

## Galvenie pētījumu virzieni:

- Mārketinga stratēģiskie risinājumi
- Mārketinga komunikāciju/ Integrēto mārketinga komunikāciju pielietošana un izpēte
- Zīmolvedības aktuālie jautājumi mūsdienās
- Korporatīvās identitātes un zīmolvedības aktualitātes

## Nozīmīgāko publikāciju saraksts

1. Batraga A., Dmitrijeva K., Non-Traditional Marketing Integration into Marketing Communications//International Conference "Current Issues in Management of Business and Society Development – 2011": Riga, Latvia, May 5–7, 2011. Conference Proceedings. Riga: University of Latvia, 2011, 890 p. pp.28-37.
2. Batraga A., Rutitis D. Corporate Identity Overview: Concept, Definition, Development //International Conference "Current Issues in Management of Business and Society Development – 2011": Riga, Latvia, May 5–7, 2011. Conference Proceedings. Riga: University of Latvia, 2011, 890 p. pp 603.-613.
3. Batraga A., J.Šalkovska „The Analysis of Opportunities of Introduction and Development of Key Account Management System in Latvian Companies”. 2011. Journal „Management” VadybaWest Lithuania Business College, Klaipeda 2011. nr.1(18); EBSCO pp.25.-33.
4. Batraga A. „Marketing Communication Actualities”, International Conference “Economic theory and commercial performance: global challenges”, St. Petersburg State University, October 13-14, 2011. Экономическая теория и хозяйственная практика: глобальные вызовы. ЕВРОПЕЙСКИЙ ДОМ Санкт\_Петербург 2012 500 стр. 500, pp.304-318.
5. Batraga A. ,Dmitrijeva K. Marketing Paradigm: transition from MC to IMC, 17th International Scientific Conference "Economics and Management-2012 (ICEM-2012)"; 28th to 30th of March, 2012 in Tallinn, Estonia. No 17(3), pp 1068-1075.
6. Batraga A., Rutitis D. Corporate identity within the health care industry, 17th International Scientific Conference "Economics and Management-2012 (ICEM-2012)"; 28th to 30th of March, 2012 in Tallinn, Estonia.
7. Batraga A. Dmitrijeva K. New theoretical concepts of marketing communications in the context of globalization processes. 7th International Scientific Conference “Business and Management–2012” May 10-11, 2012, Vilnius, LITHUANIA International Economy: Problems of Innovation and Marketing Management. pp 343-350.
8. Dmitrijeva K., Batraga A., Barriers to integrated marketing communications: the case of Latvia (small markets):. The 8th international strategic management conference (Beykent University of Istanbul, Turkey and the Gebze Institute of Technology of Kocaeli, Turkey) The proceedings of 8th international strategic management conference. New Opportunities for Global Collaboration & Strategic Alliances in the Era of ‘New Normal’ June 21-23, 2012, Barcelona-Spain.  
<http://www.sciencedirect.com/science/journal/18770428> . Pages 1018-1026. October 2012.
9. Rutitis D., Batraga A. , Muizniece L , Ritovs K , Management of corporate identity dimensions in the health care.: The 8th international strategic management conference (Beykent University of Istanbul, Turkey and the Gebze Institute of Technology of

Kocaeli, Turkey) The proceedings of 8th international strategic management conference. New Opportunities for Global Collaboration & Strategic Alliances in the Era of 'New Normal' June 21-23, 2012, Barcelona Spain. v <http://www.sciencedirect.com/science/journal/18770428> Pages 995-1003. October 2012.

10. Rutitis D., Batraga A., Muizniece L., Ritovs K. Corporate identity dimensions in Latvian health care enterprises: results of expert survey: 2012. Journal „Management” Vadyba West Lithuania Business College, Klaipeda 2012. nr.1(20) EBSCO pp.55.-63.

11. A. Batraga, I. Medne, K. Dmitrijeva, J. Šalkovska, High school brand development – association context. Latvia University of Agriculture Faculty of economics International conference editorial board, Economic science for rural development’ 2013, April 25.-26; Accession Number: 87566518; EBSCO cost.Database: Academic Search Complete.

12. I. Medne, A. Batraga The satisfaction of the tourism consumers in Latvia//Global Business Conference 2013 proceedings: Socially responsible business and global/ local competitiveness. – Opatija, Croatia: Innovation Institute, 2013, Proceedings / ed.: Goran Vlašić, Zoran Krupka, Jurica Pavičić. - Zagreb : Innovation Institute, 2013. P.188-196. p.188 – 196.

13. D. Rutitis, A. Batraga, K. Ritovs, Methodology of assessment of the corporate identity management in health care. VADYBA, Journal of Management, 2013, Vol. 23, No. 2; ISSN 1648-7974. pp.15.-22.

14. Anda Batraga, Līga Brasliņa, Kaspars Viksne, Andrejs Čumakovs. Innovative Competitive Advantage Determination Model / No. 35 // Economic Science For Rural Development Jelgava : Latvia University of Agriculture, 2014. ISSN 1691-3078. ISBN 9789934846625. Nr. No. 35, 34.-43, lpp. Abstracted / Indexed: AGRIS, EBSCO.

15. Līga Brasliņa, Kaspars Viksne, Anda Batraga. Comparative Analysis of Innovation Process Approaches//International Conference “New Challenges of Economic and Business Development – 2014”: Riga, Latvia, May 8–10, 2014. Conference Proceedings. Riga: University of Latvia, 2014, 476 p. ISBN 978-9984-45-836-6. Pp 37.-52.

16. Anda Batraga, Līga Brasliņa, Kaspars Viksne. Identification of Innovation Ideas in Its Development Process. Academic Journal, KAUNAS VYTAUTO DIDŽIOJO UNIVERSITETAS, Vytautas magnus university 2014. Organizacijų VADYBA: sisteminiai tyrimai 70. ISSN 1392-1142 (Print), ISSN 2335-8750 (Online) ORGANIZACIJŲ VADYBA: SISTEMINIAI TYRIMAI 2014.70

17. Jeļena Šalkovska, Anda Batraga, Elīna Ogsta. Actual problems of enterprises' marketing management. Scientific journal of Social Sciences, Regional Formation and Development Studies Vol 14, No 3 (2014) Klaipėda University Social Science Faculty, ISSN: 2351-6542. Pp. 178-188.

18. Didzis Rutitis, Anda Batraga, Daina Skiltere, Kristofers Ritovs. Evaluation of the Conceptual Model for Corporate Identity Management in Health Care. Procedia - 19th International Scientific Conference; Economics and Management 2014, ICEM 2014, 23-25 April 2014, Riga, Latvia. Procedia - Social and Behavioral Sciences, Volume 156, Pages 1-648, 26 November 2014, Pages 439–446.

19. Batraga A., Pūķe I. Integreiting Standartisation/Adaptation in International Marketing strategies: Companies in Latvia. / No. 40 // Economic Science For Rural Development Jelgava : Latvia University of Agriculture, 2015. ISSN 1691-3078. ISBN 9789984481838. Nr. No. 40, Pages 27-37.

## Dalība pētnieciskos projektos

1. Pārrobežu sadarbības programmas projekts „**Frančaizinga sadarbības tīkla radīšana Latvijas–Lietuvas–Baltkrievijas pārrobežu reģionā**” ;“Creation of franchising co-operation network in Lithuania-Latvia-Belarus cross-border region”; **F.A.R. Network** „Franchise Attractiveness of a Region” Network; Projekta realizēšanas termiņš 2.12.2013-30.11.2014; iesaistītās valstis: Lietuva, Latvija, Baltkrievija. Projektā iesaistītās organizācijas Lietuvas Darba Devēju Konfederācija (Lithuanian Business Employers’ Confederation), Latvijas Universitāte, Baltkrievijas Republikāniskā uzņēmējdarbības konfederācija (Republican Confederation of Entrepreneurship); **Projekta numurs LLB-2-168, ES finansējums.**  
<http://www.lu.lv/par/projekti/es/2014-2020/interreg/fancaizings/>

2. Projekts “**Eksporta tirgu izpēte**” No 18.12.2014. līdz 18.12.2015. LU Fonds “Latvijas Universitātes fonds” Reģ. Nr. 40003412490. LU fonda projekta kods: OZOLS/ElvaBaltic/EVF/Eksporta\_tirgus\_stipendija.

## Dalība zinātniskās konferencēs

1. Batraga A. Dmitrijeva K. Non-Traditional Marketing Integration into Marketing Communications//International Conference “Current Issues in Management of Business and Society Development – 2011”: Riga, Latvia, May 5–7, 2011.
2. Batraga A. Rutitis. D. Corporate Identity Overview: Concept, Definition, Development //International Conference “Current Issues in Management of Business and Society Development – 2011”: Riga, Latvia, May 5–7, 2011.
3. Batraga A. „Marketing Communication Actualities”, International Conference “Economic theory and commercial performance: global challenges”, St. Petersburg State University, October 13-14, 2011.
4. BatragaA. ,Dmitrijeva K.Marketing Paradigm: transition from MC to IMC, 17th International Scientific Conference "Economics and Management-2012 (ICEM-2012)"; 28th to 30th of March, 2012 in Tallinn, Estonia.
5. BatragaA., Rutitis D. Corporate identity within the health care industry, 17th International Scientific Conference "Economics and Management-2012(ICEM-2012)"; 28th to 30th of March, 2012 in Tallinn, Estonia.
6. Batraga A. Rutitis D. Corporate Identity – Comparison of produced and services Marketing Perspectives. International conference New Challenges of Economic and Business Development – 2012. May 10-12, 2012, Riga, University of Latvia.
7. Batraga A. Dmitrijeva K. New theoretical concepts of marketing communications in the context of globalization processes. The 7thInternational Scientific Conference “Business and Management–2012” May 10-11, 2012, Vilnius, LITHUANIA International Economy: Problems of Innovation and Marketing Management.(Vilnius Gediminas Technical University)
8. Dmitrijeva K., Batraga A Barriers to integrated marketing communications: the case of Latvia (small markets):. The 8th international strategic management conference “New Opportunities for Global Collaboration & Strategic Alliances in the Era of ‘New Normal’”: Barcelona, Spain, June 21-23, 2012.
9. Rutitis D., Batraga A. , Muizniece L , Ritovs K , Management of corporate identity dimensions in the health care.: The 8th international strategic management

- conference New Opportunities for Global Collaboration & Strategic Alliances in the Era of 'New Normal' June 21-23, 2012, Barcelona-Spain.
10. Rutitis D., Batraga A. The Conceptual Framework of Corporate Identity in Health Care Industry. International Symposium The Economic Crisis: time for a paradigm shift – towards a system approach. Valencia, 2013.
  11. A. Batraga, I. Medne, K. Dmitrijeva, J. Šalkovska, High school brand development – association context. Latvia University of Agriculture Faculty of economics International conference editorial board, Economic science for rural development' 2013.
  12. Rutitis D. Batraga A. K. Ritovs. Methodology of assessment of corporate identity management, health care. 6. ikgadējā starptautiskā starpaugstskolu zinātniskā konference „Jaunu biznesa risinājumu meklējumi nākotnei” 6th International Scientific Conference “New business Solutions for Emerging Future”; organised in partnership with BA School of Business and Finance, RISEBA, Ventspils University College from April 25-27, 2013.
  13. L. Braslina; A. Čumakovs, K. Vīksne, A. Batraga Innovative determination model of Competitive Advantage. International conference New Challenges of Economic and Business Development – 2012. May 9-11, 2013, Riga, University of Latvia.
  14. I. Medne, A. Batraga The satisfaction of the tourism consumers in Latvia//Global Business Conference 2013 proceedings: Socially responsible business and global/local competitiveness. – Opatija, Croatia: Innovation Institute, 2013.
  15. Anda Batraga, Līga Brasliņa, Kaspars Vīksne, Andrejs Čumakovs. Innovative Competitive Advantage Determination Model / No. 35 // Economic Science For Rural Development Jelgava : Latvia University of Agriculture, 2014.
  16. Līga Brasliņa, Kaspars Vīksne, Anda Batraga. Comparative Analysis of Innovation Process Approaches//International Conference “New Challenges of Economic and Business Development – 2014”: Riga, Latvia, May 8–10, 2014. Conference Proceedings. Riga: University of Latvia, 2014.
  17. Didzis Rutitis, Anda Batraga, Daina Skiltere, Kristofers Ritovs. Evaluation of the Conceptual Model for Corporate Identity Management in Health Care . Procedia - Social and Behavioral Sciences, 19th International Scientific Conference "Economics and Management 2014 (ICEM-2014)" 19th International Scientific Conference; Economics and Management 2014, ICEM 2014, 23-25 April 2014, Riga, Latvia
  18. Batraga A., Pūķe I. Integreiting Standartisation/Adaptation in International Marketing strategies: Companies in Latvia. / No. 40 // Economic Science For Rural Development Jelgava : Latvia University of Agriculture, 2015.