

Cultural Aspects of the University : Third Mission or Identity

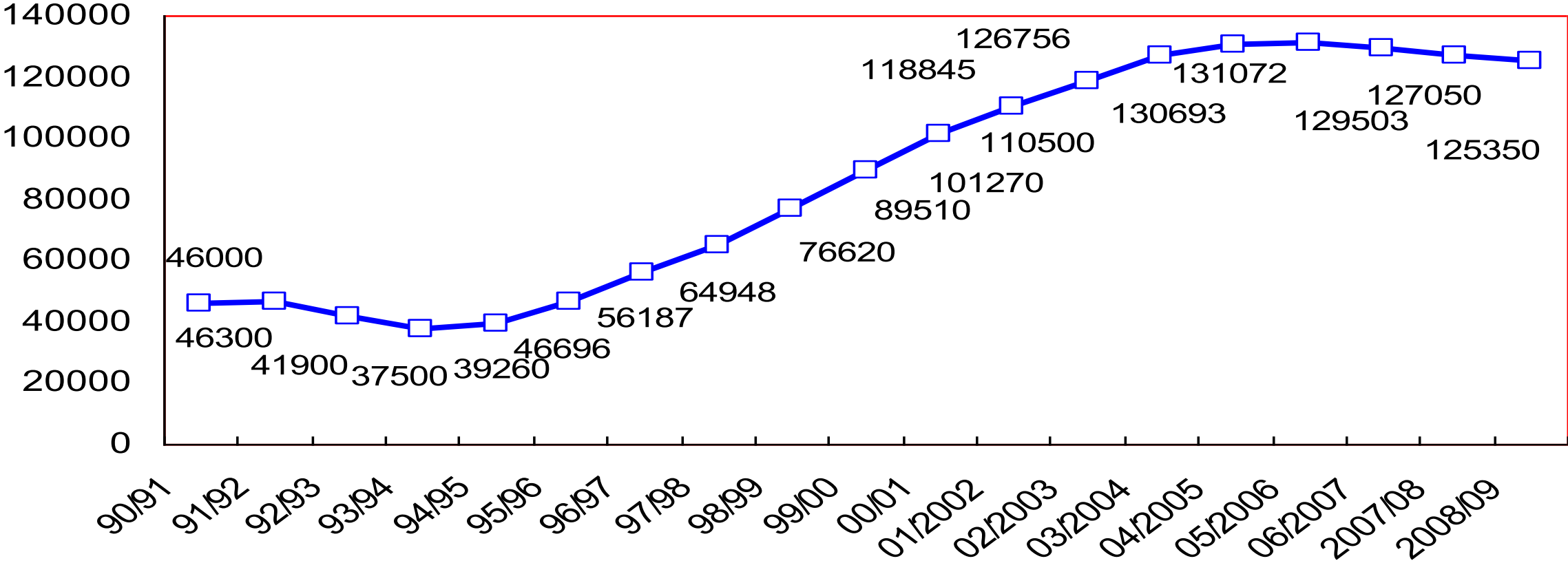
Prof. Baiba ŠAVRIŅA
University of Latvia



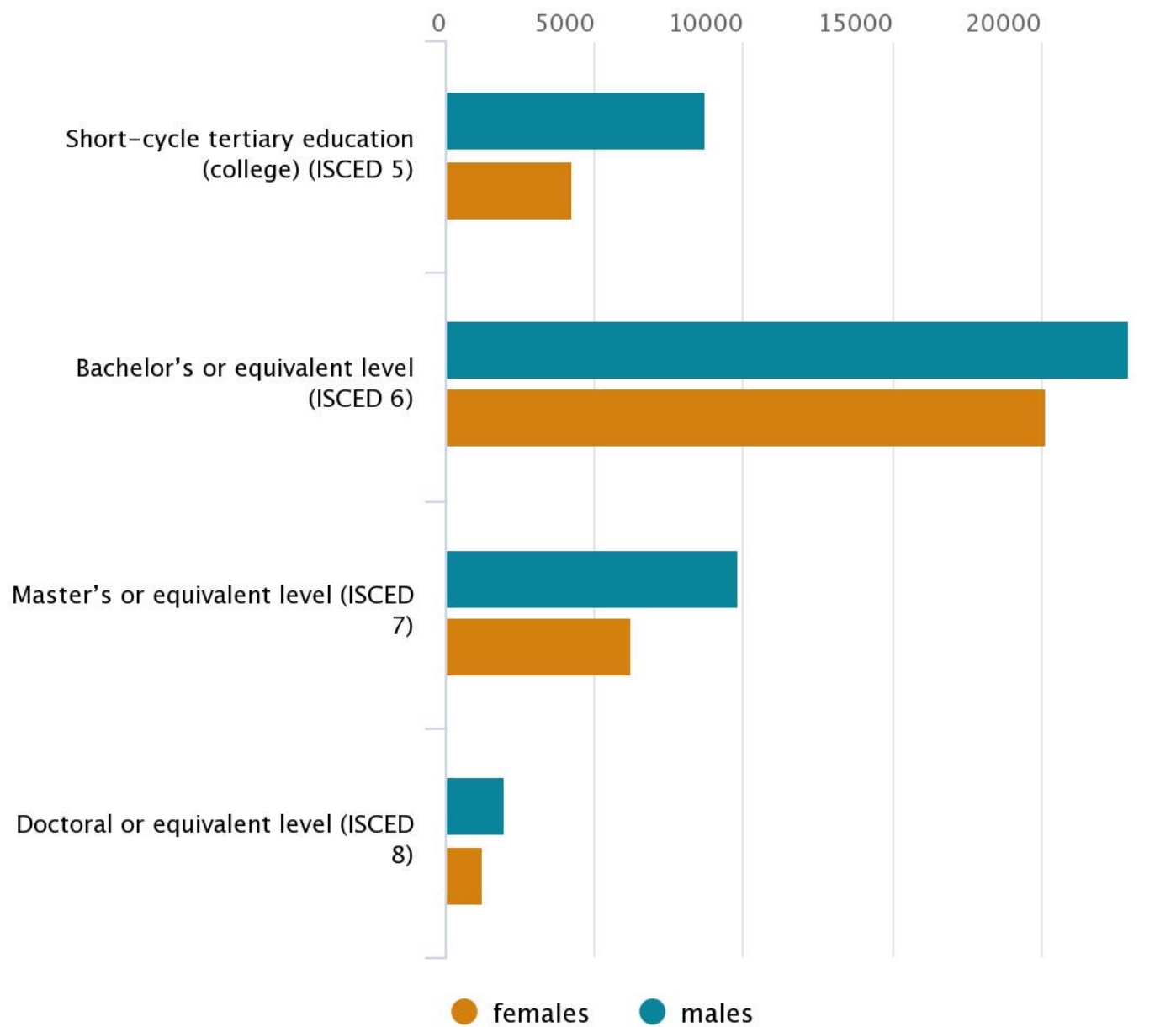
UNIVERSITY OF LATVIA
FACULTY OF BUSINESS,
MANAGEMENT
AND ECONOMICS



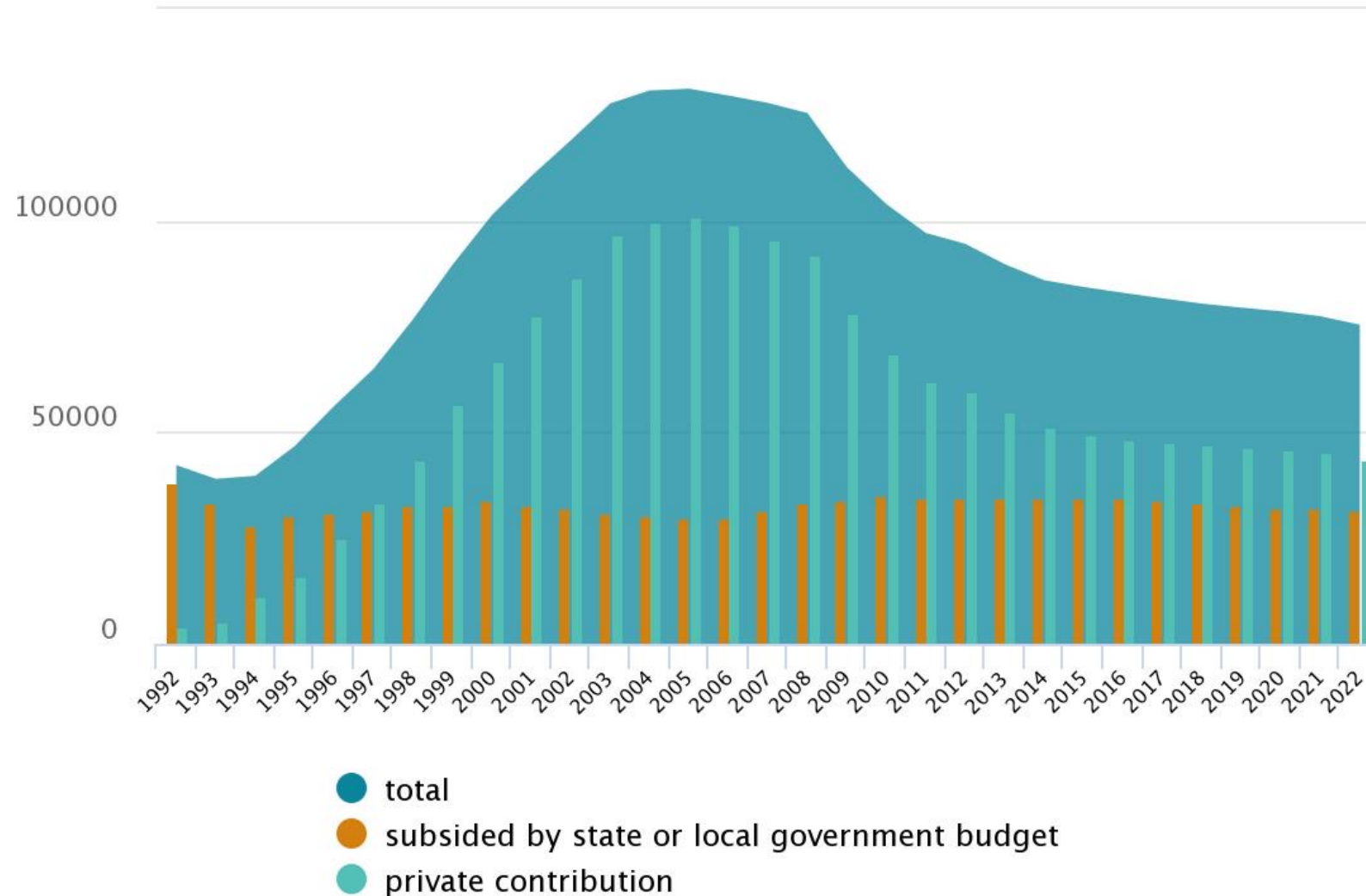
Number of students in Latvia



Students in higher education institutions and colleges by sex, 2022



Students by type of financing of tuition



- 60% - private financing
- *The top on 2005 – 77% using private financing*

graduates by sex and education thematic group

| | 2022 | | |
|--|-----------|-------|---------|
| | Graduates | | |
| | Total | Males | Females |
| Total | 13422 | 4591 | 8831 |
| Education | 1287 | 80 | 1207 |
| Humanities and art | 1080 | 246 | 834 |
| Social sciences, business and law | 4626 | 1428 | 3198 |
| Natural sciences, mathematics and information technologies | 1066 | 675 | 391 |
| Engineering, manufacturing and construction | 1544 | 1082 | 462 |
| Agriculture | 181 | 82 | 99 |
| Health and welfare | 2529 | 425 | 2104 |
| Services | 1109 | 573 | 536 |

| HEI in 2022 | Number of teaching staff | Number of students |
|--|--------------------------|--------------------|
| University of Latvia | 1369 | 15250 |
| Riga Technical University | 886 | 13326 |
| Daugavpils University | 182 | 2606 |
| Liepaja University | 101 | 1300 |
| Latvian Academy of Sport Education | 58 | 1325 |
| Rezekne Academy of Technologies | 78 | 1406 |
| Latvian Maritime Academy | 43 | 591 |
| Ventspils University of Applied Sciences | 63 | 726 |
| Vidzeme University of Applied Sciences | 70 | 635 |
| BA School of Business and Finance | 31 | 801 |
| P.Stradins Medical College of the University of Latvia | 39 | 1004 |
| Art Academy of Latvia | 131 | 950 |
| Latvia University of Life Sciences and Technologies | 292 | 3756 |
| Riga Stradins University | 520 | 9481 |

28 HEIs
24 colleges
in 2022

3 types of HEIs:
- Research universities
-- universities of art and culture
-- universities of applied sciences

Role of research universities

- **Law on Higher Education Institutions**
- 3.2.4.
- 4) promote research, studies and creative activities that allow preserving and developing national cultural values, traditions and cultural heritage, ensuring the continuity of national cultural processes and international integration;



LATVIJAS
UNIVERSITATE
ANNO 1919

VALUES

| | |
|----------------------------------|--|
| University community | The community of the University of Latvia is its main value. The UL community shares a creative, safe and inclusive study and work environment that provides opportunities for academic and professional growth. |
| Excellence | High quality of scientific activity and studies is the cornerstone of the operation of the University of Latvia. The development of all research directions represented at the University of Latvia is of great importance. |
| Science-based development | Scientific achievements and their integration into studies form the basis of the international reputation and competitiveness of the University of Latvia. The UL is specifically responsible for the research on Latvia's welfare, the Latvian language, history and society, as well as sustainable development and quality of life in Latvia. |
| Openness | Honouring traditions, relying on the principles of equality and respecting diversity, the University of Latvia is open to innovations in academic activities, management, the use of technologies, and sustainability. |
| Cooperation | The UL is a responsible and active participant in the ecosystem of education and social environment. |
| Academic freedom | Research and study programmes that promote the implementation of the mission of the University of Latvia are based on strict principles of academic ethics. Diversity of opinion and freedom of discussion define the existence of the University of Latvia as a university of science. |

University of Latvia priority research areas

1. Innovative information technologies
2. Atomic physics, optical technologies and medical physics
3. Mathematical methods
4. Nano and quantum technologies, innovative materials
5. Climate change and sustainable use of natural resources
6. Biomedicine, pharmacy
7. Regenerative medicine, biobank
8. Ecology and biodiversity
9. Public health, quality of life and sustainability of nation
10. Critical thinking, innovation, competitiveness and globalization
11. Latvian studies, diaspora and intercultural communication
12. Human and technologies, quality of education



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Faculties at the University of Latvia (13)

- Biology
- Chemistry
- Computer Sciences
- Law
- ***Business, Management and Economics***
- Education, Psychology and Arts
- Geography and Land Sciences
- History and philosophy
- Medicine
- Physics and Mathematics
- Humanitarian Sciences
- Social Sciences
- Theology





LATVIJAS
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UNIVERSITY OF LATVIA

FBME

Faculty of Business,
Management and Economics



Biggest Faculty of 13 University of Latvia Faculties

The Best Business Education in
Latvia*

*SKDS entrepreneurs survey, 2016,
2019, 2021

AACSB

Business
Education
Alliance

Member

Bachelor's study programmes

Biznesa vadība (studiju valoda: latviešu)

Business Administration

E-biznesa vadība

Ekonomika

Finanšu menedžments

Grāmatvedība, analīze un audits

Industriālā inženierija un vadība (studiju valoda: latviešu)

Starptautiskā ekonomika un komercdiplomātija (studiju valoda: latviešu)

International Economics and Commercial Diplomacy

Master's study programmes

European Studies and Economic Diplomacy (2 years)

European Studies and Economic Diplomacy (1 years)

Ekonomika

Finanšu ekonomika (1 gads)

Finanšu ekonomika (2 gadi)

Grāmatvedība un audits (1 gads)

Grāmatvedība un audits (2 gadi)

Projektu vadīšana (studiju valoda: latviešu)

Project Management

International Business

Sabiedrības vadība

Vadības zinības

Doctoral study programmes

Economics and Business

Doctoral programme of economics and business sub-programme - Global Economics and Leadership

Admission procedure

Bachelor's study programmes

Graduate studies

Doctoral studies

Continuing studies

For those still at school

Open doors

STUDY PROGRAMMES

(studies language - English)

• *Bachelor's study programmes:*

■ **Business Administration**

with specialization in
International Business

■ **Industrial Engineering**

■ **International Economics
and Commercial Diplomacy**

Master's study programmes:

■ **European Studies and
Economic Diplomacy**

■ **International Business
(MBA) with specialization
in Export Management**

■ ***Project Management***

■ ***Doctoral study
programme***

**in Economics and
Business
with sub-
programme in
Global Economics
and Leadership**

University of Latvia strategic goals

DEVELOPMENT DIRECTIONS

STRATEGIC GOALS

DEVELOPMENT OF PRINCIPAL ACTIVITIES

Scientific excellence

Study development

Contribution to society

1. Internationally recognized research university

2. A unique study offer and high competitiveness of graduates

3. University activities as a basis for the growth of Latvia

INSTITUTIONAL DEVELOPMENT

Talent development

Environment and governance

Organizational culture

4. Development- and excellence-oriented personnel policy

5. Green thinking, attractive, sustainable university environment and effective administrative support

6. Inclusive, cooperation- and innovation-focused culture

Contribution to a society

University activities as a basis for the growth of Latvia

Preservation, strengthening of national values and creation of know-how

To ensure the knowledge and preservation of national identity, culture and succession

To maintain, preserve and promote the accumulated intellectual values and scientific achievements

Creating sustainable values and well-being of society

To integrate sustainable development in all areas of university activity

To share know-how and strengthen cooperation with national and international partners

To respect the principle of gender equality in education and promote equal access to education for vulnerable groups

To develop support tools for talented low-income young people in order to make university studies accessible for them

Strengthening the position of the university as a value in society

To increase the contribution of the University of Latvia to the development of the Latvian economy, culture, society and education

To increase the value of academic knowledge in society, research and studies by solving significant social challenges

To promote the achievements of the University of Latvia by communicating them to the public and promoting the recognition of scientists

Successful transfer of know-how and technology

To establish a support system for know-how and technology transfer, as well as commercialization

To expand the involvement of entrepreneurs as research cooperation partners in all areas of science

To develop entrepreneurial skills and expand students' involvement in creating innovations

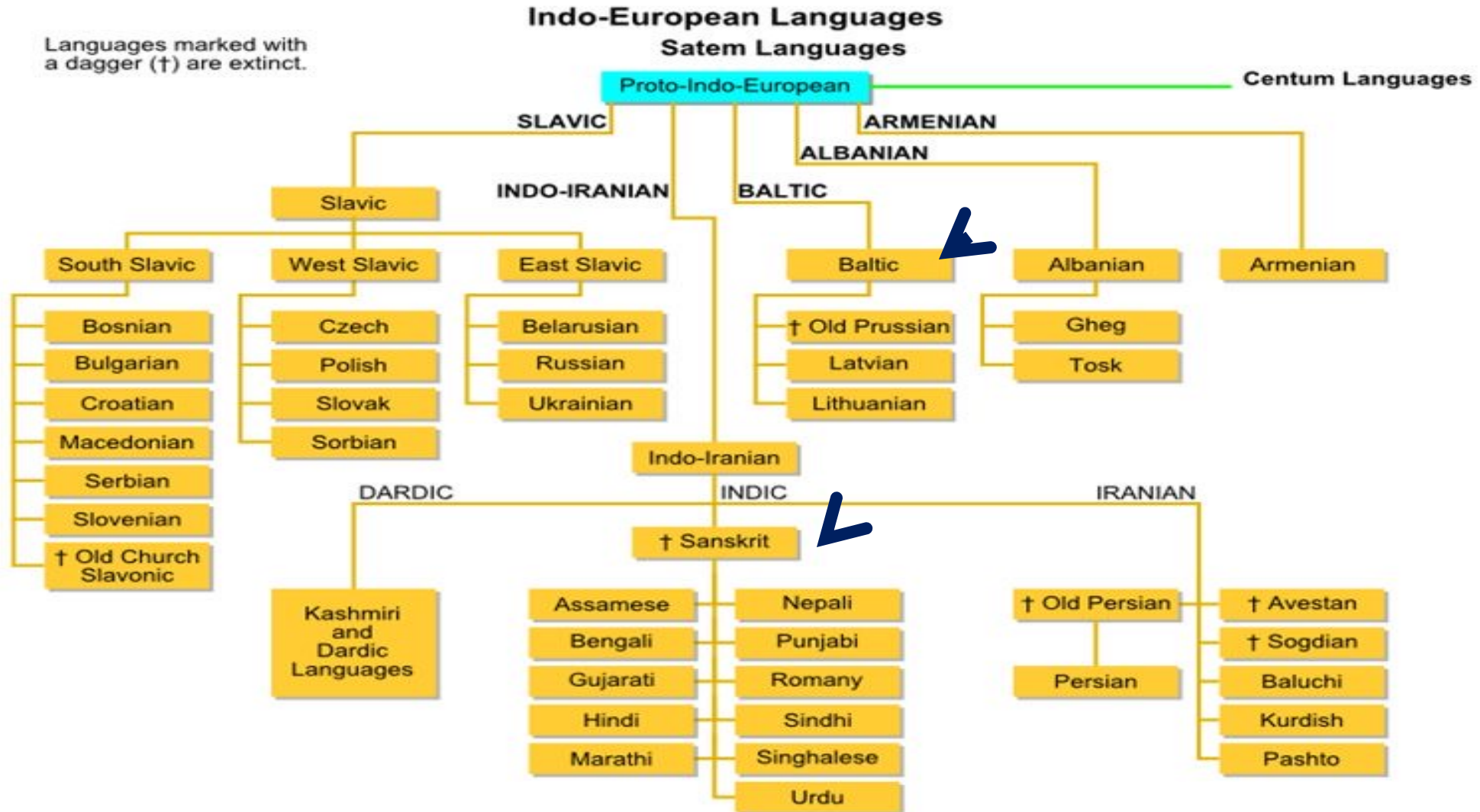
To develop an open science approach by promoting the sharing of scientific infrastructure and the availability of scientific results

1. Identity studies

- Who we are

SATEM LANGUAGES

Languages marked with a dagger (†) are extinct.



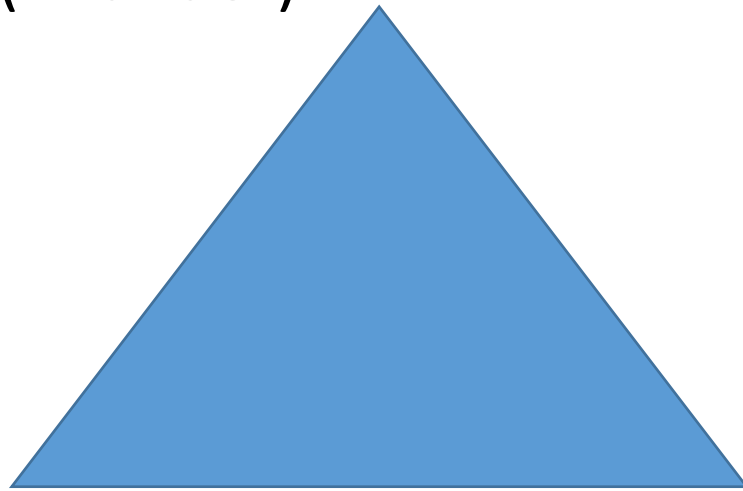
Latvian pantheon of Gods

- Pērkons (Thunder)

Latvian pantheon of Gods

- Pērkons (Thunder)

• Laima



Māra

- Language
- Professions, voting rights, (suffrage or feminist movements?)
- Aspazija, Zenta MAURINA

1. Identity studies

- Disciplines of science:
 - Geography
 - Economy
 - History and archaeology
 - Law
 - Sociology
 - Anthropology
 - Linguistic
 - Folklore and literature
 - ...
- Applied research
Rail Baltica



Main directions of collaboration and activities

- **Professional activities in the field:**
- Participation in working groups of government, municipalities, institutions and organizations in the specific sector as experts
- Collaboration with the sector – applied research
- Collaboration with institutions and agencies – LDDK Employers Confederation , Employment Agency
- Forum of productivity PEAK
- Students participation in discussions
- Ernst and Young Lounge
- Big Data research with LMT
- White Night
- Science Night
- Museums Night

- White Night (September)
initiated by Brussels, Madrid,
Paris, Riga and Rome
- Science Night (around University
of Latvia birthday, end of
September)
- Museums Night (May)



Main directions of collaboration and activities

Share of knowledge:

a) commenting on important public events and publicity in mass media;

b) publishing the latest research results;

c) participation in conferences and forums

World Congress of Latvian Scientists

Publicity as an obligation

Program in radio

Modification of UL research conference

Birthday of the University of Latvia

“Science cafe”

2. Work with diaspora

Die Bevölkerungsentwicklung der baltischen Staaten

(ohne Neueinwanderung) im und nach dem Zweiten Weltkrieg

| | Estland | Lettland | Litauen |
|---|-----------|-----------|-----------|
| Bevölkerung Mitte Oktober 1939 ¹ | 1 130 000 | 2 000 000 | 2 950 000 |
| Emigration November 1939 bis Mai 1941 ² | -20 000 | -70 000 | -50 000 |
| Sowjetische Deportationen und Exekutionen 1940/41 | -15 000 | -35 000 | -35 000 |
| Mobilisation zur Sowjetarmee 1941 und 1944/45 | -35 000 | -20 000 | -60 000 |
| Flucht in die Sowjetunion 1941 | -30 000 | -40 000 | -20 000 |
| Exekutionen und Deportationen unter deutscher Herrschaft ³ 1941/44 | -10 000 | -90 000 | -200 000 |
| Nach Deutschland verschickte Zwangsarbeiter 1941/44 | -15 000 | -35 000 | -75 000 |
| Auf deutscher Seite gefallen | -15 000 | -40 000 | -10 000 |
| Sowjetische Exekutionen und Deportationen 1944/45 | -30 000 | -70 000 | -50 000 |
| Flucht in den Westen 1942/45 ⁴ | -60 000 | -100 000 | -50 000 |
| Rückkehr nach Deutschland verschickter Zwangsarbeiter ⁵ 1945 | +5000 | +10 000 | +20 000 |
| Rückkehr aus Sowjetunion und Sowjetarmee 1944/45 | +20 000 | +20 000 | +20 000 |
| Auswanderung nach Polen | - | - | -150 000 |
| Gebietsgewinne und -verluste ⁶ 1940-45 | -70 000 | -50 000 | +125 000 |
| andere Verluste | -5000 | -80 000 | -15 000 |
| Bevölkerung Ende 1945 | 850 000 | 1 400 000 | 2 400 000 |
| Sowjetische Deportationen 1946/53 | -80 000 | -100 000 | -260 000 |
| Opfer des Partisanenkrieges | -15 000 | -25 000 | -50 000 |
| Rückkehr aus der Sowjetunion oder der Sowjetarmee nach 1945 | +100 000 | +100 000 | +40 000 |
| Einwanderung von Russen (inkl. Weissrussen, Ukrainer) | +230 000 | +535 000 | +160 000 |
| Geburtenüberschuß | +70 000 | +100 000 | +350 000 |
| Bevölkerung Anfang 1955 | 1 155 000 | 2 010 000 | 2 640 000 |

¹ Litauen: Mit Wilnagebiet, ohne Memelgebiet

² Inkl. Emigration der Deutsch-Balten

³ Darunter etwa 250 000 Juden

⁴ Vor allem über Skandinavien

⁵ Viele nach Deutschland verschickte Zwangsarbeiter kehrten nicht zurück, sondern wanderten in ein Drittland aus.

⁶ Estland und Lettland: Verlust von Gebietsstreifen an die Russische Sowjetrepublik. Litauen: Gewinn einiger weißrussischer Gebiete sowie des Memelgebietes.

Quelle: Geschichte Nr. 88/1989, Seite 37.

Latvian diaspora

Demographic situation

- 1,9 mln inhabitants in Latvia in
 - 1897
 - 1940
 - 1950
 - 2015
- Demographic increase 1910 : 2011
 - Estonia + 20%
 - Latvia + 19%
 - Lithuania +18%
 - *Scandinavian countries + 70-100%*

Latvian diaspora

- Old diaspora (19th century, but especially at the end of WW2)
 - Scandinavian countries (Sweden)
 - Germany
 - Great Britain
 - USA and Canada
 - Australia and New Zealand
 - Brazil
- New diaspora (2004 and global financial crisis)

2. Work with diaspora

- *Characteristics of nation*
- Territory
- Economy
- Culture
- Language
- National conscience

The World Congress of Latvian Scientists

- has been held in Latvia since 1991
- In 2023, (V World Congress of Latvian Scientists) – more than 1300 participants from ~30 countries
- The main goals of the congress are
 - to provide an opportunity to exchange opinions on current scientific problems,
 - to build and strengthen contacts of Latvian scientists with Latvian scientists from different countries,
 - to draw the attention of the public, media and politicians to the importance of Latvian science and the work of scientists.
- Members of the Latvian science ecosystem –
 - Latvian and diaspora scientists,
 - young scientists, students,
 - businessmen, international and local cooperation partners,
 - representatives of the government, state administration and foreign missions
- Gather to honor the achievements of Latvian science and discuss the impact of scientific results on both society and in policy making
- Focus on understanding the counterforce of science in solving global challenges both now and in the future.
- LU PhD students win the "Science Slam" competition

The World Congress of Latvian Scientists



3. Proper cultural activities

Extensive selection of extracurricular activities

While studying at the University of Latvia, students can find expression in additional spheres of interest, for example, culture and sports





University of Latvia Culture centre consists of:

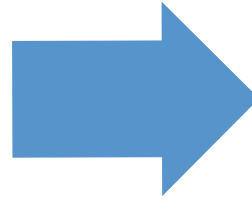
- ✓ 10 choirs
- ✓ 2 vocal ensembles
- ✓ 5 dance ensembles
- ✓ Student theatre
- ✓ Chamber orchestra
- ✓ Wind orchestra
- ✓ Folklore dance group «Dandari»
- ✓ Applied ceramic art studio «Vāpe»

Collectives are internationally recognised, receive awards at international competitions and give concerts at the finest concert halls of the world



Material or tangible

- Built heritage
- Museums
- Landmarks
- Beaches
- Mountains



Intangible

- Image
- Identity
- Lifestyle
- Atmosphere
- Creativity

Particularities of the heritage

- The different components of heritage cannot be taken into consideration all by themselves, but in relation to each other, even in relation to side components deemed to have no heritage value.
- +
- Heritage wealth develops through the affection and attachment of the community
- Recognition of the collective "self"
- The logic of transmission and intergenerational solidarity



150 years anniversary of Latvian Song and Dance Festival (2023)

- 454 choirs
- 695 groups
- 66 wind orchestras
- 580 other collectives
- 40 560 participants in the XXVII General Latvian Song and XVII Dance Festival, according to information from the Latvian National Culture Center (LNKC).
- Choirs singers 15 870
- Dancers 16 879
- Wind orchestras musicians 2 097
- 5 714 members from 580 kokle playing ensembles, vocal ensembles, folk music groups, amateur theaters and other independent groups.
- In total, **88 diaspora collectives with 2 587 participants**







Winners from LU

| GRAND PRIX | 1 st place | 2 nd place | 3 rd place |
|---|--|--|---|
| <ul style="list-style-type: none">• Wind Orchestra LUPU• Middle generation dance ensemble “Dancis” | <ul style="list-style-type: none">• Mixed choir “Juventus”• Female choir “Minjona”• Female choir “Balta”• Dance ensemble “Dancis” | <ul style="list-style-type: none">• Male choir “Dziedonis” | <ul style="list-style-type: none">• Mixed choir “Aura”•+• Awards to mixed choir “Dziesmuvara” |





Universities and Culture: Interaction Formats

- 1. Identity studies
- 2. Work with diaspora
- 3. Proper cultural activities

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- UNESCO
 - CNN



The Leading University of Latvia





The oldest University in Latvia with strong traditions