

## Annual Scientific Baltic Business Management Conference 2019

# FORESEEING CHALLENGES AND OPPORTUNITIES FOR ORGANIZATIONS AT THE MACRO AND MICRO LEVEL

21-23 February 2019

(Doctoral Pre-Conference on 20 February)

Architecture and Media Centre H2O 6, Durbes Str. 4, Riga, Latvia

## PRELIMINARY PROGRAMME

### CONFERENCE KEYNOTE SPEAKERS



#### Prof. Jeffrey Sommers

*Prof. Sommers is a two-time Fulbright Scholar and a Professor of Economics and Senior Fellow at the University of Wisconsin-Milwaukee's Institute of World Affairs who is also a consultant for the US State Department and different governments on economics, world affairs, and political science. His illustrious "Contradictions of Austerity: The Socio-Economic Costs of the Neoliberal Baltic Mode" is just one example of his prolific work on the state of democracy in Latvia, projected with almost prophetic precision.*



#### Dr. Juha Kaskinen

*Dr. Kaskinen is the Director of the Finland Futures Research Centre at the University of Turku. His main interest over the years has been futures studies, regional foresight and development, environmental questions and sustainable development and expertise. He has conducted and participated in dozens of futures projects over the last 20 years. He is an active teacher and gives several local and international presentations every year.*



#### Prof. Irina Sennikova

*Prof. Sennikova is the Rector of RISEBA. Apart from her administrative responsibilities, she teaches courses on management, leadership and organizational behaviour. She is also a visiting lecturer at the Baltic Defence College (Estonia). Prof. Sennikova is a member of the Latvian State Scientific Qualification Committee. She has been a founding member of the International Entrepreneurship Forum (IEF) and is a Senior Enterprise Fellow at the University of Essex School of Entrepreneurship and Business, UK. She is a Chair of the EQUAL Board and a member of the CEEMAN Board and CEEMAN Accreditation Committee.*

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**Registration: [www.asbbmc.eu](http://www.asbbmc.eu)**



20.02.2019.

**DOCTORAL PRE-CONFERENCE**

**“Hindsight, Insight and Foresight in Research Work. Successful Completion of a PhD Project”**

- 15:00** Registration  
**15:20** *Workshop for PhD students, 1st session*  
**16:50** Coffee break  
**17:00** *Workshop for PhD students, 2nd session*  
**18:30** Conclusion and question-and-answer session

21.02.2019.

**ASBBMC 2019 – FIRST DAY**

- 9:30** Registration and coffee  
**10:00** Welcome speeches by  
*RISEBA Rector Prof. I. Sennikova, BA Rector Prof. A. Sarnovics, SSE Riga Rector Prof. A. Paalzow, the President of the Latvian Academy of Sciences, the Minister of Economics, the Minister of Finance, the Minister of Education and Science (TBC)*  
**10:30** **Plenary session “Futures: Global and Latvian”, Prof. Jeffrey Sommers**  
*Latvia’s future is embedded within global structures, although not entirely defined by them. The configuration of the global system during the Belle Époque produced rapid economic growth, with the Baltics being among the leading areas of technological change. The Cold War saw Latvia forcibly withdrawn from its previous role connecting regions across Eurasia, but nonetheless on the leading edge of industrial development in the USSR. Latvia re-emerged onto the global stage as the USSR collapsed, and again was inserted into global circuits of commerce, but no longer as an agent of technological (productivity enhancing) change. Moreover, not only was Latvia no longer on the leading edge of technological change, but productivity in the post-Cold War period was slowing generally, as the global system moved into a new globalized neoliberal configuration.*  
**11:00** **Roundtable discussion**  
*Discussion with speakers from the Latvian government and industries (TBC)*  
**12:00** Lunch, “Latvian Corner”  
**13:30** **Plenary session “Future Signals as Transformative Forces: Alternative Futures of the Economy”, Dr. Juha Kaskinen**  
*Due to global challenges, we are forced for the first time in the history of humankind to seriously consider our economy from a wider perspective than pure economic growth and efficiency. Even if economic growth has been the main enabler of a better life in many parts of the world, we have to ask if it can be the answer for tackling future challenges. In his presentation, Dr. Kaskinen will deal with the effects different future signals like megatrends, trends, weak signals and non-linear developments have on the economy. He will explore the possibilities of the bio-economy, the circular economy and the sharing economy from the standpoint of sustainability, climate change, population growth and urbanization and look at the role of digitalisation, robots, extreme data and machine learning. Can they help humankind avert the destruction we are facing if we continue the short-sighted exploitation of our non-renewable resources and also most of our renewable resources?*  
**14:00** **Roundtable discussion**  
*Discussion with speakers from the Latvian government and industries (TBC)*  
**15:00** Coffee break  
**15:30** **Plenary session “Hidden Champions”, Prof. Irina Sennikova**  
*Latvia is a small open economy, which, with its 27.68 bln USD GDP, represents 0.04 percent of the world economy. The World Economic Forum, in its 2017-2018 report, ranked Latvia in the 54th position out of 137 countries and locates it at a transition stage between an efficiency-driven and an innovation-driven economy. However, the Latvian National Development Strategy until 2030 sees Latvia as a country with an innovative and efficient economy, based on knowledge and innovation. Considering the fact that the main actors of the economy in Latvia are small and medium-size enterprises, it is of vital importance that they are innovative and are able to compete globally. The concept of hidden champions presupposes that these companies are relatively small, highly successful and have leading positions in the market globally or regionally. In her presentation Prof. Sennikova will provide insights from the research project “Hidden Champions in Dynamically Changing Societies”, in which Latvia is one of the partners, and share some stories about Latvian hidden champions, revealing their common characteristics, the nature of market leadership and factors contributing to their success. The presentation will be followed by a panel discussion with C-level managers of Latvian hidden champion companies.*  
**16:00** **Roundtable discussion**  
*Discussion with speakers from Latvian innovative companies and the IT technology sector (TBC)*  
**17:00** Transportation and **Conference dinner**

22.02.2019.  
ASBBMC 2019 – SECOND DAY

9:00 Registration

9:30 Parallel sessions

11:00 Coffee break

11:20 Parallel sessions

13:10 Lunch

14:10 Parallel sessions

16:00 Coffee break

16:30 Closing session

*Feedback from session moderators,  
Best Paper Award, acknowledgements*

18:00 Student theatre

19:00 Informal part of the evening:  
snacks, wine, networking

23.02.2019.  
ASBBMC 2019 – THIRD DAY

11:00-13:00 Sightseeing in Riga



IMPORTANT DATES AND  
CONFERENCE FEES

Submission of abstracts by 13 February 2019  
Registration by 13 February 2019  
Full papers by 1 April 2019

**Notification of paper  
acceptance by 25 April 2019**

**CONFERENCE FEES**

PhD candidates/students:

- 75 EUR until 13 February 2019
- 95 EUR after 13 February 2019

Conference delegates:

- 150 EUR until 13 February 2019
- 180 EUR after 13 February 2019

Accompanying persons:

- 80 EUR until 13 February 2019
- 95 EUR after 13 February 2019

PUBLICATIONS

- Selected papers will be published in the **Journal of Business Management** (ISSN 1691-5348, indexed in EBSCO and Copernicus, featuring DOI (mEDRA)).
- The best quality papers will be recommended for publication in the **Baltic Journal of Management** (ISSN 1746-5265, indexed in SCOPUS), the **Eurasian Economic Review** and the **Eurasian Business Review** (Springer journals, indexed in Web of Science, ESCI).