

THE STUDENT ASSOCIATION OF SSE RIGA

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Dear readers,

Spring is finally here, the Financial Economics course is over, the Macroeconomics report is done, the writing of the Bachelor thesis statement is on its finish line, and it seems life couldn't get any better. Are we right? Probably not entirely because, although some of you have already found your internships, others are hysterically sending out the last e-mails with their motivational letters and CVs to get theirs. To find some inspiration and calm yourself down, read the article from the Alumni Association and check the internship offers from Deloitte and McCann - maybe your perfect summer will be spent in one of their offices.

Also, do not forget to say "thanks" to the people that helped Y2s survive the Financial Economic'ally hard months - the Insider is introducing a new rubric where the most active members of organizations and committees will have their 15 minutes (or more) of fame. Remember those names and look for yours, too!

And in case you have been too busy during the last months, check our list of the most important world events that have happened lately. Better to know later than never.

But most importantly, relax and get the energy for the last quarter of the academic year! The end is so near, the sun is tempting to go outside (or stay in the SA room) and sunbathe, but some courses will still be asking for your attention.

Happy job hunting and enjoy spring,
The Insider



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Morten Hansen

The World's Largest Economy in the 21st Century

This post is inspired by a guest lecture we had in macro by our alumni Ieva Skrivers from Bank of Latvia.

Among many other things she spoke about the rise of China. The Insider asked me to elaborate.

In the first 18 centuries since year 0 China was the largest economy of the world. Sure, GDP as a concept was not invented until some 70 years ago but smart economists nevertheless figured this out. Then the country closed around itself, became very backwards and was overtaken and the leading economy for a long time has been the United States of America. Also in the 21st century?

Actually, China overtook USA already in 2014 but only at PPS-adjusted GDP, i.e. GDP adjusted for differences in prices. In terms of market prices, USA is still number one but not for that many years; then China will also surpass the US by that measure. 1.3

billion people versus 325 million will eventually matter.

In terms of GDP per capita USA is, however, way ahead of China and will retain this position for a long time to come.

In fact, it is not obvious that China will be the world's largest economy by the end of the century – its population is expected to decline to 'just' 1 billion while that of the USA is expected to increase to more than 450 million. If America maintains at least a 2:1 lead in GDP per capita it may be number one again before the 21st century is over. And it will be a quite young USA against a quite aged China at that time, which also speaks in favour of the US.

Other candidates? India is at the moment rather backwards, poorer than China but has still grown considerably in past decades. In 2100 it will have a population of around 1.5 billion. Perhaps it will be neither USA nor China that is number one by that time???



Christopher Rieber

On “Adulthood”

The Insider editor has given me two possible topics to write about: tips & tricks for securing a rewarding internship, or addressing the larger issue of the reputation of SSE Riga students. Of course these two topics are different facets of the same issue, which can be briefly stated as “adulthood.” Now I hold no brief for adulthood, which I find to be filled with responsibilities, health problems, and existential dread. I much prefer childhood with its endless possibilities, unlimited forgiveness, and thinking myself clever. I take it that those students who enter SSE Riga have some passing interest in becoming adults, but recent evidence suggests you aren’t learning adulthood very well, especially not this year’s Y1 students. So I’m left with a problem: how to talk to you about adulthood while not being that excited about being an adult. The internship thing seems pretty simple to me. Consider the facts: all of you have taken pretty much the same classes. You have fairly similar life experiences up to this point. So what’s left? Basically, who does the interviewer want to see around the office every day. It will help if you have a genuine interest in what the internship offers and if you can

clearly articulate why you are interested. Be polite, attentive, don’t try to be too clever. You know, adulthood. Maybe, just maybe, you might consider turning off your phone so it doesn’t make noise during your interview. In short, be the person that you’d like to hire. Remember, people expect certain competences and behavior from SSE Riga students; you are not only representing yourself but the school as well. That brings us to the second issue: establishing and maintaining your personal reputation and the reputation of SSE Riga students. I believe there is a genuine problem here, one that I have been unable to solve. University is a great time to do stupid things. Stupidity, be it alcoholic stupidity, sexual stupidity, epic rudeness, breaking things, jumping off of things, insane lapses of judgement (the list goes on...) are the spice of life, and a college career that didn’t include some of these adventures would be, in my view, genuinely impoverished. And yet... the art of adulthood consists of being sensitive about when you take the opportunity to do deliciously stupid things. Unfortunately, skills in this art are honed in the same way as any artistic skill: through practice and failure. The best you can do is limit the damage to your reputation by doing stupid

things in an environment where they have the least impact. Take-over party—do your worst! Morten’s lecture... think again.

You will protest: “But see, you’re already asking us to be adults!” Yes, I know, that’s the tragedy! You find yourselves caught betwixt and between, knowing you should be responsible, but “Dude! Wouldn’t it be so cool if we just (insert preferred stupid action here)”. What can I say? I feel your pain! In a perfect world, I could be as insulting, reckless, and boorish as I pleased and people would think I’m a rockstar. Sadly, I’m stuck in this world, where my stupidity carries consequences for my reputation, some of which may not be noticed by me for some time. The best we can do is practice “strategic stupidity.” Do stupid stuff, but try to think two moves ahead: “how could this come back to me (or the school) in the future?” You don’t have to be serious and responsible all the time, just at the right times. Believe me when I say, the stupid thing that makes you ashamed of yourself today will be the thing that makes you smile discreetly to yourself in your forties. You’re going to want a few of those memories. Just make sure today’s stupidity doesn’t mean tomorrow’s lost opportunity. Be cool, take care of each other, and always, always, ask the librarian.

Fresh From the Oven

Class of 2017



Daniela Sekisova



Dmitrii Vasiukov



Julia Kurganovich

Where have you been working after graduation?

Daniela: After graduating SSE Riga I started working at Coca-Cola Hellenic Bottling Company in a program for future leaders of the organization. My current position is management trainee in marketing. During the time I worked in the company, I was assigned to various projects. The most prominent, I believe, was organization of the conference for 250 people, which I supported from the marketing side. Regarding my co-workers, I met so many truly amazing people, who not only share their professional knowledge with me, but also have become my friends.

Dmitrii: I did not have plans to start working right after graduation. Very intense 3 years of SSE change your initial mindset of what is important, and the environment naturally pivots you to think like the crowd. I realized I need to get my mind back on the right track which is why I went to an island far away from everyone so I could plan the next 5 years of my life. After coming back to Europe I began working in Sonarworks as a project manager. Currently I am working in Sonarworks and building the company.

Julia: I have started working at Scandic Fusion, the company specialising in Business Intelligence and Data warehousing, during my last semester at SSE Riga. I always wanted a job that would combine both hard and soft skills, so consulting looked like a way to go. At the same time it was very important for me to produce an actual product, so, IT consulting field was my target when scouting for job offers. I was involved or fully responsible for a number of projects with large companies in Baltic and Nordic regions in Manufacturing, Energy, Payment cards, Pharma and Insurance industries; learnt a handful of BI technologies; started speaking Latvian :) and of course, found a team of great 30 colleagues.

Interviewer: Valeryia Kashtselian

What do you like more so far: studying or real work?

Daniela: After 3 years in SSE Riga I wanted to experience a real job, and where I ended up is the program, which involves both: learning within management trainee community, as well as real life projects. I believe it is a really good balance between both.

Dmitrii: Real life is a lot more fun. SSE sort of makes the schedule for you. When you are out you become the master of your own time. The issue is that we never appreciate what we have at the moment. While studying, I had been anticipating going out there in business and finally making real things happen.

Julia: Now I am there and, you know, I often look back to the university times with bittersweet feelings – to those times where you have no or little responsibility, could party all night and stay up later to catch up with studies next day. When working, it's all very different – you have to be up and kicking every day, especially in consulting, and one failed exam or presentation at School is nowhere near the downside of your actions and decisions at work.

Which advice can you give to Y3 students?

Daniela: Don't be afraid to take new challenges. If you survived SSE Riga, you most probably will survive anything :)

Dmitrii: First of all, do graduate this year. You might not believe in your strength right now, but you should. The last semester of my third year I had FE exam, FE project, bachelor thesis, 2 electives, and had to prepare graduation speech all at the same time. I did not think I could do it, but somehow it always works out in the end. Just do your max, it will be worth it.

Julia: I was surprised how small Riga is in terms of connections - how everyone knows each other. And what's more – everyone discusses each other to the extent that was shocking for me during my first months in Latvia (but I got assimilated very quickly :)). So, make sure that you present the better side of yourself no matter where you are. You never know which people and situations will come back to you in the future – who will make decision over inviting you to the interview, referencing as a conference speaker and so on.

What is the one thing a person should do before graduation?

Daniela: I guess the person should clearly define the desired field of future job. It will save your time from unnecessary interviews in the future.

Dmitrii: Have sex somewhere in school premises.

Julia: If you use public transport, invest in e-talon student rides :) But speaking seriously, I think it's very individual. I'd advise building connections with the course mates you haven't been close yet, as you won't be meeting often most of them after graduation.

Did SSE Riga's events or people help you in finding your job?

Daniela: I took part in DoO event every year, but unfortunately, due to specification of my desired field of job, which is marketing, there was limited amount of options provided. So, my current job I found on my own.

Dmitrii: No.

Julia: Yes, definitely! The company I work for, Scandic Fusion, is owned by 3 SSE Riga graduates and around a third of the team are also SSE Riga graduates. I found out about the opportunity during DOO at SSE Riga.

Adform Interviews

Elena Salamandîc, *Moldova*
Management Associate at Adform
SSE Riga Class of 2014

What career did you envision for yourself while still studying at SSE Riga? Has it come true?

I was not particularly attached to any field, so I kept my options open. In my third year at SSE Riga I took an unusual combination of specializations – finance and marketing, but quickly realized that while it is definitely useful to know basic finance to get your way around daily life, I could not imagine myself working in that field. I was, however, tilting towards strategic marketing, market research and global management practices, so I applied for a master's degree to deepen my knowledge in these fields. It so happened that in my first year doing a marketing Masters at SSE, I applied for the CEMS Masters in International Management, and the combination of these laid a good foundation for deciding on a career path.

What do you think are the three most important skills to have to survive in the job in the tech industry?

Be proactive – Your first couple of months in a job are for you to learn what your company does and to build your network within the company. By being proactive you are open for new information and for opportunities to make yourself visible.

Be reliable – Being reliable makes a good reputation, and that, in turn, brings more opportunities to work with people across the organization on various interesting projects.

Have a "can do" attitude – It goes without saying- you are hired to solve a problem, so just do it! Even if you know nothing about it at the beginning. Admitting ignorance is a good point to start, but only if you work your way towards a solution.



Why did you decide to work in the tech (ad tech) industry? Why Adform?

I wanted to try my hand at working in the tech industry, as it was something unknown to me and quite appealing. I started looking for a way in without having an engineering background, and the Yellow Belt program seemed like the perfect fit for me. The flat structure and international atmosphere at Adform were also among the deciding factors, especially for me as an expat living in Lithuania.

What opportunities does the company offer to students?

We have internships in various departments, such as finance, accounting, HR, marketing, project management, IT, etc. If you're looking to kick start your career in the tech industry, Yellow belt program is the way to go, as you tap into various areas of focus and find where

your skills and interests fit the most.

How did your Yellow Belt journey and career in Adform evolve?

Currently I am working as a management associate (Yellow belt) in the marketing team and have my hands on a broad range of projects related to website tracking and analytics, event management, partner marketing and campaign management. The finance background helps me organize the budget for our global marketing activities.

How did the Yellow Belt program help you develop new skills and think out of the box?

There was really no other way, to be honest. I knew little about the industry and the company itself, and during my first week I was briefed into projects that I had zero previous experience working with. I was,

and still am, almost constantly out of my comfort zone. My strategy is to keep an open mind and learn on the go. Eventually I gained more knowledge, and that gave me confidence, which reflected in the way I manage my tasks, handle new projects, communicate with our partners, etc.

What does your typical day at work look like?

I was promised during my hiring process that no two days would look the same. One day I'm setting up a banner campaign for an event in London, next day I'm working with the Salesforce team to optimize lead tracking. That's what makes it so fun.

What has been the highlight of your career at Adform so far?

The highlight of my time at Adform so far has been organizing Adform's participation at Online Marketing Rockstars Festival – the largest marketing event in Europe with over 40,000 attendees and top world speakers, such as the founder of "Wait but why" blog Tim Urban and fitness star Kayla Itsines. I flew to Hamburg for three days to ensure Adform's social media presence, as well as to support our sales team and our speakers.

Another highlight I am quite proud about was setting up a process to promote our platform partners both internally and externally, which was my first project at Adform.

How do you see your career developing in the next 5 years? Would you still be working at Adform?

I consider my role at Adform as my first "serious job". Therefore, my focus is to learn as much as possible about the company and our products, the industry, and the management practices. The great thing about Adform is that if some area sparks your interest, you can certainly find or otherwise initiate a project to work in that area. I don't expect to get bored anytime soon.



Vytautas Jakštys, Lithuania
Technical Product Director at Adform
SSE Riga Class of 2012

Is your career in any way different from what you have while still studying at SSE Riga?

In all honesty, I did not think about my career when studying at SSER. I wanted "a" career and preferably not in accounting, but that's about it. I was busy enjoying SSE Riga (study hard, party harder, right?), studying what's interesting and (sometimes)

Could you explain what the ad tech industry is?

From commercial side, ad tech is about showing the right message to the right person, at the right time. You could have noticed that quite easily – if you look for a new phone and open some unrelated site, sometimes, the phone is shown. The ad "follows" you around because the phone seller thinks you are worth paying money for. Sure, there's room for improvement, but the industry is moving extremely fast. If looking at it the other way around, from ad tech players - the

Ad tech is about showing the right message to the right person, at the right time.

passing what's not so interesting. One day, another graduate asked if I want to join Adform and become a yellow belt, learn about ad tech, do cool projects, etc. Sure, I said. A couple of interviews later, I was in. I'm still here, 4+ years later. So far so good.

ad you see depends on the price you're worth. If you've visited 2 different phone sellers and a shoe shop, and all of them do online advertising, you might be quite expensive – each shop wants to buy you and will pay extra to show the right advertisement to you. The most fun part to me, though, is how it works behind the curtains.

After you visit the phones site and navigate to some unrelated site, the site sends a request out to the world – User A has visited my site, how much are you willing to pay? Everyone interested sends their price back, and the most expensive buyer is chosen, and its ad shown. This happens multiple times you visit a website, for everyone. Within Adform, we deal with around 2 million requests per second, globally. And we are not the biggest player (yet).

What are the main trends in the industry?

A) Privacy: With the millions of requests, each containing tiny bits of information about the user,

are always things you don't know. Curiosity helps figure these things out. If not, openness helps you to ask for help, or help others. There are always too many things to do, and by getting your hands dirty you will make things run faster, which drives results, and that's what every job is about.

Why did you decide to work in the ad tech industry? Why Adform?

Sounded like something I knew nothing about. Once out the SSER door, I increasingly wanted a challenge. I knew nothing about Ad Tech, I knew very little about tech, looked like Adform was looking for a person to work close to technolo-

How did the YellowBelt program help you develop new skills and think out of the box?

I was kind of forced to. Day 1 (or 2..), during my first meeting, I wrote down 100+ words and acronyms I did not understand. SSP, DSP, DMP, AG, header bidding, just to name a few. Because I had to solve problems related to ad tech, I had to learn fast AND think of alternatives, because I just didn't know enough.

What does your typical day at work look like?

It's cliché, but there are no 2 typical days, at least recently. General Data Protection Regulation, a new law about user privacy, is coming into effect on May 25th, and there are too many unknowns regarding this law and how can we implement it.

What has been the highlight of your career at Adform so far?

A few key moments: Working with engineering to allow Adform retarget across devices while keeping the privacy intact. We were first in the world to run that.

Combining engineering and data science methods to come up with user profiling solution that's both good enough from business side and strong enough technically. Required few months of brainstorming every morning, and we still came back to a relatively simple option.

These small regular "eureka" moments when I figure out another interesting thing we can do, and then see it happen.

How do you see your career developing in the next 5 years? Would you still be working at Adform?

I don't see why not another 5 years. It's only getting more interesting. The technology, new inventions and coming global trends (IOT, real-time ads on billboards, mobile beacons, VR, AR- you name it - it will all have some sort of advertising), the new laws make the market more and more interesting and challenging, and that makes me want to stay here for long.

There are always things you don't know. Curiosity helps figure these things out. If not, openness helps you to ask for help, or help others.

the industry is working hard to prevent misuse of information and give back the control to users. Few reasons why this became extremely important: new laws (GDPR in Europe) and new news trends (Cambridge Analytica, Fake News, Botnets, etc.)

B) Automation: With the millions of requests, site visits and all the other information available, there's just too much data not to automate insights and performance on it.

C) Consolidation: Market consolidation has been picking up recently, due to publishers, agencies, and advertisers getting a deeper understanding of the way systems work, and new laws that increase entrance costs. Smaller companies are either closing or being acquired all over the world.

What do you think are the three most important skills to have to survive in the tech industry?

Curiosity, openness, and willingness to get your hands dirty. There

gy but have an understanding about business. So, I joined.

What opportunities does the company offer to students?

I joined a Yellow Belt program a year after working in another company. I did not learn anything about ad tech before joining. The program is still available - would recommend it to SSER graduates interested in technology and advertising.

How did your Yellow belt journey and career in Adform evolve?

I started off doing anything I could get my hands on – any projects, assignments, anything at least somewhat interesting. In a (short) time, projects grew bigger, I started owning user identification related products, moved into a product owner position. Now, as a Product Director, I'm responsible for the User Identification idea - one of the core components of personalized advertising.

World Events

No doubt it has been a tough time at school for everyone, especially Year 2's since the last Insider came out. That is why we, the Insider team, thought that it would be a good idea to update you on what has happened in the world since the last edition of the school's newspaper came out. What better way to do that than to write our all beloved summary.

On March 2nd, Donald Trump, President of the United States, tweeted a statement on Twitter that blew up the media. "Trade wars are good, and easy to win", said Donald Trump. Allegedly, because the USA is assumed to be facing tremendous losses in the trading processes with almost every business partner they have, Trump has decided that reciprocal taxes are needed to be implemented. The President wants to impose a 25 percent tariff on steel imports and a 10 percent tariff on aluminum. This idea is viewed with caution by investors and unsupported by Trump's advisors, as it could cause the US' biggest trade partners like China and the European Union to retaliate using the same methods. But the President is determined to move this idea forward even knowing that it caused immediate decrease in the stock market.

The world has been in an uproar over the latest scandal surrounding Facebook. To catch a glimpse of what

is happening, we have to travel back in time to 2014, when a researcher of the University of Cambridge used a Facebook app-quiz, to abuse a loophole in a Facebook API and harvest the data of approximately 50 million Facebook users. In 2015, Facebook realised that the data has been misused and asked for the data to be deleted. As a fact, the data had not been deleted. Fast forward to 2016, when the data that was bought by a consulting company Cambridge Analytica, which was then used by the firm to help target political messages within the presidential campaign of Donald Trump. In the light of the scandal, #DeleteFacebook has gained popularity and the market value of Facebook as of the end of March has declined by 80 billion dollars.

One of the most memorable events in the world was a student-led demonstration called March for Our Lives, which took place on March 24 in Washington D.C., USA, with more than 800 similar events happening across the globe. The initial idea of this demonstration was to protest for stricter gun laws and a tighter gun control system since there have been many school shootings and shootings in other public places in the United States over the past years. This event also was greatly supported by many celebrities like Amal and George Clooney, and Oprah Winfrey, who donated money to the March For Our Lives Action Fund to support the research of the gun violence epidemic and restriction of access to assault weaponry.



Alumni Talk

What do potential employers expect from SSER graduates

and how to get the perfect internship?

While all of us are looking for our summer internship, some of us also plan to turn the summer internship into a permanent job. To better understand what the companies expect from SSER graduates who start working with them, SSE Riga Alumni Association has created a comprehensive employer survey of SSE graduates, with such companies as SEB Bank, McCann Riga, Rimi Baltic, Swedbank, Deloitte, and many more, where on average 14 SSER graduates are working. These graduates have shared their opinions about SSE graduates and their skillset.

So, the question is, how do they perceive us and how do we measure among graduates of other schools? And how can you get your preferred internship position?

In the interview with The Insider, the board of Alumni Association revealed that due to our high workload, it is no surprise that most employers perceive SSE Riga graduates as hard-working, goal-oriented, and stress-resistant employees. SSE Riga graduates also have a huge sense of responsibility, excellent presentation skills, critical and analytical thinking, knowledge in various fields, and high-quality standards towards work.

Unfortunately, SSER graduates also tend to have too high ambitions and self-esteem, high requirements and expectations from the employer that make the graduates seem arrogant towards the employer. They sometimes don't listen to others' opinions and like the idea of gaining "easy money and fast results".



Does that seem relatable? The verdict is that when we graduate, our skill set is quite good, but that does not make us superior over everybody else - that is the one thing you should definitely remember the next time you go to a work interview.

On the other hand, some of the graduates lack the confidence and leadership skills, therefore, the Alumni Association encourages everyone to take part in some extracurricular activities to learn to express the opinion and take the lead of bigger groups of people. After all, these are

Editor: Marta Metuzāle

the skills that the employers are looking for among good financial knowledge. They are also looking for good collaboration skills and relationship building skills, so do not worry if you are not elected as the new chief of your favourite or-

ates from other universities, our graduates have a higher level of knowledge and professional attitude towards work, they have better English skills, understanding of business operations, openness to challenges, and proactive attitude.

employers are satisfied with our graduates, they seem to be lacking soft skills, e.g., creativity and analytical thinking, which are two very important qualities of the potential employees. While we are still studying in SSE Riga, we could use some improvement in our ability to handle pressure, active learning, self-awareness, and, written communication skills (yes, that means spending more time on writing the Ethics essays!). Personal presentation and ethical behaviour are also two fields that would require some improvements.

But taking into account that some of us are still looking for the perfect internships instead of full-time jobs, the Alumni Association shared some tips and tricks to get the craved position.

Firstly, you have to understand what you are interested in, in what field would you like to spend your summer. If you can't decide between many options and ideas, don't hesitate to ask your mentor or academic advisor for advice. They have also been in our positions, they know how it is to not know what to do, and they can help.

Secondly, all SSE Riga graduates are like "second cousins" - they will help you to find internship and lead you to your perfect place. Don't be afraid to contact them on LinkedIn or anywhere else if you see that some graduates are working at your preferred company because they might be able to get you the internship.

Thirdly, you can approach Edīte Pauna (Student Affairs & International co-ordinator) to find out more about available internship positions or Dana Koniševska (Alumni Coordinator) to find alumni working in your preferred field. They are often looking for interns, and Dana can help you contact them.



ganisation - taking part in those activities will help you improve your "people" skills, and you will become more approachable and a more appealing person to talk to.

In comparison with the gradu-

Moreover, they are considered flexible and can work independently.

So, is there something else an employer could be looking for? Apparently, yes - although our results in the survey are quite good and the



Tālis Putniņš, Financial Economics Lecturer



That girl with the amazing seminar notes...

Iryna Khomyak is most probably one of the most active students of SSE Riga – countless number of organizations she has been part of, studying at the University of Kentucky as an exchange student, interesting hobbies, position of a TA in many courses and great communication skills. Does she have superpowers? Or a special talent? Iryna agreed to share her story and give some advice to the students of SSE Riga.

Can you tell about your experience as an exchange student at the University of Kentucky (UK)? What are the main differences between SSE Riga and the university you went to?

University of Kentucky is definitely a much bigger university. There are around 30,000 students there, and the community feels a little bit different. Here, in SSE Riga, we have a very close community, but at University of Kentucky I cannot say that I knew everyone, and I did not feel like the business school building was a small home for me. Nevertheless, I really liked the people there. Americans are always ready to help you with anything and are much more accepting, because there are so many different people of different nationalities coming from different backgrounds. Also, the culture in the US is quite different, because Americans do not limit themselves and have a very different view on the world. What was also different is that in the US they had many different events which we do not have here, which was one of the greatest things I had to experience, for example, American football, basketball, hockey, all played at professional level by college teams. University of Kentucky had this spirit of sports and cheerleading, which I really enjoyed. I truly had an opportunity to feel what it is like to study at an American university.

Now you are a TA in many courses, for example, in Macroeconomics and Financial Economics. How did you achieve this?

Overall, I have been a TA in 5 subjects: for first year students it has been Statistics, Management Accounting and Finance, Macroeconomics; for second year students it has been Econometrics and Financial Economics. I would not say that I studied really hard, I would say that it is more about time management: you need to know how much time it takes for you to do a certain task. I mean, we do all procrastinate, it is a common problem. You also need to know when you are the most productive and should not leave everything until the very last moment. But it is also very important to take breaks from studies in order to be efficient.

What is the biggest challenge you needed to face? And how did you overcome it?

Soft courses, for sure. Those are very difficult to deal with. I do not remember them much, and I cannot really say how I overcame this challenge: I did my best and just prayed for a good grade.

And what is your biggest achievement?

I think that my biggest achievement in SSE Riga is definitely improving my communication skills. When I came to SSE Riga I was not very communicative, I was more of a closed person, but looking back at it I see that I changed a lot and now there are many people I communicate with. I was more of an introvert rather than an extrovert, but now I would say it is the other way around. The reason for this is most probably stepping out of my comfort zone: I went to a different country, to a different place without anyone close around me. And also,

the way SSE Riga “works” – you constantly have to work in random teams and adapt to different situations.

You have also participated a lot in different organizations in SSE Riga. In your opinion, why should people participate in them?

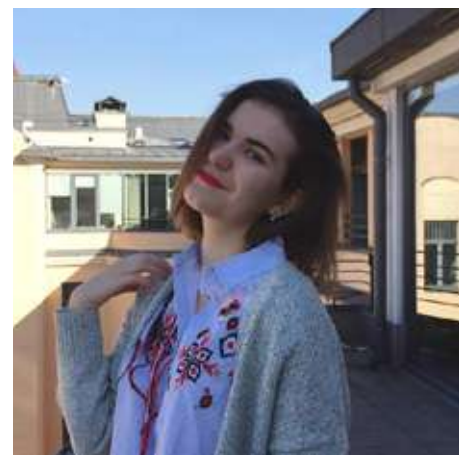
Yes, that is true, I was part of many organizations. I think it is a great way to relax from studies and change your activity, so that you do not constantly solve financial problems, but, for example, do some promotion for the Investment Fund. It is also that you communicate with people. Because I was in so many organizations, I was always updated about everything that was happening around.

What are your plans for the future?

I have recently been accepted to a Master's degree in Finance at the Stockholm School of Economics. Hopefully, I will be going to Stockholm the next academic year, and afterwards we'll see what happens.

Can you give some advice to the students of SSE Riga from your experience here?

I would suggest other students to try even more things while they have a chance, because SSE Riga is the great place to experiment! Try as much as you can and be open to new opportunities – especially when you think you will not like something, you have to try it first or you just might regret afterwards!



Interviewer: Jelizaveta Lebedeva

Deloitte Central Europe Survey: First Steps into the Labour Market

Deloitte Central Europe bi-annual report considers region's future business leaders – the ambitious and hard-working young people who are or were studying at Central Europe's best universities and are making their first steps towards their dream jobs. Total number of participants, aged 18 to 30, was 5,711 people.

The Tendencies in the Baltics

Latvians want to be highly educated, not wishing to stop at the bachelor's level with 37 percent wanting to get an MBA, 26 percent thinking about post-graduate studies and around 17 percent considering a PhD in their field of expertise, which is, typically, law, business or economics. Regarding their working expectations, 57 percent want to occupy managerial positions in business or to become senior managers.

Lithuanian respondents were keen to become leaders. More than three

quarters think their friends would describe them as good leaders. They also believe that a true leader must be charismatic and a strategic thinker. It is worth noticing that males (71 per cent) are more likely to value their leadership skills as very high, than females (64 per cent).

In the eyes of Estonians, an ideal leader is primarily a person that thinks strategically and is capable of developing innovative ideas in a democratically managed environment. They also believe that a lead-

er's priorities should be to ensure the long-term future of the organization, to enable employees' professional growth and development and to support their well-being.

The most significant criteria that Baltic respondents take into account when choosing a job, are - the opportunity to acquire and develop new skills, an attractive salary, opportunities to advance and a good working atmosphere. Latvians, Lithuanians and Estonians may be different in their TOP 1, but it will be definitely the one from the list above.

Deloitte.

Just **13%** of respondents have **entrepreneurial ambitions**, contrasting with **62%** intending to work for an employer.

Both groups are **confident** in their own capabilities – but the mix of the most **highly rated competencies** differs quite widely.

First Steps into the Labour Market 2018

Central European survey of students and graduates



The Economics of Space Exploration

Author: Daria Orz

Why explore?

Asked why he kept trying to climb Everest, English mountaineer George Mallory famously replied: "Because it was there." Exploration is intrinsic to our nature. Humanity has an innate spirit of adventure, which, over many thousands of years, has given our civilisation some of its greatest triumphs, conflicts, and evolutionary leaps. These leaps have mainly resulted from crossing frontiers and learning more about our place in 'the grander scheme of things'. Space has, throughout history, been regarded as the greatest of these frontiers, representing a rite of passage for civilisation outside planet Earth, its safe-harbour, and regarded by many space advocates as an essential step in ensuring our race continues.

The economic role and significance of space exploration in our civilisation's future may not be immediately evident. However, while we may be a long way off from space tourism, there are economic benefits to be reaped from this activity today. Through space exploration, humans have been able to develop important new technologies and find resources and minerals which are scarce here on Earth, all of which has ultimately resulted in advancing the global economy.

The value of public sector human space exploration is usually perceived as worth the cost when exploration outcomes address one or more issues the nation is facing in a particular era. For instance, in the 20th century, the Soviet Union's launch of Sputnik required a bold technological response from the U.S. As a result, the Apollo mission successfully placed a man on the moon, thus winning the first space race. The resulting foreign policy boost and power consolidation for the U.S. more than justified the cost for the Cold War generation. Moreover, manned exploration of that era also created unforeseen economic consequences and benefits, such as the advent of miniaturization which led to the computers and cell phones we use today.

Photo: The Falcon Heavy rocket on the Cape Canaveral launchpad, 06-02-2018.
Credit: SpaceX

What about the numbers?

According to G. Scott Hubbard, professor of Aeronautics and Astronautics at Stanford University and former director of the NASA Ames Research Center, for every dollar the U.S. Government spends on its space program, it receives about \$8 of economic benefit. Currently, all of America's human space flight programs cost around \$10 billion a year. That's pennies per person per day. For reference, in 2014, according to the USDA, Americans spent more than \$176 billion on alcohol. Moreover, with the advent of private sector companies such as SpaceX and Orbital ATK, which are investing in the research and development of space transportation technologies with the goal of cutting down launch costs, space exploration is becoming more accessible and cost-efficient. For instance, SpaceX's Falcon Heavy, a partially reusable super-heavy-lift rocket and, currently, the highest capacity rocket available on the market, costs only \$90

million to launch. Compare that to the \$1.16 billion cost of launching Saturn V, a rocket twice as powerful used in the Apollo program for human exploration of the Moon, and you get a pretty clear picture of where space travel costs are headed.

However, money alone is not the best way to gauge the worthiness of the cost of space exploration. Asking if space exploration is worth the effort is like questioning the value of Columbus's voyages to the New World in the late 1490s. The promise at the time was obvious to some, but not to others. Exploration of space is the only means which can provide humanity with an answer to some of its most fundamental questions: Are we alone? Are there other forms of life besides those on Earth? Regardless of the answers, humans will keep exploring space in the future. The challenge is making sure that they accomplish meaningful exploration.



A Series Of Fortunate Events

Author: Oskars Aivars Simpsons Moore

Tom had one week. 7 days left to make sure he won't fail. Tonight Tom is going to do a test study session, just prove to himself he can change his ways. No more distractions, just strait productivity.

Later that night, while on his four-and-a-half-hour facebook-surfing streak, Tom noticed an interesting ad – "Spiritual holiday in Tibet – NOW ONLY 99.99"

Tom rethought his life for a moment. A retreat to Tibet might be good for him. He could get some fresh air, clear out his mind, just get away for a few days, that sort of thing, and come back just in time to prepare for his exam! Besides, he still had some savings from his dealings with cryptocurrencies.

Tom booked the closest flight - at noon the next day. After confirming his purchase and checking in, he brushed his teeth and went to bed.

For a while he just laid there - eyes closed, but still conscious, drifting in the flow of various thoughts. For some reason he couldn't stop thinking about another ad on facebook. He remembered that it was another recommended post. It was about the biology of tube worms. They were a type of deep-sea worm covered by a tube-like shell that lodges one end of itself in the ocean bed and gathers nutrients with other. Supposedly, they live next to geysers that emit toxic sulphurous gases and have adapted to the environment by using the gas as a source of energy. Tom thought it a really interesting survival trait. Just before he fell asleep he thought about what it would be like to be a tubeworm, turning poisonous gas into energy.



The next morning Tom made it to the airport and got on the plane on time, but barely, since he woke up to three different emails asking for edurio evaluations and Tom liked to take his time on feedback. When he got on the plane, the moment Tom sat down and buckled himself in, he fell asleep. He dreamt of being somewhere dark and cold, surrounded by clouds. Even though there was no air, he didn't feel like he couldn't breath. He could feel the clouds passing through his lungs, but he felt invigorated, he could survive in the clouds.

He woke up from the flight attendant informing everyone they had landed in the capital of Tibet – Lhasa. Upon landing and finding a monk holding a piece of cardboard with his name on it, it turned out that this religious holiday was organised by a little comune just north of Xinduqiao, from the little monastery of

Dangud. These were the monks of Pās, a little branch religion of Mahayana - one of the main branches of Tibetan buddhism, who resided in their holy sanctuary, praying to someone they call Tenzin (meaning "Holder of the teachings"). At first Tom didn't understand what these terms ment, but he became quite accustomed with them later. After a long day of being slowly led around the monastery a monk named Lobsang offered to teach Tom the way of Pās.

While eating supper, Tom thought about the offer. He was on holiday. He still had three whole days until his flight back home. It seemed this monk was offering him a new way of life. This choice should be made very carefully. He might change over course of the monk's teachings. Did this mean he might be missing his chance to get a taste of tibetan rice beer? It would be a shame, but beer can wait until after he gets back and passes the exam. "There's probably nothing to lose", thought Tom.

The next morning Tom sat at the long wooden breakfast table, managing to eat porridge while still being unconscious. Two hours of meditation after being woken up with a bucket of water strait from a mountain stream at 7am still didn't help the fact that when Tom visited Lobsang in his chambers and told him he is willing to learn the way of Pās, the monk himself brought out enough bottles of Chhaang to knock out a herd of wild tibetan asses for half a week. Glancing to the left, Tom saw that Lobsang didn't seem to be feeling it at all and was smiling his toothless grin while sipping fresh yak milk.

After breakfast, Lobsang and Tom got to work. The teachings of Pās all had something to do with sitting and writing and complaining about it. Lobsang gave him sacred texts to copy, strange symbols to draw again and again, but Tom complained every time. Tom also had to work with numbers, compiling and computing strange cosmic equations of a deeper, transcendental meaning Tom could not completely fathom until he had spent two days writing and writing the tasks until he could solve them perfectly.

After the completion of each set of tasks, Lobsang would praise Tom for the ferocity of his complaints and instruct Tom to chop firewood or wash clothes in the stream or water the herb garden. While Tom would work, hoe or chop he could hear other monks around him voicing loud complaints about all their duties,

though nothing Tom could understand, as it was all in Tibetan.

All together, it was hard work, but Tom motivated himself with the idea of becoming like the Tubeworms from that facebook post, using his environment as a source of energy. With time, each chore became a moment of rest for the mind, but each writing session – a moment of respite for his body. Tom spent the time in between complaining to Lobsang and other monks, who answered with the same, even Tom couldn't understand what they were actually saying. It was odd, but it worked. Now, everytime Tom would start a new page, he would let out a ceremonial "Aaargh" and make a face of disgust. With each passing hour Tom felt more invigorated - he could get to work without difficulty, because he knew he could complain about it later to the other monks.

Two days went by. On the third and final day the monks threw a farewell ceremony shindig. Most of the final day was spent on preparations for the evening – making decorations, preparing food, rolling out barrels and cleaning mugs. Tom felt happy to have come this far – he now felt he could achieve anything, all he had to do was sit down, write and constantly complain. But he did also feel a bit sad that this was his last evening. He was going to miss the calm of chopping wood or gathering herbs to sounds of grumbling elderly men.

The evening started slow, but rapidly sped up after the first toasts of Chaang. In fact, the last thing Tom could remember was filling his glass and saying he could Pās anything.

The next morning Tom left early to catch his flight. Surprisingly, he felt fine and so did his head. After having breakfast, he walked to courtyard in front of the gates to the monastery. All the monks had gathered to wish him goodbye. With tears in his eyes Tom bid his farewells to everyone. After one last complaint about the hot weather and a nod from the monks, he started his journey home.

Just a few hours later Tom was already back at his desk with only a few days left until his exam.

Using the methods of Pās, Tom sat and studied without difficulty, learning everything perfectly, for some strange reason, the weird symbols, equations and drawings he learned in Tibet seemed to correspond with the topics of the exam.

A few weeks after the exam, Tom received his results. He had achieved a pass with merit. This was incredible! Tom would never have imagined he would actually make it through the exam, let alone, with merit!

Tom's life really has changed. Odd how just a few well placed facebook ads can influence someone, well, it may be odd, but it works. The global Pass With Merit association certainly is gaining quite a profit from all the new members...

How Do You Know It's Spring?

- People start calling it summer.
- Oil futures are going down.
- Cats are spicing up their intimate life.
- There is sunlight.
- The day is longer now .
- The sun wakes up earlier than we do before FE lecture .
- Photos on Instagram became brighter.
- My smile became wider .
- FE is almost finished.
- Little urĵiki or "Centra bērni" are coming out of their caves.
- When there's enough space for everyone's outerwear in the SSE garderobe.
- It's -3° in Latvia.
- I got a google reminder.
- First sunsets after a while.
- I realized that the spring has come when it became impossible to sit in the library in the second half of the day because of blinding heating sun.
- As soon as sunlight tries to enter the library, it is deliberately blocked by a very loud automatic curtain.
- Every morning there are groups of tourists in front of SSE Riga.
- FE has hopefully ended. Not sure about that yet, though.
- It's -10 degrees outside.
- Valters is sunbathing in the SA.
- Guys start showing off their results from winter workouts.
- When gossips get juicier.

Associates of the Month



Ēriks Lapiņš



Iuliana Tornea



Gabriela Uncu



Nika Sardaryan



Jekaterina Ščemeļeva



Nikita Cikaļuks



Viktors Zubarevičs



Valērija Verdiņa



Enija Elizabete Gulbe



Genādijs Smirnovs



Arsenijs Sergejevs

Let Us Predict Your Future, Latvian-Style

As you may or may not know, Latvians are big on all things nature. That includes Latvian proverbs, some of which are prophecies as well. As spring is (hopefully) approaching, Latvians are getting excited to see what kind of butterfly they will encounter first – its color will determine the summer they will have. So, in this issue of the Insider, answer these (seemingly) random questions and we'll give you a butterfly that will predict your future.

Pick a breakfast food:



Cereal (1 point)



Egg (2 points)



Vegetables (3 points)



Pancakes (4 points)

Choose a summer activity:



Exploring (1 point)



Sleep all day (3 points)



Sunbathing (4 points)



Internship (2 points)

Pick a pet you wish you had:



Cat (3 points)



Dog (2 points)



Parrot (4 points)



Pony (1 point)

Pick a Friends character:



Joey (4 points)



Monica (2 points)



Phoebe (1 point)



Ross (3 points)

Pick a movie genre:

COMEDY
(1 point)

HORROR
(2 points)

DRAMA
(3 points)

ACTION
(4 points)

Pick the word that describes you best:

FUN
(1 point)

SHY
(2 points)

INTELLIGENT
(3 points)

PASSIONATE
(4 points)

Sum up your points and turn the page to see the results.

Results



A colourful butterfly (6-10 points)

A colourful butterfly means fun and adventures. So, pack a bag and plan some trips with friends! Here's a tip: explore your home country! Odds are, you have not seen all of the wonderful places there and have been missing the scenes a little extra while you were busy with school.



A blue butterfly (11-15 points)

Only an incredibly lucky person can see a blue butterfly in Latvia (that is not in a museum or a zoo...). Blue butterflies bring... cold weather. Let's be honest, it wouldn't be much different from regular Latvian summer. Take this chance to catch up on books, tv shows and hobbies you haven't had time to dedicate yourself to during the year.



A white butterfly (16-20 points)

A white butterfly in Latvian folklore symbolises all things nice. So, your summer is looking nice! It might seem a bit boring, but, hey, after a year like that, you definitely deserve a summer of chill! Hanging out with friends, talking into the wee hours of the morning and sleeping in afterwards is what summers are made for.



A yellow butterfly (21-24 points)

A yellow butterfly means warmth, meaning, your summer will be filled with sunny days! Spend your days at the beach, do whatever you need to do outside, get some vitamin D for the long winter months (In case of Latvia, it might mean a trip abroad, because when is Latvia ever warm and sunny)

Author: Linda Kamola

Deloitte



McCANN



ALICE IN WONDERLAND
TAKEOVER
PARTY

APRIL 20, 21:00



University Life



What Is Marketing? This Guy Just Explained It Absolutely Perfectly.

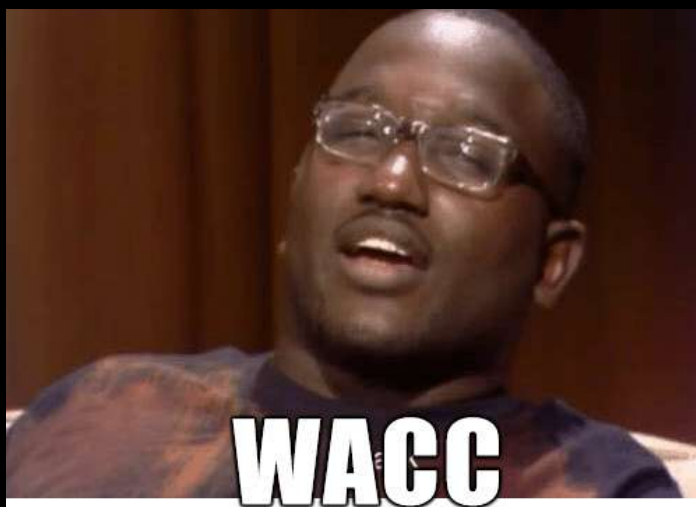
1. You see a gorgeous girl at a party. You go up to her and say: 'I am very rich. Marry me!' - That's Direct Marketing'
2. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: 'He's very rich. 'Marry him.' -That's Advertising'
3. You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: 'Hi,I'm very rich. 'Marry me -That's Telemarketing'
4. You're at a party and see a gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car)for her, pick up her bag after she drops it, offer her ride and then say:'By the way, I'm rich. Will you 'Marry Me?' - That's Public Relations'
5. You're at a party and see gorgeous girl. She walks up to you and says:'You are very rich! 'Can you marry Me?' - That's Brand Recognition'
6. You see a gorgeous girl at a party. You go up to her and say: 'I am very rich. Marry me!'She gives you a nice hard slap on your face. - 'That's Customer Feedback '
7. You see a gorgeous girl at a party. You go up to her and say: 'I am very rich. Marry me!' And she introduces you to her husband. - 'That's demand and supply gap'
8. You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: 'I'm rich. Will you marry me?' and she goes with him- 'That's competition eating into your market share'
9. You see a gorgeous girl at a party. You go up to her and before you say: 'I'm rich, Marry me!' your wife arrives. - ' That's restriction for entering new markets'



**NO SUCH THING AS
FREE LUNCH, HUH?**



**LIKE FATHER
LIKE SON**



They say that...

...D & D & G (Y2) are celebrating 100 years of independence by recreating the Baltic Way.

...Tallis is hot! But his pants are not...

...Make gossip page great again

...Some say that A and L (Y1) have a crush on one of our school's Frenchman.

...Sviatlana (Y1) went dirty with one of the SA board during their teambuilding

...Klinta`s new boyfriend looks like a sun

...Big fail rate and weak overall performance on ME... dear SA, who is the best TA?

...They say that some Y2 guys can't find a couple. Girls, where are you?

...they say that after the little incident at Macro, S (Y1) changed her hair and eyebrow colour so that she could return to Morten's lectures

...How to be TA of the Financial Economics? Copy everything from the last year and don't put any effort in trying to explain things for Y2's - H.

...Many guys during FE that there is such a thing as shower

...Seems like the dorms community started working on that summer body already

...Guys don't attend Zumba because they are too unfit

...FE TAs of this year are just great: Pretend to be sick, because you are too lazy to lead the seminar. O.

...Malika still thinks she is a 3-year-old child.

..."Brothers and sisters, do not slander one another." James 4:11

...During the CAPM Q&A we discovered that Kriss is not satisfied with the size. Now give the floor of imagination to the little Freud inside you...

...Dear Edyk! When you raise you hand during the lecture, everybody already know that "Ye u wonted tu ask"

...There are two things that Y2 love about Easter- no more FE and no more Malika's comments

...Latvian and Lithuanian team-ups went to the next level during FE

...Where's the president?

...Buscom18' needs to slow down or its too much of stress for Kriss

...Akaki needs to look around and get a girlfriend

...One of the FE TA's thought it would be a great idea to comment on everyones exams with her BFF from Y2. Not cool ladies!

Your sweetest compliments...

...Dear SA 18, you are great! Thank you for all your support during the FE. You deserve all the sweetest compliments, just like those brownies! <3

...This year's SA is THE BEST! Year 2 appreciates you guys a lot.

...Alice, you are devilishly smart ;)

...Anastasia K(Y1), you are so cute, let's go out?

...you look nice

...Dana's K. legs make your jaw drop

...D, if you insure your badonkadonk it will have a value larger than Kim Kardashian`s one

...Diana, your smile is brighter than the angel`s one

...Bus.Com. you are really hard- working. Y2 really appreciated you affords and support during FE!! Thanks a lot))

...Hey, T (Y1)! You're like a dictionary... you add meaning to my life.

...Julia Y. has a very round and nice butt shape

...The only thing that beats Spring's sunshine is Sviata's smile (Y1)

...A.T. is a charming man

...Iryna looked so good in her T-shirt during the Valentines Party

...Malika is the sunshine of FE

...Iulia (Y2) has the cutest pair of blue eyes.

...The Insider team is so sweet and cool that they will make sure to include this juicy gossip in the insider, and have justice served.



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