently.

Prop also thinks that every student has a moral obligation to clean the auditorium until the problem is eradicated. All the students in SSER are part of its community. Members of any community ought to care about each other, its image, honour and sustainability to ensure the existence and prosperity of that community. We say that SSER student community is not sustainable if its image and honour is constantly undermined by few members and many others don't take any action to prevent these harmful acts and doesn't have a general concern about what happens within the community. Such weak and unsustainable communities can neither ensure that each member benefits individually from being part of that community nor be respected by and expect to cooperate with other communities. We certainly think that it is against the very interests of each SSE Rician, hence we call for putting collective interests first and individual interests thereafter.

We are extremely proud to propose.

OPP: STUDENTS SHOULDN'T PAY FOR OTHER'S MISTAKES

by Martin Razuks-Ebels

With the exception of one student whom I've spoken to about this matter, the overall response to this 'cleaning program' response isn't positive, to say the least. The entire idea of this crowd-targeting approach brings little benefit when compared to the large shadow which the students' sour reactions cast. The cleaning-plan was developed after several tens of foldable desks had to be cleaned of ink in the Soros auditorium.

First of all, this program serves as a distinctive to the majority of students who don't scribble on school desks and who don't purposefully leave their disposable cups in the auditorium after the lecture. Essentially, the school isn't targeting the right group; students who clean up after themselves are being punished alongside the so called vandals. This brings me to my second point: why should one clean if someone will clean after them anyway? The students are subject to passive punishment regardless of whether they do or don't please the school. The whole point of cleaning up after oneself is to ensure that the environment will be nice once we visit the location

again. Now, the cleaning groups will ensure that Soros is clean, leaving individuals nothing to worry about. The only difference is that students will still have to take the extra effort to dispose of their trash – something they will now see as a waste of their time. Hence this program defies its purpose as students will now be tempted to litter even more.

This leads me to a third argument that seems to be quite popular among students. Students pay a considerable sum for their studies at this school, and yet they have to preoccupy themselves with additional cleaning work.

If the school truly wants to avoid having to face this issue again, then they should employ effective measures to do so. After all, it seems to be the same individual who inscribed the same 'DAMN' on the majority of tables that had to be cleaned.

Crowd targeting is clearly ineffective here. Singling out individuals who are actually responsible for it not only punishes the parties responsible, but also serves as a clear demonstration to the rest for what happens.

After all, why should the students who abide by school policy be paying extra for the mistakes of others?



Russian vodka no threat to success in St Peters'

St Petersburg Debating Open, Saint Petersburg, Russia, March 29-31

St Petersburg Open, a debating tournament, was an interesting event that has welcomed us in all Russian style.

We started the day with debating about how parents of underaged children should not drink alcohol; creating brothels in military bases; and making US military aid to Israel dependent on Israel accepting the two-state solution.

While heading off to grab a bite in a shopping mall, we witnessed mall's guards in full operation, running down the stairs, pushing people aside, and rushing towards the entrance. Our lovely hosts' reaction was 'well, it's Russia'. What more could one say?

The following social was funny and crazy at times, as after trying out the Russian vodka, debaters forgot about what awaited them the next day, and let go of any inhibitions. Crazy dances on the table, crushing with unusual affections in the middle of the dance floor were merely bits of everything that happened that night.

Despite partying till early morning and following headaches, the next day offered some interesting motions, and SSE Riga team A (Cristina Musteata and Ruta Gabalina) managed to break into the semifinals.

The evening finished with the final round on 'THBT the state has no responsibility in protecting intellectual property'.

Mr Kim and free sex leads SSER to finals

Estonian Open, Tartu, Estonia, April 12-13

Despite late starts and tab problems, Estonian Open proved to be both fun and challenging as always.

After debating on the assassination of Kim Jong-Un (or as some refer to him- Mister Kim Junior) and providing the services of sex-workers to disabled people, we were left to our own devices. While some chose to participate in the pub tour/ social, some stayed at the hotel to entertain themselves there. They say this is the night Lauma was on fire. Literarily.

But drinking Absinth the night before didn't stop Ieva and Lauma from breaking to semifinals and Ruta and Edgaras from breaking to finals the next day, even though the last motion was one most finalists seemed to have trouble wrapping their heads around: 'TH regrets the strong social norms in favor of lifelong monogamy'.



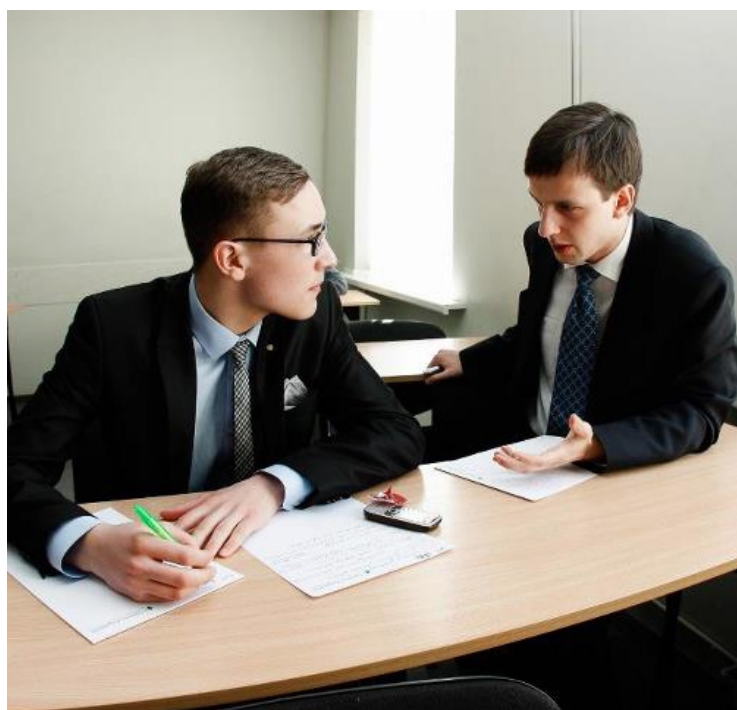
Taxi for the winners, please!

VUAS debate tournament, Valmiera, Latvia, March 16-17th

This year Valmiera was the only debate tournament where our debaters could try out not only their English, but also their Latvian debate skills.

Valmiera has always distinguished itself with good organization, friendly atmosphere and cheap taxis (seriously, wherever you might need to go, it costs less than 2LVL). SSE Riga this year won both the Latvian finals (Ieva and Lauma) as well as the English one (Gediminas and Tadas). Gediminas also was the best speaker of the whole tournament this year, while Tadas was best as, well, how can we put it... getting to know people.

One very interesting motion was 'THW ban professors/ teachers from communicating with students/ schoolchildren in social networks'.



Grannies run as fake bomb placed in trolley

Economic Anthropology is arguably the most creative course in SSER. Some might say it's also the craziest one, with this year's anthropology's projects ranging from selling one's soul to pranking SSER students. It has also certainly been a great and fun learning experience for Marina Aleksejeva and Oskars Gauks, who checked Latvian stereotypes on Arabian woman and managed to place a fake bomb in a trolley.

The goal: Marina was supposed to be wearing a paranja and strolling Riga. Oskar was hanging not so far away, making sure nothing happens to Marina. Both of them had to people's reaction to Marina. Marina was kind enough to share the story.

'This was a pretty interesting project, people were obviously shocked. At the start, I did not want to show up in public in my outfit, but after some time I overcame my timidness. One time I came up to a police officer and asked him how to get to the Central Bank. Nothing special... It is worth pointing out that the police and shop assistants were less willing to let me know that they were shocked. Although, one lady at BodyShop did run from me.'

'It was also pretty fun in the park when I was walking and one granny started to run away after she saw me. Well, the way a granny can run, I mean she couldn't sprint or anything. I'd say she was going at 5km/h. Another just crossed herself and something like: "Dear God, who do I see!?" When I came to a playground and took a seat on a bench, parents started to drag their kids away from the playground.'

'A mother and her child had a dialogue, where the child pleaded to stay and play there, but the mother responded: 'No, we won't stay here and will find another place.'

'After this, me and Oskar decided that wasn't enough and we had to do something more extravagant. We took a paper bag, put in some stuff so it would look full and covered the top with paper so people wouldn't know what is inside.'

'I entered the 3rd trolleybus on Centrāltirgus. The old lady I sat next to left the transport right on the next stop. I passed another bus stop before exiting the trolleybus and leaving behind the paper bag. So me and Oskar are walking forward (during this time, Andrej is sitting in the trolley) and we see that the trolley has stopped between Inženieru iela and Mākslas muzejs and passengers started to evacuate the transport. There was a minor panic in the trolley. At this point in time, I am running to the park and taking off my 'outfit' simultaneously.'

Further information was provided by a witness of the last part of the experiment, **Andrej Romanchenko**:

Two women ran up to the driver and persistently asked to stop the transport. However, it couldn't be stopped since the trolley was moving in the 2nd row. The driver promised to stop after we crossed the next intersection. It was enough for moms and grannies that the doors would open to leave the premises of the trolleybus in a fast, non-organized manner. The remaining passengers were genuinely laughing at the situation, however, no one was willing to throw the bag out including the driver. After some time, one brave, red haired, Russian-speaking fellow decided that they had enough fun and got rid of the bag by throwing it out of window. During this time, this information has turned into gossip as one of young women, a passenger of the famous 3rd trolleybus, has been talking on the phone with her friend and the one-sided talk went something like: 'Anyways, there was this Arabian woman who left a bag in the trolley and everyone thought it was a bomb, but then someone throw it out of the window. So we pretty much de-mined a trolley.'

Result: people are intolerant to the representatives of Arabian culture. It is not easy being an Arabian women in Latvia.



Christopher Rieber: 'My goal is to expand

A librarian presumably doesn't hate books. Do you read a lot?

I try. I recently finished Derek Parfit's *Reasons and Persons*. I'm currently reading *History of Greek Philosophy* by Benjamin A. G. Fuller.

Did you do a lot of reading while you were studying?

Yes. I studied history and philosophy for an Intellectual History degree. It's probably for students who can't hack a real philosophy degree (smiles). I was more interested in the relationship between thinkers themselves, rather than doing my own philosophical research.

What was your thesis about?

I wrote my first thesis while in Reed College on a 19th century French thinker Gaston Bachelard, who started his career as a scientist and ended up being a literary critic. In graduate school, I wrote on a disagreement between physicians and psychologists about diagnosing fatigue in French school children in the 1970s.

Seems like you have a particular taste for the French.

Yes, I can read and speak French.

Are SSE Riga people reading enough?

We check out several hundred books a month! With journals it's much more difficult to measure, though, since we do not know if the articles downloaded are actually being read.

Why aren't students more interested in taking out magazines or academic journals?

I certainly hope it's not a language problem, as the *Economist* is very easy to read. Academic journals can be more challenging, but on the same

level as books on a specific subject. The biggest problem we have faced is the fact that students underestimate the importance of well-written academic papers. They've also never worked with them. That's why we're here to help.

Is Reed College a big or small university?

It's a small liberal-arts college, about the size of Stockholm School of Economics (in Sweden). 1200 to

this includes Harvard and Stanford, for example.

Second, the class size is much smaller.

Did you engage in the library work already while studying?

Not until graduate school. I worked in a library at the University of Virginia while finishing my Masters. I liked it quite a bit. After I finished, I moved to Seattle, Washington, to study in a Library School. Before becoming a librarian, I got side-tracked by working for Amazon.com for a few years.

What's great about the librarian profession?

Library business is about helping people out. That's the best part of the job. It can be very rewarding.

Do you remember a particular case when someone came back and said: hey, you really made a difference for me?

Two guys were doing their thesis research just a couple of weeks ago, finishing up. They couldn't find anything on Venture Capital, and said in how big of a trouble they're in. I gave them just the thing they needed: a brand new Oxford Handbook on Venture Capital we had just purchased. He came back two days later, saying this was the greatest help he could've got. I asked, why didn't you come earlier?

Coming to us before the emergency is perhaps the biggest problem we're trying to solve. Why not come and ask before it's 20 minutes before the deadline?

How did you come to Latvia?

I met the right girl. It's that simple. I was living in Berlin, came to Latvia for a vacation, and was lucky to meet Baiba. As she didn't want to learn German, I moved here.

You also know German?

Ja, Ich kann Deutsch (Yes, I know



1500 students.

What do you think are the benefits of studying in such a smaller place?

First and foremost, you have a much better access to the faculty. It's very important that you can get to know them and be on a first-name basis with them, and they actually help you with your research. In a larger, research-oriented university in the US, you may be taught by teaching assistants for the first two years only;

the library, perhaps to another building'

German).

Seems like you enjoy living in different countries.

C: Yes, why not? I've lived in Germany, France, also Switzerland. It adds a spice to life. I wish I could see my friends and family more often, but other than that it's been great.

Why SSE Riga?

It happened quite by chance. As this place taught in English, I just sent an e-mail to the Rector and got an interview with Diana Pauna. It sort of went good from there. Before, I taught English at the University of Latvia, but that wasn't what I wanted to do professionally.

Being a historian and a librarian, you must have looked into the history of this library.

It hasn't got that big of a history yet. The library was a donation by Johan Björkman. It has been expanded every year since. Like the school, it's a young library.

Do you plan on expanding the library even more?

I'm very excited about possibilities for growth. For example, we've grown the Online Journal database by about 80% in a year alone. Now our challenge is to get the students to actually use them. We're also doing our best to expand the print collection, given the space constraints we currently have. But we definitely have big plans for the growth of the library, as the school also expands. I don't know though when that's going to happen.

Expanding within the existing building?

I don't know exactly what the school's plans are. My own dream would be to move the library to a much larger space, possibly in another building. That's a professional goal of mine, but I don't know under what

circumstances it might happen.

For now we can get by, but we want something more than get by. What we'd actually like to have is space large enough so that we don't have to put that stupid sign out there.

The students would most probably appreciate that.

Yes, and we're aware of the current limitations, including the heat problem and the seating problem. We need to solve them. We're always interested to help solve the students' needs, and your feedback really is a big a factor in driving decision-making.

Philosophically, what is the role of a library in a student's life?

All a library is is a big mechanism to connect people and knowledge, and people with people. Whatever format that may take. If people think of a library just as a collection, that's probably not a full idea of how we can serve them. We're more than where you go for your textbooks is the point (laughs).

How are the new books chosen?

We get a lot of help from our faculty, as well as students (especially 'thesis students'), who send in their suggestions. They have to pass two criteria: it has to be general enough to be appealing to the student population; and the cost must be within reason (f.e. 50 euros is fine).

Is there a problem with space for the new books?

Not yet! It helps that half of the collection is actually on the 6th floor

in SSE Riga building. Besides, isn't it a great problem to have, running out of space in a library?

How did the Financial Times subscription come about?

Morten wanted it. Last summer he sent me an e-mail, and I reached out to the Financial Times people.

There's been a lot of interest in online version of The Economist, but they just don't offer a system of getting everyone his or her own account.

Is the current administration discourse to discourage overnight studying at the school or in the library a good choice?

This started before I came here, so I don't have a real opinion on. From a library perspective, we just don't have the staffing to support it.

How are the textbooks changed and what role do donations play there?

Some of our alumni, specifically guys from 4Finance, were generous enough to purchase the Corporate Finance books, as well as the Macroeconomics books. Big thanks to them. We ourselves try to update textbooks on a rolling-basis, not all at one time. The next in line is the Microeconomics textbook. But in general new textbooks is not my budget, so better ask Diana Pauna.

Books probably aren't your only interest. What are some of your other hobbies?

I like riding my bicycle, also walking my dog. I also like to travel, and will be getting to the countryside

more often this summer for sure. Lately? Not a whole lot. It's been a long winter (smiles).

As for reading, I try to fill some of the huge gaps in knowledge that I didn't fill while in school. I'm spending some time on Greek Philosophy now.

Christopher's TOP-3 books to read:

1. **Reasons and Persons** (Derek Parfit, 1984). On ethics and what it means to be a person, read *Reasons and Persons*. Don't read it though if you have a heightened fear of death!
2. **The Protestant Ethic and Spirit of Capitalism** (Max Webber, 1905). An economics book that gives a good sociological perspective on the United States.
3. **Reflections on the Revolution in France** (Edmund Burke, 1790). It's an interesting take on democracy's pros and cons, perhaps topical for a developing democracy.

Dear students,

Every year the spectacular art organization JeJoue is representing our beloved school during the Night of the Museums (in Latvian – Muzeju Nakts). This year, the topic is green – ranging from lush forests to dark cities, from fairy tale castles to tough reality. So make sure to leave your books behind, and bring your artistic side out of the dark corner of your closet, as SSE Riga will be hosting the point on the 18th of May, from 19:00 to 1:00.

This year's biggest innovation is working together with our neighbours, the students from RGSL – it will be a start of a new artistic friendship.

We would also like to kindly thank our partners, without which support this event would not be possible – Ernst & Young, Ecogen, 4Finance, who are long-term partners of the Student Association of the Stockholm School of Economics in Riga, as well as our product partners – Aldaris and Hanzas Maiznīca.

We hope that you will find time to come to SSE Riga, and see it differently – no longer through an academic perspective, but as a creative haven, during one of the most majestic nights that Riga has in a year.

Yours faithfully,

JeJoue Team 2013

Vice Chief Organizer

Anita Murzina

Chief Media Coordinator

Anastasija Muravjova



Chief Fundraiser

Aleksandrs Goba



Chief Organizer

Marija Grjazniha



Associates:

Inna Regina

Elizē Prjazennikova

Galina Covaci

Irina Chedric

Ilze Zauere

Julija Ratukova

Olha Novak

Sabina Voroshilova

Veranika Parmon

Andrēi Romaneņņeo

Irena Svilpe

Evelina Sauruseviciute

Ieva Grigalune

Marina Aleksjeva

Tatiana Ciumacova

Volha Holub

Elena Cistjak

SSE Riga's Enchanted Forest:

Midnight Forest Labyrinth (403)

Every labyrinth has its secrets. It holds all the hidden parts of our soul together and only the strongest souls manage to reach the centre. The Midnight Forest labyrinth in SSE Riga is a set of forest imagery, animals that could be barely seen through the trees and plants which glow in a friendly manner, but might be extremely dangerous! In this room you can see how brave you are by trying to find the way out from the never ending darkness.

Elf Craftsmen Adobe (407)

When you pass through the labyrinth, do not forget to check the next room. Here you can find atmospheric music and birds singing, forest decorations and soft couches to create an entourage of a peaceful forest. To set your mind towards creative thinking, JeJoue is offering you to enjoy the nature theme in its handcrafting workshops: by making origami butterflies, birds or flowers. In the middle of the room you will find a large tree of wisdom where all visitors may leave their self-made works and keep them there for ages. The second workshop will be aiming to make people think "Outside of the box". Each passerby will be suggested to try making some unusual drawings. The peculiarity is that the participants will start drawing upside down and will be coordinated by an experienced assistant. In the end everybody will get a masterpiece with a personal signature. Come and enjoy the atmosphere of the peaceful forest.

Potion Store Quest (411)

Last, but not least what you will find on this floor is a room full of mysterious creatures like snakes

and spiders, fairies and witches.

In this room, guests are welcome to participate in a quest to gather the ingredients for a witch's potion. This task will require a specific set of skills and a little luck. All visitors have a chance to battle a dragon, experience magic on their own and win against a stranger in a good old game of chance. Each and everyone who will find all the ingredients for the potion and fulfil all the tasks on his way will be rewarded with a small prize.

4-Wall Movie (507)

Nature has served as an inspirational base for artists for many years. Many film-makers attempted to deliver this beauty to largest audiences, by filming breath-taking moments which will always remain as memorable scenes in our minds. Such films not only inspire, but also make people aware that they are a part of nature. We want you to experience the feeling of belonging to the forest nature by fully soaking into the atmosphere of a 4-Wall movie room. It will make your mind detach from your daily routine and enjoy an imaginary adventure with the heroes of fairy tales and soothing music.

Photo exhibition (507)

"Verdant, Fresh, Blooming." is the exhibition of monochrome green photos made by our students during the first days of spring. Here you can find the usually visited objects in a new green lighting. We hope that those pictures will inspire you to take your photo camera more often with you during the summer and pay more attention to your surroundings.

Lobby

During the night the everyday boring, students-overfilled lobby will transform into a space of alternate reality. We welcome all the kids, adults and all those who feel the need to create, to come and join our small workshops. One will involve animal mask making, another - provide with some face-painting services, in the third you will have a chance to play Robin Hood and hit the target with a bow and arrow. Who knows, maybe you are one of those who can kill a bee from a hundred steps. To memorize all this you can come alone or with a friend, and take a picture in our small photo corner. The coolest pictures will be posted on our Facebook wall!

Inner Yard and Soros Auditorium

On your way back or in the beginning of your trip, we kindly recommend you to enjoy the show of Middle ages. If you are tired of just walking all around - just come to the Soros Auditorium, sit for a while and enjoy the concert with dancing and singing performances during the all night. From 23:00 to 24:00 we invite you to a special concert, which is prepared by SSE Riga students.

After all of the pleasures for your ears, we offer you to come downstairs to take a deep breath of fresh air and feel the rhythms of cold steel banging, when two knights are attacking one another. Who will win? You will find the answers on this and all other questions during your journey. Come and see for yourself, because you must see it with your own eyes!

Thank you and see you there!

SPAIN'S ECONOMY: ICE AGE 5

Insider looks into this year's top Macroeconomics reports. This, scoring 195 points, is made by Krystina Pilinko, Sanda Moldovan, Natalia Vainilovich, Aliaksandr Zhukouski and Eugeniu Guzun.

In 2006, Spain built more houses than Germany, Italy and France combined. Seven years later, the fourth largest Eurozone economy has the highest unemployment rate in the whole EU (26%). A true roller-coaster. How to buy tickets for that? The reports explains that all it cost was a bit of a housing bubble.

Spain enjoyed an intensive economic development starting in the late 90s,

Spanish government started to pursue tight fiscal policy since 2005: VAT and personal income tax both were raised. This improved the government budget, and restricted the rapid demand growth. However, Spanish politicians also increased the spending (who can blame them, right?), which had an opposite effect.

Since Spain joined the Eurozone in 2002, the trade balance started going down significantly making the country a net borrower. One of the major reasons for that was the loss of competitiveness. First, the unemployment level pressured up wages. Second, Spain could no longer

In general, three main factors might explain the high rate of unemployment in Spain: (1) skills mismatch for immigrants and young workers, (2) dependence on unemployment benefits that ultimately harms person's probability of finding a job and (3) lack of regional mobility within Spain. Spanish government undertook labour market reform in 2010, but its impact was outweighed by the austerity measures.

The banking sector collapsed as overvalued loans were not being repayed. Spain received a 100-billion-euros bailout for its banking system



called the 'Spanish Miracle', which came to an embarrassing end with the economic crisis of 2008.

The real estate bubble was the result of two simultaneous events: Spain joined the Eurozone and thus experienced lower mortgage interest rates; but Spanish baby boomers also reached the age for creating their own households. All in all, prices on real estate doubled during 1996-2007.

Cultural feature also played a role: 63% of young people (aged 18-35) stayed with their parents until they turned 29 on average in order to save enough for their own house.

Spaniards were borrowing, and private debt surged. Throughout the period from 2002 till 2007, net private savings (S-I) were constantly decreasing as a share of GDP.

GDP was growing by 4% on average.

devalue its former currency Peseta. This hurt most other industries, except for construction.

The boom years allowed to pay off some of its debt, and it entered the crisis of 2008-2013 with 36.1% debt to GDP ratio, down from 55.5% in 2002.

The bubble, which had developed for around 10 years, burst in 2007. The budget went from a surplus of 1.9% of GDP in 2007 to a deficit of 11.2% in 2009. Realizing this was not sustainable, and pursued austerity measures. These measures, however, faced serious social protests. Overall, austerity only worsened the labor market situation; yet it proved crucial for financial stability.

The unemployment that was at a rate of 8.3% at the beginning of 2008 increased to a rate of 26% at the beginning of 2011.

and its government deficit. The fourth largest bank of Spain – Bankia – has been nationalized. Intensive restructuring and recapitalization started.

In April 2011, the Spanish government put forward a new version of the Stability Programme, which was extended till 2014 and involves more cuts in government spending.

The long-term unemployment as a percentage of the total unemployment grew from 17.8% in 2008 to 41.6% in 2011. The Spanish government should prioritize reducing long-term unemployment, the report says, because it might have a long-run effect on the growth of GDP. To improve competitiveness, government should also reduce the large social benefits while maintaining social equality.

ICELAND: DREAM'S OVER

This report, scoring 185, was made by Daniel Mittel, Michelle Shehurina, Anna Plaudina and Arthur Rabsha.

You wouldn't want to be a banker in Iceland in 2008. Well, as the first country to go bust in Europe due to the financial crisis, you might not want to live in Iceland in general at the time either.

Before the crisis, the government didn't do much good. Iceland pursued pro-cyclical fiscal policy, affected by political decisions and election campaign promises: when GDP was growing, government increased spending and reduced taxes. Taxes were decreased, f.e. corporate income tax fell from 30% to 18%; property tax went from 1.2 to 0.6% and was abandoned in 2006; VAT on selected items decreased from 14% to 7%.

Unfortunately, lower taxes did not stimulate savings, as the marginal propensity to consume was also increasing due to expectations for rising future income, and thus most possible savings were spent outright.

Banks were expanding and lending, promoting the 'American dream'. But they were also shaky even before the crisis. In 2006, Danske Bank questioned the sustainability of three major Icelandic banks in what became known as the Geyser crisis. It didn't especially like that the liabilities of the banking sector amounted to 800% of the total GDP of the country.

Banks evaded it by stimulating liquidity through short-term deposit increases as they expanded in foreign

markets. This proved a very risky step as the short-term deposits were quickly taken out when triggered by financial instability.

Most foreign investors continued to invest in Icelandic banks knowing their importance in the country's economy and believing that the government would bail them out if it came to that. They were right.

By the time of crisis, bank liabilities were 1300% of GDP. Glitnir was the first bank that was nationalized after being unable to repay an outstanding loan. Landsbanki came second. Kaupthing bank finished the top-3. The banking sector was in ruins.

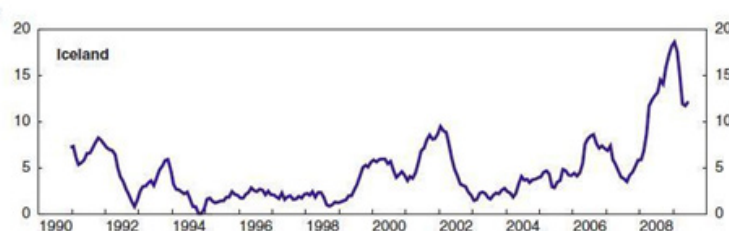
After the crisis they implemented counter cyclical policy. As GDP was recovering from its lowest point, tightening policy took place and taxes increased, thus slowing down the growth.

In monetary policy terms, Iceland has a floating exchange rate (Icelandic krona) and a clear aim to control a historically volatile inflation to 2.5%. This proved extremely difficult in the 'fat' years, when interest rates as high as 13% couldn't stop inflation from surging above 15% due to the housing boom. One reason for this was the popular borrowing in euro, where CB's domestic interests rates have no impact.

Depreciation and an increase in the

money supply had the unfortunate effect of keeping inflation very high; perhaps not the best scenario for 7.4% unemployed Icelandic people at the time.

Figure 2 Volatility of Inflation.



The government issued a law a day before the takeover of Landsbanki saying they would guarantee the deposits only of Icelanders. Foreigners? You're on your own. Even for domestic savers, a significant portion of savings hasn't been returned yet and depend on banks' selling of assets by 2018.

Capital controls on resident's deposits helped to maintain some value in the krona, and avoid a complete shutdown of the Icelandic financial system. They remain until today, and might expire only in 2015.

When banking sector collapsed in 2008, IMF granted a bail-out package of 1.4 billion euros in return for promises of budget consolidation. Taxes went back up.

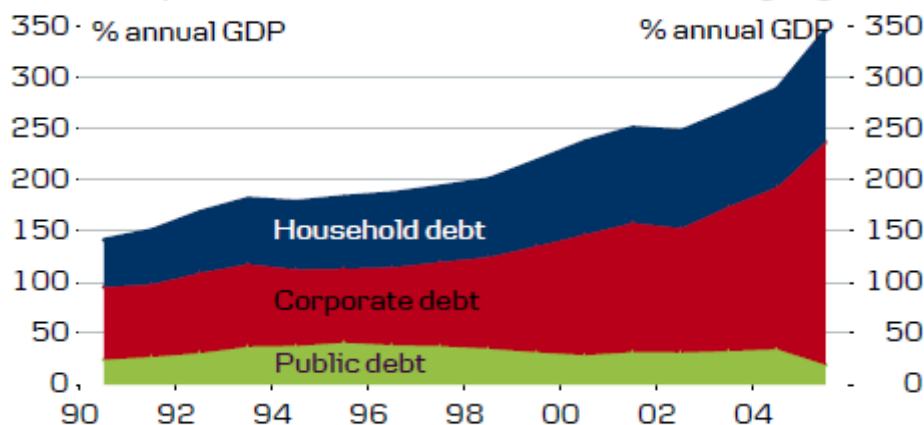
The report provides two alternative tactics the government could have pursued to deal with crisis: (a) adopt more expansionary fiscal policy and run a larger deficit in crisis years, and (b) allow depreciation of krona without capital controls.

The scenarios are then compared via the 'misery index', which by itself indicates that there was a choice of finding the lesser evil.

The report finds that a more counter-cyclical fiscal policy would help unemployment to drop, but also increase debt and wouldn't ensure financial stability. No-capital-controls scenario ensures faster growth in the long-run, but has threats of high short-term inflation and unemployment.

Icelandic banks may have been 'too big to fail', but they also turned to be 'too big to save' as the high costs were ultimately paid by the citizens.

Corporate and household debt is surging



COLLECTED RE-EXAMS

SAYS IT'S A CAREER BOOSTER

'He glanced at the girl lying asleep on one of the twin beds. Then he went over to one of the pieces of luggage, opened it, and from under a pile of shorts and undershirts he took out an Ortgies calibre 7.65 automatic. He released the magazine, looked at it, then reinserted it. He cocked the piece. Then he went over and sat down on the unoccupied twin bed, looked at the girl, aimed the pistol, and fired a bullet through his right temple.' –J. D. Salinger, *A Perfect Day for Bananafish*

This is an excerpt from the favorite story of our today interviewee - Kristaps Silins. Currently, a strategic planner at DDB and the author of the SSE Riga Alumni Donation Campaign adverts, a graduate of '12. You may find the rest of the bananafish story in the library, while we look into his thoughts, dreams and hobbies further.

Do you have many ideas in your head?

I do take many notes, thousands of them, but I don't think I have many ideas. There is a difference between an idea and simply an interesting thought. In advertising we often use the question 'so what?'. Rather few of my ideas have the 'so what'.

While at SSE Riga, I tried to research relations between grades and the place of a student in the community. For two years we were collecting data by finding out who was friends with whom and who studied with whom, who liked/hated whom, who participated in which activities.

One of the concepts behind that is called 'opportunity'. A person with high value of opportunity tend to know many people who are not familiar with one another. According to our research, people with high value of opportunity tend to be very successful in whatever they do. You get different perspectives, and also become a more interesting person to talk to.

According to your research results, if you communicated with many people you had to study well...

Not really. I didn't have much time for studies as I was trying to be involved in everything that interested me; I tried to get to know many different people. While my course mates had one sheet of paper with grades during some evaluation interviews, I had two, because I had that many re-exams.

You and your friend friend Krisjanis created a platform isthisagoodtime.

org, a set of video interviews which consist of asking people of diverse backgrounds if this a good time for something this person is doing. What impressed you most during this project?

I was surprised how deep people unfolded after the interview. No matter who we interviewed, we almost always had these very tense ten or fifteen minutes. But then comes this wonderful moment after the interview, when a person instantly opens up and we have another interview off the record.



For the project you've made interviews with Diana and Benjamin, but why haven't you made one with Morten?

I must say, Morten is not easy to get. We figured that Morten simply doesn't like having moving pictures of him on the Internet.

Is this a good time for advertising?

It's a bad time for advertising because there is so much of it. Good things happen when advertising reaches beyond making TV clips and posters, then it can actually provoke new ways of thinking. The SSE Riga Donation Campaign is a good example of that.

Working in advertising does not only include such 'noble' projects, but commercial ones too. Do you feel the uselessness of commercial advertising?

I'm lucky to work for DDB, because the agency has a strong philosophy. We focus on customer needs, what behavior we need to change, and it is my job to understand it. Solutions are often quite creative. Lately, there has been a lovely idea for airBaltic Christmas greeting for its clients. I didn't work on this project, but the team made the first ever X-ray stop-motion movie using the airport bag scanner. It was quite touching.

What do you hate about SSE Riga?

I'm not a positive type of person, I really have some nerve for over-positive people.

But I can only say good about SSE! It has made a lasting impression on me. What I liked most in SSE is the understanding that grades are not the only significant benefit you are suppose to obtain during your studies. The thing I like least is the Wi-Fi. And the e-learning platform, I really hate it. I think it's a dinosaur.

Do you communicate with your former course mates?

I do. I was lucky to have twice as many

course mates as a typical student (laughs). I do enjoy meeting many people. There's one SSE course mate I'm still in love with, it's the strongest connection.

Let's come back to advertising. What background should the person have to work in the field? What skills should he/she gain?

It doesn't really matter what the person studies, as long as he or she hasn't taken the courses too seriously. You need to somehow be able to look at things from aside, not have an enforced perspective.

I have bad memory. Perhaps that's why it's easy for me to keep an open mind.

What are you reading now?

I don't read fiction lately. And I also try to refrain from most movies. I'm a little afraid that one can misinterpret life by consuming too much literature and movies. It might be just another bias to absorb the ways the authors are thinking. As an example, after reading any fiction book, I think: 'If it was real life, would she really have killed herself under that train?'. I decided that before I can answer that to myself, I better put a pause to reading.

For how long have you had such a books and movie diet?

Diet is a nice way of putting it (laughs). It must be around four years.



What is your favorite place to spend the evening in Riga?

People matter more than places for me. If I'm alone, I prefer places that are outdoors, or perhaps some restaurant or cafe. My favorite place was the tea-room Goya when it was still open in Strelnieku street, in front of the school. But it doesn't exist anymore.

The art of which country is more close and understandable for you?

Well I like Philip Glass music, Philip Starck's design. I like simple things. I

like the Scandinavian contemporary design. Quite typical in that sense, mainstream, no surprises.

Do you have any strange hobbies?

Generally, my only hobby is to make things.

My strangest hobby? I was drawing the same dog repeatedly for years. I was curious to see how it changes every day, how its mood changed. You can see if there was a sleepless night the day before or if I just got good news. The dog always changed the expression slightly. It has always had huge teeth though.

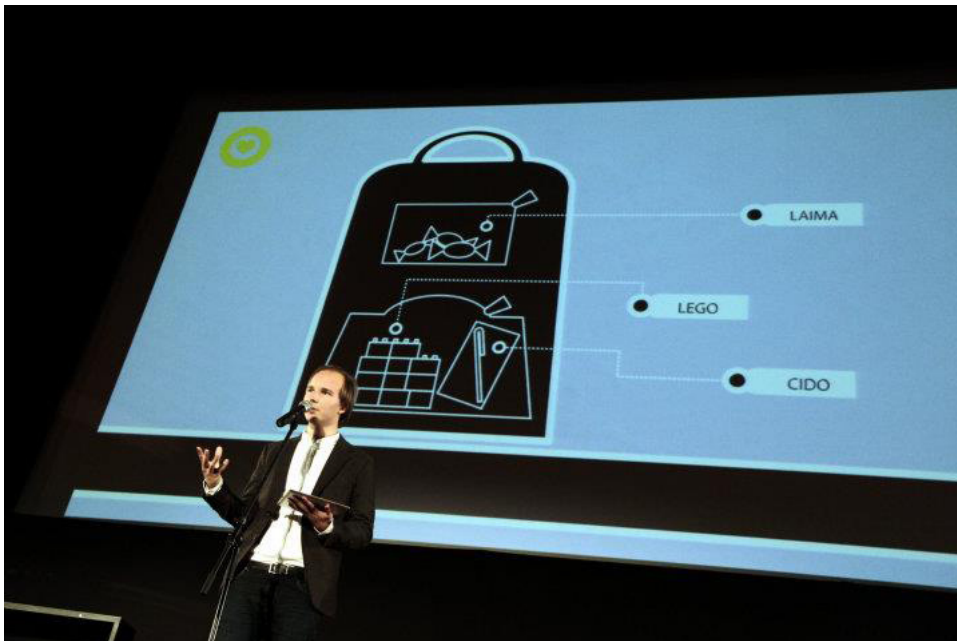
I drew my first dog at the age of four I believe.

Do you have a dream?

I've heard that if I tell you my dream it may be less likely to happen. So I have to choose the less important one (laughs). Well, I have a drive to invent meaningful stuff. If I build something and it's of some use for people, then I think it makes sense.

Your dream is too perfect and not egoistic. Is it honest?

I think this dream is very selfish. That is the only way I can test if I'm capable of something.



MODEL UN LATVIA'S DEBUT A SUCCESS

The idea of organizing LVMUN had been in the air for quite a while. SSE Riga's neighborhood, teamed with embassies, was just screaming for an event promoting diplomacy!

Initial goal of the team was to make an event for SSE Riga and RGSL attracting approximately 40 students. As the word spread out, 150 students eventually registered, with delegates from more than six countries. Far more than we had expected!

The event got attention not only from students, but from sponsors as well. Six embassies agreed to sponsor, providing with necessary funds and great prizes: the winners got an opportunity to meet four Ambassadors.

Then, all there was left to do was to make an awesome event. Not everything went as planned: we had to dig out substitutes for Israel just few days before the conference and convince the printing company to produce pens with logo in just one day. The day of the conference was not even by a bit less crazy. It began with opening ceremony and first committee sessions with crisis. London and Moscow were bombed, the war between Israel and Syria was announced, EU had 50% haircut on non-EU deposits and the delegates were attacked by terrorists. The conference ended with a great afterparty at Paddy's.

To finish off, the team wants to thank all the participants for coming and attending. We hope to meet in the next LVMUN and workshops!

Auguste Levcenkaityte,

Chief Organizer of LVMUN

Tadas Šlimas. Delegate, SSE Riga Year 1, Lithuania

On why joined LVMUN:

First, MUN is close to real life (you have to read around you country's real policies). Second, you do not need to have extensive knowledge about formalities of the conference, as workshops and energetic organizers explained everything. Third, for a stranger in politics, it's interesting to take a look at what the politics actually could be about. Fourth, you spend an interesting and intense day together with people who think – in some way – alike you, and have fun. Finally, LVMUN was an international conference taking place in my school, organized by my course mate. So, why not give it a try?

On enjoying the conference:

Yes, I did. A big thanks to Auguste, Afrein, Bavesh, Aidana and all others for organizing.

On best / worst aspects of the event:

I liked that the conference was ever-changing – the organizers

made a number of 'crises' – interruptions to normal course of conference, which kept the dynamics. I would probably extend the event – two days would probably be perfect.

On the fake terrorist attack:

To be honest, I knew it was coming. I know there was some controversy regarding legal issues. However, I would personally say that the surprise part was good. It was what will be remembered about the conference the most.

Mariam Dani. Delegate, SSE Riga exchange student, Georgia

On why joined LVMUN:

I have never participated before and heard many positive feedbacks and recommendations about it. So I wanted to find out what it's really like.

On enjoying the conference.

At the beginning I was a bit confused with rules and procedures, but the workshop was quite useful. I really didn't know what to say, but after the first crises I actually spoke up. I

really enjoyed the work of chairs, dynamic of negotiations and speeches of some delegates.

On best / worst aspects of the event:

Thanks to organizers, thanks to all chairs. You did a great job! I have no idea what a crazy crisis should you make up next year to break this year's record. Good luck guys!

On the fake terrorist attack:

I understood it was fake from the very first second (we were asked to leave mobile phone outside, signed a paper in the morning, blood was pink... and I know Russian), performance was quite realistic and really unforgettable. I really enjoyed it as a good shot of adrenalin and action.

Zhaklina, Delegate, International School of Latvia

On why joined LVMUN.

I thought it would be an interesting experience.

On best / worst aspects of the event:

I really enjoyed everything except

for the last part, simulation of a terrorist attack.

On the fake terrorist attack.

The simulation of a terrorist attack left a very negative impression about the Model United Nations because it was too overplayed and way too realistic. If I would have known that it is going to happen, I would not have participate.

Tim. Fake terrorist, Riga Technical University

On how organizers found you:

The core of our group is a local airsoft team. I don't really know how SSER organizers found us, since I am not an airsoft player myself, a friend of mine invited me to join, because they needed more people.

On the fake terrorist attack:

During the act, I saw that some people were really scared. However, I didn't think to stop. We couldn't achieve the experience without making it look as real as we could. Still, I was afraid someone may overreact. We had instructions for this case, so everybody were prepared to stop acting if something went wrong.

On whether there were any mistakes which could disclose the fake attack:

There was lot of them. Shooter's pistol did misfire. One of

attackers had his charger clip felt out, it could be seen there are no bullets inside. One of organizers, who pretended to be a hostage had to read our 'demands' for the camera. I was standing next to her, and saw, that she was reading from a blank paper. There was lot of other moments. Someone told 'please' to the hostages, one girl, probably informed that this will be a performance, asked me something like 'Oh, wait, I'm not dead yet?', when I tried to make her get up from the floor and take her seat.

On the overall impression:

The whole act itself impressed me a lot. It is unusual for me to shout and point with gun on the people. The day before I had to study how to shout at the people - it is really harder than it may seem. I did enjoy the action. I felt the adrenaline rush, still it was a performance, like being an actor in a theater. Great experience, but I hope this will never happen again to anyone!

Vic Zommers. Delegate, International School debate club, Latvia

On why joined LVMUN.

I am fond of debates very much. I am an active member of the community with strong

understanding that our life & future is in our own hands, but only if we will be active. I would like to protect interests of different people who need help. That is why I am planning to be a legal advisor, politician or human rights activist. I was gathering data, doing research and preparing my speech.

On best / worst aspects of the event:

I loved that a lot of interesting and smart youngsters got together and had an opportunity to discuss important matters. I had an opportunity to watch how people were persuading others. It is like real life!

I would like to express my sincere gratitude to the event organizers, especially to Auguste. She's a true Modern Youth leader. I look forward to the next LVMUN!

On the fake terrorist attack:

The terrorist attack was very scary and realistic, especially, when terrorists started to 'kill' people. I didn't know that it was a fake. I was so frightened at first, especially when I saw that my friend (Eric Ericsson) was shot. It made a strong impression on me and I stood up in ECOSOC and publicly declared that terrorists can take my life, but release 5 other people!



DoO - Some Final Words...

Ruta Gabalina (Y1):

On best stands: SEB, because during DoO they claim to not accept first year students for internships, but in reality they actually do. They offer all kinds of co-internships because they don't really care who comes to their company, since they don't pay.

On your internship: No. I have no freaking clue what I want to do. But not too much work since I have a lot of things to do during the summer, including organizing.

On SSE Riga people: We don't really sleep that much, so that is a good thing. We can work hard and are quite good at such things as presentations and working in teams. However, we lack creativity. Not a lot of courses stress out that there is more than one possible solution to different kinds of problems.

Marina Aleksejeva (Y2):

On best stands: Very few of them stand out, as each company follows the same style for their presentation each year. Nestle stand may be the best this year, because they are entertaining people and offering coffee.

On your internship: I haven't decided on my internship yet. I found a very interesting offer from SEB bank that targets SSE Riga students exclusively. Unfortunately, I was disappointed by some offers from big companies, as they offer full-time jobs rather than summer internships.

On SSE Riga people: SSE Riga people are pretty cool. They are smart, ambitious and all that stuff. But I would appreciate if people wouldn't be so arrogant for being here, because the employers also evaluate this. Don't overestimate yourself, as you can always get rejected.

Vadim Vladykin (Y2):

On best stands: Strategy Labs. Not because of the alcohol, but because of the people. I know most of them personally. They tell you specifically about their work: projects and their details. Additionally, I liked the Euromonitor international stand. Then again, all of the stands are pretty similar.

On your internship: Haven't decided yet, but looking into consulting. I focus my attention more on the tasks I will have to perform. For me, there is a huge difference between bringing coffee and making copies or you getting an actual job.

On SSE Riga people: Employers see that we can adjust to any environment very quickly. What is more, we are far more creative than our peers from other universities. However, we do lack skills in specific areas on the account of our broad program.

Justinas Sukys (Y3):

On best stands: I'd say Nestle, because they have this big stand, flashy colours and a lot of people get coffee there. Strategy Labs, too, as well as Oriflame.

On your internship: I am actually looking for job, not an internship. Quite a few of them have full-time job offers. I had two very different internships. Now, I want to try a new sphere now, as it would help to understand where to go for a Masters degree.

On SSE Riga people: We have very good English. We also get a decent background in business and economics and hands on skills. Our strong Alumni association is also worth mentioning as many of them work in companies you apply to and can give

Vladimir Zlotnikov (Graduate):

On best stands: Strategy Labs, because of the free drinks, and the Norwegian School of Economics as their presentation was quite interesting. Otherwise, DoO is organized quite well, but the problem is that there is not enough options for Y1.

On your internship: I got my first internship through DoO. It was at Metasite business Solutions, a Lithuanian IT company. We conducted e-banking analyses of different Latvian banks. Even now employers ask me about it when they see it on my CV as they believe it to be a very useful experience.

On SSE Riga people: We have great inter-person skills and know how to work in teams. No matter how funny it sounds, there are many people out there, even in London where I study, who don't have these skills. For improvements, some international exposure would do good. Even know the faculty is international, they still focus on the Baltic region. But globally, there's a shifting towards the East to countries such as China, Thailand, Japan.

Linda and Dita from Ernst and Young:

These career days are always on a high level. From technical point of view, this year it was a little bit easier for us as there was more support and help. However, somehow I have this feeling that there are less students attending the event. Should be more advertised.

We like motivated people, who know already at least which department they would like to work in. But be aware that when you come to us, it's still a lot of trainings and learning. We put great emphasis on seeing whether the person is fitting within the culture on a sensitive level.

I personally believe that this year's DoO made quite a leap forward when it comes to quality. We set it as our main goal in the beginning of our DoO year, and certainly allowed ourselves to spend more on both companies and students in order to give everyone the best experience possible.

As you might know, the career fair has traditionally been a large contributor to the SA budget, and, even though we had set ourselves a goal of keeping the event's profits at the same level as previous years, we surprised ourselves with a phenomenal profit growth that should have the SA set for a while. Personally, I don't think it was simple luck; in fact, I'm convinced that it can be repeated, and the next year's organizers will be creating something far better than and at least as profitable as we did this year.

All in all, we, the team, are very proud to have been part of DoO 2013, it gave us a tremendous experience and great new friends. We have gathered a lot of feedback from many of you and appreciate the constructive criticism. We know we came in short on some parts, but you can be sure your voice will be heard and acted on, because our event is all about you.

Ott Oja, Chief Organizer

Goda from SBA, a Lithuanian furniture company:

We are here to find new talents as our company's strategy has shifted to growth. Mostly we look for Y2s; for Y3s we have a special undergraduate scene.

For us, the right attitude and personality are extremely important, because we believe your education to be good enough. We are looking innovative people. People who believe they should always obey the rules shouldn't apply. It will be very difficult for us to work together because we are ambitious and fast growing. Secondly, people who are thinking very narrowly.

Renata from ATEA, an IT company:

For me, this is the first year at DoO and it is also the first time we are long-term partners. Overall, the events feels like the most well prepared one I've attended. Students are also so much more prepared than in other schools.

We are an IT company, but we need people in the finance department. We like SSER people, as our managing director has finished this school. I do not know all of the employees in our company, but I am sure some of them are from SSE.

Magnus, from Oriflame:

For many years we have found very successful candidates this school. We also have a lot of candidates coming from SSE in Sweden.

Attitude, behaviour, trying to find people who would fit in our culture are extremely important. We don't always hire the people exactly on the skills and knowledge. They should have a big 'can do' spirit and be very passionate, as it's not a 9-to-5 job and even interns get challenging tasks.

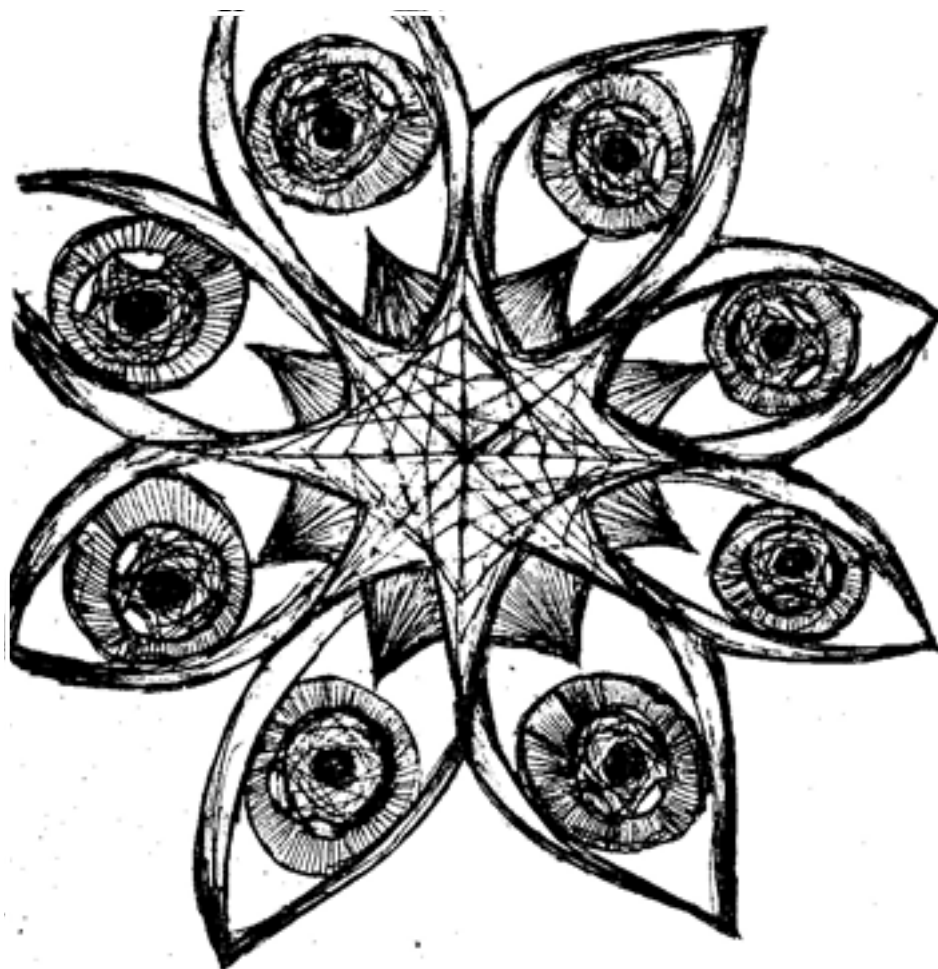
I can advice students to be more specific on what they want to do. Very few people are doing that.

Deividas, from Strategy Labs:

We are here to find new candidates because we are short of people and have too many products. We were thinking about what to give out to make the students remember us. We considered pencils, notebooks, mouse pads and then...Mojitos. Everyone likes Mojitos. We don't worry about the cost as we suffer more losses from not finding good candidates, than giving out a couple of free drinks.

For candidates, critical thinking is most important. Secondly, being able to express your opinion in a presentable manner. No technicalities, you have to have business sense. You don't have to know a lot of facts because you can simply google up information.

Creative SSERigans



When I was asked whether I wanted to write this article, I agreed without any hesitation, as the theme of creativity is very close to me. Especially interesting for me is the way in which creativity and intellectual activity are linked together. I have always believed and still hold the opinion that the efficiency of the process of thinking (and, in our case, it is a success in studying) depends above all on how people express themselves through creativity. It is a well-known fact that the left hemisphere of human's brain is responsible for analytical thinking and sequential processing of information; while the right part "specializes" in the imagination and the parallel processing of information. Therefore, if we imagine that our brain is a huge system, it becomes clear that no matter how much one side is loaded, the whole system will

maximize its utility only when both parts will work at full capacity. This is the another way of saying that you should think both creatively and analytically.

Unfortunately, people often consider that engaging in logical activities, such as university studies at the faculty that is not directly associated with the humanities, does not imply contacting with the arts. With this article I wanted to refute this belief and prove that creativity is necessary in order to achieve high results. To my reasoning, I was planning to come with all the seriousness of the case; and to conduct proof based on hard facts, backed with relevant examples from world's history, stories from students life, as well as my own experience.

In order to be consistent, I

have decided to start with an understanding of the current position of this issue in SSE Riga and nothing better came to mind than to conduct a small survey. To my astonishment, more people responded to my message than I counted, so I have collected enough qualitative material for the analysis. Besides that, I was once again convinced that not everyone believe in usefulness of creativity, namely only 60% of respondents agreed that creativity help learning in SSE. However, as it usually happens, time flew by unnoticed, holidays crept suddenly and I went to Italy. The Eternal City has inspired me to new ideas about the arguments I can bring to defend my point of view.

Upon return I sat down to write the article and realized one very important thing. There is no point in my or someones' else evidences if the person in principle does not deal with creativity on a daily basis. It the same as proving that one song is better than another to a deaf man who has never heard any songs at all. Hence, I gave up my idea of a formal proof. Now I just want to urge you, my dear friends, let creativity in your life! And remember that each person can express themselves through art and you do not have to be a brilliant artist or musician to do so.

The process of creativity is very simple; it can be anything, anywhere and anytime. You can write letters, poems, keep a blog, take pictures, draw, sing, play, knit, sew, dance, do hair styles and match clothes, tell jokes to your friends and select flowers for a bouquet yourself instead of buying a finished one; there are thousands of options out there how you can let your creativity

bloom! The main thing is to find out what is closest to your heart; something that like a sieve will filter negative emotions away, leaving you with only positive ones; the process that awakens something inside of you that will inspire and empower to new feats. No one will tell you what is right, as boundaries of art have gone beyond the formal definitions, so do not be afraid of making mistakes. The only way to find out is to experiment and try different creative activities.

One of my favourite musicians has recently been asked about what makes him continue playing music for 30 year. Without a doubt, he answered: "the moment when you can touch pure beauty". And I would add that it is worth living for the sake of these moments, so please do not neglect creativity.

Finally, I want to share with you the most important, interesting and funny quotes from the conducted survey, so that it does not go to waste. The following answers were obtained on request to provide examples when creativity helped to succeed in SSE:

"I couldn't survive in this school without such ideas that "follow me" every day." – I have never doubted that there are supporters among the students.

"SSE kills my creativity: I have no time, power, place and disposition to do what I really want. All the time I am too busy, too tired to have any inspiration." – As a comment on this I want to leave a response of the other student: "Actually, in any situation at school switch on the creativity then the life will be easier! Relax take it easy! =D"

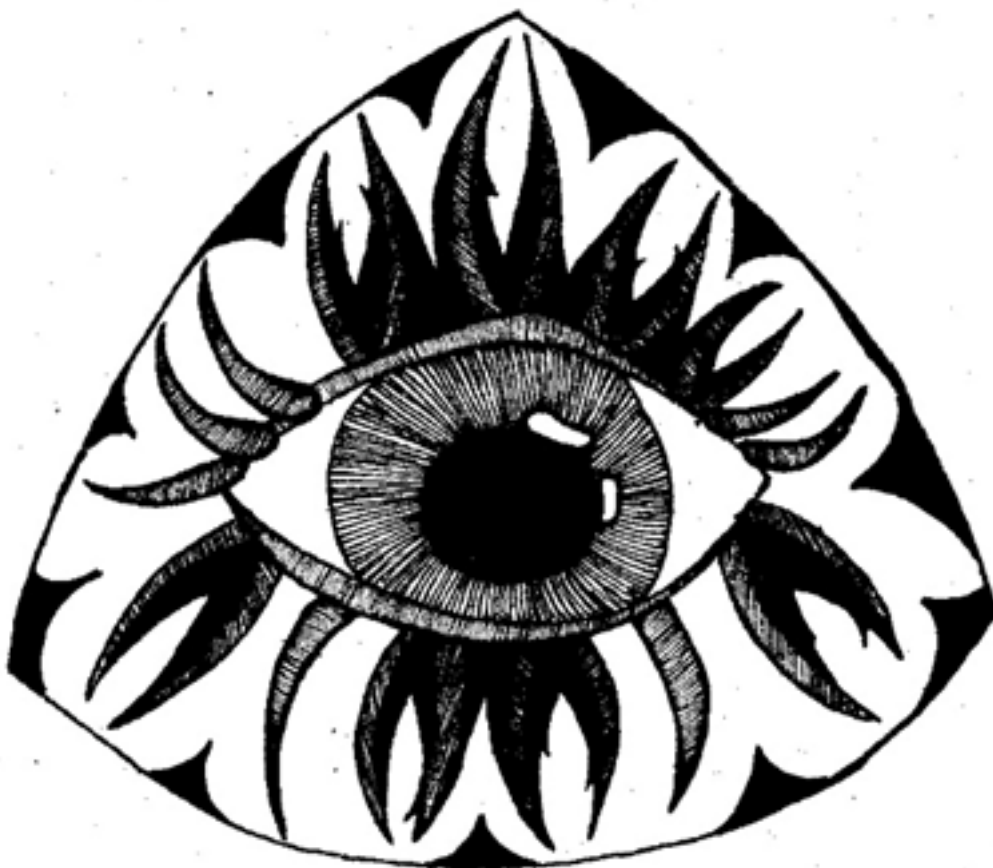
And I would like to say if you do not have enough time to do something creative, you can always find time just to enjoy what was created by the others, such as music, book and movies. Maybe over time it will inspire you on creating something on your own.

"Please learn how to make appropriate surveys." – I am constantly learning and I hope that eventually I will learn how to make good surveys. I would be glad if you share with me your knowledge on this issue.

"I played a piano and got free drinks..." – No wonder, music is capable of a lot!

"There is an unthinkable lack of creativity in SSER." – Look for creativity within yourself and in individuals around and I am sure that you will find a lot of creative natures in SSE.

"Getting myself into a closed room to put my stuff to my place and "take a seat" and go eat."



With regard to statistics, the most popular form of creative activity is playing a musical instrument, as in total 30 people from those who responded play a musical instrument. I think we should consider creating a band in SSE.

And among the unusual creative hobbies that were indicated are spending time with a girlfriend, Japanese ink painting, playing a fantasy role in a board game, geocaching, YouTube, writing hokku, doing electronic circuits and sleeping. And I am sure that there are many more creative SSERigans. Keep it up!

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 the Aleksejs Razzivins (Y3) is the coolest and the hottest TA simultaneously.

They say Janis Smocs is going to Finland to establish a sustainable perpetually growing business of Latgalian kandza production and distribution.

They say Raitis Sins is in a relationship but Lauma Vernere is not.

They say the soul of Nikolajs Prihodko (Y2) will never find peace until it finds a true risk-free rate.

They say Andrei Romancenکو (Y2) gave up his Nobel Prize in Financial Economics for a football star career in Barcelona.

They say Anita Delay Murzina screwed up everyone again.

They say Laura Zauere (Y3) is criminally sexy when she wears leather.

They say Evelina (Georgia) is Miss Sunshine.

They say Aurelija Seselgyte really makes an effort to look beautiful.

They say after FE Aleksandrs Goba thinks he is an alpha male.

They say Marija Odineca has invented teleportation.

They say Insider team does not put the name of authors anymore because all articles are written by Darja Jevstafjeva.

They should make a "broken-heart" kit, just like they have ones for hangovers. At least something that lasts longer than a bottle of vodka.

The Friendzone is like dog poo; it's fun and jokes until you step in some yourself.

They say that there is no use of IT com...ever.

Eduard L (Y2) has no clue about what does morality stand for...

They say exams, reports and other deadlines are not an excuse for not taking shower!!

They say what's up with the WiFi at school?

They say Juozas is a sweet tongue.

They say SSE girls have cryptic ways of letting guys know they're interested.

The say, no Martini, no party. Where are you?

The Hockey explains his brain impairment - we thought it was just bad character.

They say, February wasn't the month of Toms haters. It was the months of people with common sense.

They say we should pay Andrei R.(Y2) for proofreading the gossips.

The say popularity changes people!

They say Darja (Y1) in 'halatic' looks hot. Red Hot Chili Peppers)

They say this summer internship season will cause Georgian financial crisis.

The Gossipist has brought some life in the gossip page.

One wonders whether the president is supposed to represent the students' best interests at SSE Riga or butter up to the faculty.

They say Cyprus is a popular vacation destination.

They say: the computer nearest the windows in the library now has a very interesting Easter egg. Pity it wasn't available during FE...

The quiz club has built up some unearned confidence.

They say Matiss (Y3) was quite right in his views on the Quiz Club. Regardless of their appeal to certain students, they are the ultimate organization in terms of annoyance.

They say Accounting.

Tadas, USE EARPHONES!

Tadas S. Y2 really knows how to find an appropriate music for every moment. Although, sometimes he shouldn't.

They say, Eduards Y2 had a really pleasant and enjoyable project for Economic Anthropology.

There are too many couples in SSER.. Yulia, Aliaksei, are you joining the club?

Dasha (Y2) has changed the top-scoring AF group on a lovely journey to the Canary Islands.

They say Quirinus Quirrell took the EU exam.

They say, whenever we hear fundamentals, some people think of fundatantals.

They say Ketlers, what's your sign?

They say Lauma is humble.

They say Dan wants to join the iFund, if someone hasn't heard yet.

Some people say that electives are like pokemon - You Gotta catch 'em all. -T

They say Banketas Season in on!

They say that Justas (Y2) should think more about his failure rate rather than showing off his "smartness" during the opposition presentations.

They say, Guntars thinks he owns the party :D

They say, short haircut looks much better on Artur Dzenis :)

They say, how come SA VP thinks he is so important?

PEOPLE AROUND US - WHO ARE THEY?

Didn't you miss the chance to find out who are the people around you at SSER? Happily, we are back to the tradition of asking amusing questions and getting to know what is happening in the beautiful minds of those around you. Lets continue getting to know each other a little bit more. Enjoy.

Questions:

1. What is the best activity for you in the spring time?
2. What is you were obsessed with?
3. The part of the body you never liked.
4. Which word would you like to cross out from English?
5. In the world of complete darkness what would you recognize from the first touch?

Corina Safaler (Y2)

1. Enjoying the sun, anywhere.
2. My passion.
3. My instep, it's quite hard to find shoes that fit my foot, but it's a dancer's mark, a requirement for ballerinas.
4. Very – English is so complex and there are so many words that can be used instead.
5. A human skull – freaking experience.

Olha Novak (Y1)

1. Travelling, no matter where.
2. Waiting for sunny weather to come; however, most of my recent obsessions are already forgotten.
3. There's no such. The human body is perfect in any aspect.
4. Very. Why not to use "exhausted" instead of "very tired" or "brilliant" instead of "very good"?
5. Due to Murphy's law, I wouldn't recognize anything dangerous.

Davis Suneps (Y3)

1. Running around Riga, each time a different route, ~9-16 km.
2. Personalizing myself in alternate universes.
3. Elbows!
4. Basically because it's so overused that I grin every time I hear it.
5. My phone; it's my only alarm clock.

Tigran Hakobyan (Exch.)

1. In Latvia – waiting for spring.
2. The desire for freedom until certain wisdom gained.
3. Feet – too big to find appropriate footwear.
4. Ok – an easy and silly word to end a conversation with.
5. I can see in the darkness... Not joking.

Augustinas Narkis (Y1)

1. Having a Saturday barbeque at my house with my best friends.
2. I used to dance Lindy Hop a lot.
3. My haircut. Damn it is a mess.
4. Nice. That's one annoying and overused word.
5. Probably a chainsaw cutting down my finger.

Julius Šimulionis (Y2)

1. Playing basketball.
2. SongPop (game on Facebook). Huge waste of time...
3. Appendix.
4. Antidisestablishmentarianism.
5. Electric fence.

Dasha Dmitrieva (Y1)

1. I enjoy usual happy things: first sunbathing, bicycle riding, walking a lot, eating ice-cream (without tea afterwards as I do in winter time) and making MAF project.
2. I'm obsessed with my dreams which should be kept in secret in order to happen.
3. I hate toes and eyebrows.
4. All unbearable English words should stay, people should suffer.
5. Raspberry cake with white chocolate from Daily.

**Exceptional career experience:
global mind-set and adventure**

Willing to become an Audit Consultant?

Your dream is to work in a Business or
Transaction Advisory?

Or maybe you are interested in a
Finance and Accounting?

Apply online for positions in Latvia,
Lithuania and Estonia
www.ey.com/Careers

