



LATVIJAS  
PAŠVALDĪBU  
SAVIENĪBA



**Programme for Political Marketing Forum**

***“Insiders and Outsiders in the Evolving Political market Place:  
Exploring the Actors and the Political Strategies”***

**Turiba University**

**Riga, Latvia, 2–5 August 2017**

**Organisers: Communication Faculty of Turiba University and Latvian  
Association of Local and Regional Governments**

**Wednesday, August 2<sup>nd</sup>**

**13.30 Welcome coffee at Turiba University, Graudu str. 68, Riga**

**13.50 Welcome**

Rector of Turiba University Aldis Baumanis and Dean of Communication Faculty of Turiba University Andris Petersons

**14.00 Opening of Forum**

**14.30 Key Note**

Bruce Newman, Professor at Driehaus College of Business, DePaul University. (United States) **Trump's Strategic Orientation: Maintaining a Consistent Brand Identity in Response to Marketplace Contingencies**

**15.30 Panel: Political Brands and Image. Moderator Greg Simons**

Milena Drzewiecka, Doctoral Student at University of Social Sciences and Humanities SWPS & Wojciech Cwalina, Professor at University of Social Sciences and Humanities SWPS (Poland). **To fight or not to fight? Political image repair strategies and their effectiveness in time of media scandal.**

Andrzej Falkowski, Professor at SWPS University & Magdalena Jablonska, University of Social Sciences and Humanities SWPS. (Poland). **Framing and positive - negative asymmetry in the evaluation of political candidates.**

Agrita Lujāne, Lecturer of Turība University (Latvia). **Celebrities as the “political locomotives” and their role in elections and in the Latvian Parliament after regaining the independence.**

Nino Rusidze, Academic Think Tank member at International Association for Political Science Students (Hungary). **Brand America under the Trump administration.**

**17.00 End of day**

**17.50 Train to Riga. Guided tour of old town**

**19.00 Dinner**

## **Thursday, August 3<sup>rd</sup>**

**9.30 Welcome coffee at Turība University, Graudu str. 68, Riga**

**10.00 Opening of day**

Chairman of Latvian Association of Local and Regional Governments Andris Jaunsleinis

**10.15 Panel: Political Campaigns and Advertising. Moderator: Ieva Bērziņa**

Joseph Ben – Ur, Professor of Marketing School of Business Administration, University of Houston – Victoria (United States). **Where were the Pollsters in the 2016 US Presidential Elections?**

Mostafa Hassan, Doctoral student at Turība University (Latvia, Egypt), Andris Pētersons, Professor at Turība University (Latvia). **Nonverbal messages in the political advertisings of Riga’s municipal elections in 2017.**

Renata Matkevičienė, Assoc. professor at Faculty of Communication of Vilnius University (Lithuania). **When corruption raised as the main issue for election campaign hits you back: the case of election campaign of Lithuanian Liberal Movement.**

Rossana Sampugnaro, Aggregate professor in Political Sociology DSPS, University of Catania & Francesca Montemagno, Doctoral student at DSPS, University of Catania (Italy). **The battle between new and old tools. MPs and political communication in Italy.**

Md Safiullah, Senior research fellow at Indian Institute of Technology, Pramod Pathak, Professor at Indian Institute of Technology, Saumya Singh. Associate professor Indian Institute of Technology (India). **Political Advertising in India – metamorphosis down the ages 1952 – 2014.**

**12.00 Lunch**

**13.00 Panel: Populism and Conflict. Moderator Andris Petersons**

Cristian Andrei, President of the Romanian Political Marketing Association (ARMP).  
**Global contagion of political ideas in contemporary societies and the change of political parties and political leaders.**

Ieva Bērziņa, Senior researcher at the Centre for Security and Strategic Studies, National Defence Academy of Latvia (Latvia). **Russia's challenge to Western liberal democracy.**

Alireza Sarfarazi, Doctoral student at the Department of Political Communication Studies, University of Antwerp (Belgium). **The battle of insiders, how to be inside and win as an outsider in Iran.**

Greg Simons, Professor at Uppsala University and Turība University (Sweden, Latvia).  
**Populism and the Crisis of Liberal Democracy: New Political Relationships in the Making?**

**14.20 Coffee break**

**14.30 Panel: Political Influence Moderator Joseph Ben - Ur**

Inese Āboliņa, Doctoral student at University of Latvia (Latvia). **Presidential leadership in decision making within the framework of political governance in Latvia.**

Marina Kukartseva, Professor and Head of the Research and Coordination Work Department at Diplomatic Academy, Russian Ministry of Foreign Affairs (Russia). **Political activism in Russia: causes, peculiarities and results.**

Andrew A. Nosikov. PhD student at Russian Presidential Academy of National Economy and Public Administration (Russia). **Protests as an interface between political networks and political reality: a structural network analysis of the protest core, growth dynamics and transformation into political reality.**

Daina Škuškovnika, Assoc. professor at Turība University, Andris Petersons, Professor at Turība University (Latvia). **Influence on decision making process in the public governance in Latvia.**

Ainārs Dimants, Professor at Turība University (Latvia). **Communication of Latvian Public Service Media's unification.**

Uldis Zupa, Doctoral student at Turība University and Andris Pētersons. Professor at Turība University (Latvia). **Political influence on Latvian maritime disaster response organization.**

**16.30 End of day**

**17.00 Dinner**

**Friday, August 4<sup>th</sup>**

**9.00 Leaving Riga for a trip to Soviet Bunker in Līgatne (70 km) from the square where the Latvian Riflemen monument is in Riga (only for PMF17 speakers)**

**11.00 Welcome by Mayor of Līgatne Ainārs Šteins (TBC)**

**11.10 Panel: Public Communication. Moderator: Marina Kukartseva**

Ilhom Khalimzoda. Doctoral student at Turība University (Latvia). **Cross-cultural adaptation of immigrant and host entrepreneurs in Latvia and the necessity risen for intercultural competence in globalized world.**

Ēriks Leitis, Senior expert, Department of Nature Protection at Ministry of Environmental protection and regional development of Latvia (Latvia). **Cooperation among environmental institutions and NGO's for sustainable development.**

Anton Rassadin. OOO "BSH Bytowije Pribory", Government Affairs (RU/SM-GA) (Russia). **Government Relations: Associationalizational Aspect.**

Ruslan Yagudin, Student at the National Research University, Higher School of Economics in St. Petersburg (Russia). **Marketing technologies in promotion of state programs.**

**12.30 Guided tour around the Soviet Bunker**

**13.30 Lunch in the Bunker**

**14.30 Group discussion**

**15.30 Coffee and return to Riga**

## **Saturday, August 5<sup>th</sup>**

**9. 30 Welcome coffee at Turiba University, Graudu str.68, Riga**

**10.00 Panel: Social Media. Moderated by Cristian Andrei**

Līga Mirlina, Lecturer at Turība University (Latvia). **Latvian government communication in social media as a tool of interaction with the public.**

Velga Vēvere, Leading researcher at the Institute of Philosophy and Sociology of University of Latvia (Latvia), Professor at the University College of Economics and Culture. **Ethical issues of political marketing in social media.**

**10.40 Panel: International Politics. Moderated by Cristian Andrei**

Veysel Batmaz, Professor at Faculty of Communication of Istanbul University SFHEA (Turkey). **The effects of diplomatic crises between Turkey and The Netherlands in March 2017 on political elections.**

Ivan V. Surma. Professor at Diplomatic Academy of Ministry of Foreign Affairs of the Russian Federation (Russia). **Virtual Reality: Fakes in Geopolitics.**

Tatjana Titareva, Lecturer at RISEBA University of Business, Art and technology (Latvia). **Reflection of relationship between Russian and China in the media after Ukrainian Crisis.**

**11.40 Conclusions. Closing of PMF17**

**12.00 Lunch**

**13.00 Planning meeting for PMF18 and other forum issues for selected participants**

**15.00 Coffee and closing of PMF18 planning meeting**

The forum is open for all academics, policy makers, and practitioners of communication, media and journalists and everyone interested in the processes and events that are shaping the environment of contemporary politics. Forum will be held in English. Lunches will be provided only for PMF17 speakers and coffee is freely available for everyone. The PMF17 is free of charge for all speakers and participants.

The forum organisers from Turība University and Latvian Association of Local and Regional Governments express their gratitude to the Friedrich Ebert Foundation for the generous support that made this year event possible.