

Publications

- Svetlana Ignatjeva, Naila Musayeva, Development of a methodology for assessing the tourism sector competitiveness at the national level, *Global Journal on Humanities & Social Sciences (ADPOL-2015)*, 2016, Issue 4 (Web of Science)

The aim of this study is to develop and adapt the methodology to assess the tourism industry competitiveness at the national level. International tourism as a source of both direct and indirect incomes of the state, encourages the development of different sectors, not specific to the tourism infrastructure, but through the multiplier effect. In this connection it is urgent to develop new methodological approaches to measure and assess the international competitiveness of countries in order to put countries in a better position in the current competition for tourism revenues. The problem of determining the tourist potential of a particular territory with a view to the most efficient use is a difficult research challenge. The Travel & Tourism Competitiveness Index (TTCI) has been put in the proposed methodology. The sub-indices, components and indicators that form the TTCI index are used as the parameters that characterize national economy. The application of factor analysis to the TTCI dimension components for the competitiveness of the twelve-dimensional space is reduced to two factors: socially-economic and resource-ecological factors. A two-step cluster analysis in the area of these factors allowed to group fifty-five countries selected for analysis in three homogeneous clusters. Countries, formed in clusters, have similarities in competitive advantages, factors and quality indicators of tourist resources and infrastructure. The comparative analysis of these clusters, using TTCI indicators, allows to describe the formation model of competitiveness in the tourism sector and to determine the qualitative position of the country not only among the closest countries in terms of tourism destination development, but also to draw conclusions about the preferred tourist specialization.

- S.Ignatjeva, J.Slesareva, Research methodology of employees' satisfaction, loyalty and involvement, *SGEM2016 Conference Proceedings*, ISBN 978-619-7105-70-4 / ISSN 2367-5659, 24 - 31 August, 2016, Book 1 Vol. 1, 321-328 pp, DOI: 10.5593/SGEMSOCIAL2016/B11/S01.042 (Web of Science)

The aim of the study is development and adaptation of the method to analyze and quantify the indicators characterizing the relationship between a company and its employees. Diagnostics of such indicators is one of the most complex and actual issues in psychology of labour. The offered method is based on the questionnaire; its indicators reflect cognitive, affective and connotative components of socio-psychological attitude of employees to be as efficient as possible in their professional activities. This approach allows measure not only the selected factors but also such parameters as cognitive and behavioural dissonances. Adaptation of the questionnaire includes factor structure analysis and suitability analysis of phenomena indicators measured in terms of internal consistency of individual factors. Structural validity of the questionnaire was tested by exploratory factor analysis. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Factor analysis allows reduce dimension of the phenomena moving from the indicators to aggregative indexes and latent variables. Aggregative indexes are obtained as the sum of relevant indicators followed by standardization. The coefficient Cronbach's Alpha was used to assess the reliability - consistency of the questionnaire items. The two-step cluster analysis in the space of allocated factors allows classify employees according to their attitude to work in the company. The results of psychometric testing indicate possibility of using the developed technique for the analysis of employees' attitude towards their work in companies and development of recommendations on their optimization.

- Margarita Nesterova, Svetlana Ignatjeva, Aleksejs Ruza (2015) Adaptation in Latvia of scales of personal and general belief in a just world *Sociālo zinātņu vēstnesis*, 2015 1 (20), Daugavpils Universitāte, Akadēmiskā apgāda "Saule", 76-86 lpp., ISSN 1691-1881 (EBSCO)

Adaptation of PBJW and GBJW scales in Latvia that is connected with linguistic and sociocultural features of their use is revealed in the present article. The analysis of questionnaire's particular indicators and the structure of factors is made. The aim of the research was to analyze the validity, reliability and standardization facilities of BJW questionnaires. To study the belief in a just world (BJW) Dalbert's questionnaire (1999) "Personal Belief in a Just World" (PBJW ($\alpha=0.72$)), and Dalbert, Montada, Schmitt's questionnaire (1987) "General Belief in a Just World" (GBJW ($\alpha=0.65$)). For the adaptation procedure of GBJW and PBJW surveys questionnaires of 800 participants were selected from 5 various groups: female prisoners ($n=166$); male prisoners ($n=201$); males not put on trial ($n=226$); English philology students of Daugavpils University ($n=98$); random law-obedient male and female sample ($n=103$). Cronbach's Alpha criterion results range from 0.67 to 0.832 that indicates quite high consistence of separate questions of the questionnaire. Two-factor structure verifies the results of the previous researches and suggests that it is necessary to distinguish between general and personal belief in a just world for the researches on the just world. In addition, the results revealed that personal belief in a just world is assessed higher than general one. On the basis of the performed test the linguistically adapted version of the questionnaire can be recommended for usage within various social groups, including both law-obedient respondents, and imprisoned respondents.

- D. Iliško, S. Ignatjeva, J. Klementjeva (2015) The aspects of sustainability and unsustainability of emigration processes of youth abroad, CER2015 Proceedings, Pages: 7134-7140, ISBN: 978-84-608-2657-6, ISSN: 2340-1095 (Web of Science)

Migration is a reality of a globalized society that covers social, economic, political and cultural aspects. Migration can be seen both as positive and as a negative process with all its consequences. Among the European countries, Latvia has the highest level of unemployment among youth in Baltic countries, respectively 29,3%, as compared with 25.9% in Lithuania and 22.8% in Estonia (Eurostat, 2012). According to the statistics, youth comprise 30% of all the unemployed population. Among the main reasons of migration, the following can be mentioned: high level of unemployment, lack of means of living, as well as a number of social problems related to the purchase of the apartment. The most frequently mentioned arguments supporting migration of youth are as following: financial support of their family members by transferring money from abroad, newly acquired language skills that help when returning home. On the other hand, migration processes foster brain drain and a flow of a workforce from one country to another, as well as changes in the structure of family models. The problem of unemployment of youth is greatly influenced by the social and economic problems in the country. Today a job market is more complicated than it was 10 - 20 years ago. There is a growing demand for the qualified workforce, more experienced workers, person's ability to adjust to changing circumstances, and therefore, young people feel insecure about their future because their qualification does not always help to get higher social status. The authors analyze causes of migration related to unemployment, economic situation in the country and other interrelated factors. The study explores the possibilities of a career choice for youth abroad and factors that influence a career choice of young people abroad. The study reflects the analyses of data gained in an internet survey and by conducting individual life story interviews.

- D. Ilisko, S. Ignatjeva (2014) Deconstructing biased metaphors about "the other" as found among the university students, EDULEARN14 Proceedings, Pages: 4286-4292, ISBN: 978-84-617-0557-3, ISSN: 2340-1117 (WEB OF SCIENCE)

In this article the authors use a deconstructive framework to revision socially constructed and biased language and metaphors that define the notion of 'the other' defined through actions such as stereotyping, typifying, oversimplifying the other, advocating prejudice, initiating anger and dismissing tolerance and the notion of "self" as a narcissist and egoistic. The authors examine the metaphoric discourse of pre - service teachers. The theoretical frame of the study is based on postmodern thinkers who stress the connection between language and power, societal practices. Therefore, the authors believe in a power of language to transform teaching and the way students

talk about the other, oneself and one's place in the world. Metaphors are perceived as a means to rethink one's place in the world, and to foster a conceptual change towards the other. The article is based on a qualitative research methodology and the authors use participative action research to engage students in a deconstructive dialogue of their assumptions and frames for reference they view the world with the aim of building a more expanded and ecological sense to self and more expanded relationships with "the other". The authors expose the dominant assumptions towards the understanding of 'the other' which are grounded in binary and dualistic thinking as well as rational and structural explanations of students' reality. The authors suggest a rationale for developing an ecologically proper conduct towards 'the different other'.

- D. Ilisko, S. Ignatjeva, M. Rozenfelde (2014) A system approach towards inclusion in schools of Latvia, EDULEARN14 Proceedings, Pages: 3164-3170, ISBN: 978-84-617-0557-3, ISSN: 2340-1117 (WEB OF SCIENCE)

A number of international legislative documents (UNESCO, 1994; UNESCO, 2000; UNESCO, 2005; UNESCO, 2009) emphasize the role of inclusive education in building sustainable communities and stress the right of each and every child to receive quality education. Therefore, the ultimate goal of inclusive education is effective participation of each and every child in the society and reaching their full potential. The legislation emphasizes the need for building inclusive education as a whole school vision and the approach. Inclusive education is defined as an overall educational strategy for the whole school reform. The aim of the article is explore theoretical bases of inclusivity as a whole school philosophical approach that requires teachers' knowledge and understanding about ways and strategies of building inclusive practice; teachers' and school administration's commitment and involvement of building inclusive school, as well as schools' infrastructure as an essential component favorable for implementing the ideals of inclusivity in practice. Empirical part of the study reflects the analyses of teachers' self-evaluation of their readiness to work in an inclusive classroom environment. Lickert's scale was used to determine teachers' attitude and readiness to build an inclusive school as well as the authors have distinguished the main obstacles of implementing this vision in practice. The respondents (N = 470) of this study are the teachers, psychologists, schools administrators, and specialists directly involved in the decision making. Data analyses were made by SPSS Statistical Package for the Social Sciences program 19.0 for Windows. The authors offer suggestions for the leaders of sustainable schools how to build inclusive schools practice in Latvia. The number of children in schools that took part in this study varies between 24 till 1500. In half of schools that took part in this study the number of children does not exceed 200. The study reveal the obstacles related to implementing inclusive education as viewed by the teachers. The main concern include the following: Lack of financing for implementing inclusive education; Lack of support from the psychologists and special pedagogues; Lack of infrastructure (equipment, elevators, educational aids for children with visual impairment), The lowest relative significance of issues related to implementing inclusive practice as viewed by the respondents are: Lack of normative bases with the regards to the inclusive education; Strict regulations and bureaucracy within educational establishments that limits the implementation of inclusive practice.

- Kupšāns, A., Ignatjeva, S. Social Studies Teachers' Choices of Teaching Strategies. The Humanities and Social Sciences. Vol.22, 2014, pp.36-41. ISSN 1407-9291. e-ISSN 2255-8543 (EBSCO)
- S.Ignatjeva (Co-authors:A.Stankevičs, V.Meņšikovs). Higher education's contribution to economic performance and innovativeness in Latvia,exploratory research.- Economic annals (University of Belgrad). 2014, vol.Lix, Nr.202, p.7-42. ISSN 0013-3264, DOI:10.2298/EKA1402007S (Scopus).

A detailed investigation of higher education's contribution to economic performance and innovativeness in Latvia is necessary because of contradictory facts in the socio-economic reality of Latvian higher education. Despite the fact that investment in the Latvian higher education system results in high participation, the economic and innovation returns, i.e., the profitability of the resulting highly educated labour force, are low. The analysis of the literature has shown that

there are other factors that determine higher education's contribution to economic performance and innovativeness and enable highly skilled specialists to potentially turn their knowledge into innovation and national income; e.g., the quality of higher education and the level of technological development in business. We conducted an empirical analysis of a set of indicators that are potentially significant to economic performance and innovativeness, and concluded that, first, higher education's contribution to economic performance and innovativeness differs depending on the stage of the country's economic development; and second, that a country's ability to attract and retain talented people becomes more significant at each stage of economic development. In Latvia both the ability to attract and retain talented people and the level of technological development are poorly developed, which results in low economic and innovative returns from a relatively large number of highly skilled specialists.

- Ināra Bojāre, Svetlana Ignatjeva (2014) Autonomous English acquisition in blended e-studies for adults for sustainable development: quantitative research, Rural Environment. Education. Personality. (REEP), Proceedings of the 7th International Scientific Conference, No.7 ISSN 2255-808X, Jelgava, Pages 42-49 (WEB OF SCIENCE)

The topicality of the research arises from broadening language environment to using the English language and insufficient using the possibilities of its acquisition in virtual learning environment. English acquisition in virtual learning environment depends less on time and place of learning what is particularly important for rural inhabitants. The aim of the study is to promote autonomous its acquisition by changing the vertical and horizontal hierarchy of values in the context of sustainable development. Traditionally stable forms of pedagogical process are inquired, but an unstable link of transformation of values in facilitated English acquisition in blended e-studies for adults is investigated in this transdisciplinary research by the means of holistic approach, theoretical modelling and synergetic methodology. A questionnaire was used for collecting quantitative data about the respondent's readiness to learn English in the offered forms of organization of learning process in the classroom and virtual environment by proposed methods. Their attitude is seemed as an indicator of values on what their initial learning activity depends on. This research resulted in grouping the respondents according to their attitude towards the forms of organization of learning process. The attitude towards the methodological factors is different in each group. The respondent decision depends on his/her professional/ social role and the level of education. The attitude of the group of non-formal language learners is not homogenous and requires additional inquiry. The practical result of the research is the short form of the questionnaire for completing groups of EA programmes of non-formal education.

- Bolakova, I., Ignatjeva, S., Bogdanova, N.(2013) Justification of user profiles based on the mental models' competency, Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics) 7946 LNCS , pp. 839-842 (SCOPUS)

Information technologies (IT) environment of a researcher can include a large amount of computer tools. To raise the efficiency of research process, one needs to identify the groups of users and clarify the functionality of the IT environment for every individual user by considering the peculiarities of the individual's work. The analysis of the structure of a researcher's competence model helped the authors to describe the content and structure of the researcher's as a user's mental model.

- I. Haite, S. Ignatjeva (2013) Estimating the level of polycentricity of Latvia and planning regions within the context of the morphological perspective, European Integration Studies No. 7 ISSN 1822-8402, pp. 82-90 (EBSCO)

The aim of the article is to investigate the level of polycentricity of Latvia and planning regions by using mathematical methods, draw conclusions, and formulate proposals. The article defines the methods that can be used for estimating the level of polycentric development within the context of the morphological perspective. The following practical study has been conducted on the basis of the identified estimation methods: ranking of Latvian cities – development centres of national and regional significance – has been carried out according to the basic concepts of the Latvian spatial structure and research method, and morphological estimation of the level of polycentricity of Latvia and planning regions has been made for the period 1989–2012. The

study ends with the empirical analysis and interpretation of the results obtained. Such scientific methods as logically constructive method, monographic method, and regression analysis have been employed in the article. Results of the study confirm trends towards monocentric development in five Latvian regions and country in general. The tendency towards monocentric development can be observed in all Latvian regions for the period 1989-2012.

- Ēriks Kalvāns, Svetlana Ignatjeva (2013) Latgale inhabitants' satisfaction with the quality of social environment micro and macro factors "family", "job" and "state" and its impact on their feeling of happiness, Žurnāls "Reģionālais Ziņojums", PĒTĪJUMU MATERIĀLI, Nr. 9, ISSN 1691-6115, Pages 49-62 (EBSCO)

The last decade's increased demand for the research on the phenomenon of happiness is related to the increase of everyday stress situations, the growing complexity of the construction of a human's personal life, the more difficult choice of life guidelines, the socialization difficulties connected to the significant changes of social norms and values. The researches (Diener, Seligman, 2004; Biswas Diener & Diener, 2006, Adler & Newman, 2002) confirm the links between the feeling of happiness, and life satisfaction in particular with the socioeconomic conditions in a state. The low level of the socio-economic development of Latgale region raises the question of the impact of socio-economic factors on Latgale inhabitants' feeling of happiness. In view of all these considerations, the research has been carried out with the aim 1) to examine Latgale region inhabitants' satisfaction with the factors "Family", "Job" and "State", which are representative of both the micro- and the macro-level of the region's social environment; 2) to study the impact of these factors on people's sense of happiness. The methodology of "Oxford happiness questionnaire" (OHQ; Hills, Argyle, 2002) was used for the research of the structure of the Latgale inhabitants' sense of happiness, but the methodology "Family, Job, State" worked out by the authors (Kalvans, Ignatjeva, 2011) was used to study the micro- and the macro-level factors of the social environment. As the result of the research, Latgale inhabitants' dissatisfaction with the quality of the factor "State" as well as the low satisfaction with their professional life, which is in the area of the factor "Job", has been clarified. It has been discovered that the satisfaction with family relationships partially offsets the discontent with the state's socio-economic conditions and the actual achievements in the professional field, which should be viewed as a factor enhancing Latgale inhabitants' sense of happiness.

- Arbidane, I., & Ignatjeva, S. (2013, March). The Relationship between Working Capital Management and Profitability: a Latvian Case. *Global Review of Accounting and Finance*, 4(1), 148-158. ISSN Print: 1838-1413, ISSN Online: 1838-5915 (Cabell and ERA)

In order to ensure the financial sustainability of companies under current economic conditions successful management of current assets is crucial. In practice it is quite often observed that the decisions related to current assets management in Latvian companies are made in the short-term aspects without making analysis. Efficient management of working capital is an essential condition of rise in profitability of a company. Potentialities of working capital management in the context of efficient running of business have not been studied in Latvia up until now. The main aim of this article is to examine the effect of working capital on profitability of Latvian companies. The results of the research that has been performed in relation to Latvian manufacturing enterprises confirm the existence of a correlation [tie?] between components of working capital and profitability. The developed regression equations meant for forecasting profitability of a company applying working capital management methods can be used by Latvian manufacturing enterprises. It follows that managers of an enterprise can forecast indexes characterizing profit, managing components of working capital and maintaining it on the optimum level.

- Ignatjeva, S., Ruža, O. (2012) Construction and the Analysis of the Models of Mass Appraisal of Residential Real Estate in Riga and Daugavpils. Discussion on Estonian Economic Policy. Aallin (Estonia): BWV Mattimar. ISSN 1736-5600, ISBN 978-3-8305-3096-1, ISBN 978-9985-844-34-2(CD) (EBSCO)

Mass appraisal of real estate is one of the most classical economic tasks in accomplishing of which econometric modeling is successfully applied. The following article dwells upon three models used for estimating the commercial value of residential real estate. For the purposes of the research the market of residential real estate of two cities (i.e. capital of Latvia - Riga and the regional centre – Daugavpils) has been studied. The statistical analysis of the sales data for 2010-2011 has allowed distinguishing pricing factors of the residential real estate, both at the regional level, and at the level of a building and object of real estate. Modeling was conducted with the use of correlation and regression and cluster analyses. The additive and multiplicative models based on the regression equation and the model of the cluster analysis based on the method of parallel sectioning have been presented