



BALTIC INTERNATIONAL ACADEMY



SCIENTIFIC RESEARCH AND CREATIVE ACTIVITIES DEVELOPMENT STRATEGY 2022-2025

APPLIED SCIENCES HIGHER EDUCATION INSTITUTION BALTIC INTERNATIONAL ACADEMY (HEREINAFTER - BIA, OR ACADEMY) SCIENTIFIC RESEARCH AND CREATIVE ACTIVITIES DEVELOPMENT STRATEGY 2022-2025 (HEREINAFTER - BIASRCADS 2025, OR STRATEGY) is the medium-term development planning document of the Academy. The strategy has been developed based on the BIA's Development Strategy 2022-2025 (BDS2025), analysis of indicators of scientific research and creative activities in the study fields implemented by the BIA, achievements of the previous period and recommendations of the accreditation commissions' experts, as well as considering such Latvian strategic planning documents as:

- Latvian Sustainable Development Strategy by 2030 (Latvia2030)
- Latvian National Development Plan for the European Commission 2021-2027 (NAP2027)
- Latvian Education Development Guidelines 2021-2027
- Future universities 2030 "National Concept for the Development of Higher Education and Higher Education Institutions of Latvia 2021-2030".

The Academy is a higher education institution of applied sciences that implements study programmes in several fields, such as: Economics; Management, Administration, Real Estate Management; Hotel and Restaurant Services, Tourism and Recreation Organization and Arts. The BIA's scientific strategic specialization is in social sciences. The Academy was registered in the Register of Scientific Institutions of Latvia on 2 March 2018 (Registration No. 372178, ICSFD decision No. 2-29/2).

BIASRCADS 2025 is aligned with the Academy's mission, scientific and strategic specialization, vision, and values. It meets BIADS 2025's second strategic objective: the integration of science and research in all study fields, ensuring excellence in scientific research and international competitiveness in priority scientific areas, including involvement in international projects, the promotion of student and academic staff mobility, scientific research activities, and the PhD programs' further development.

The strategy *is closely linked to the following strategic objectives and directions of BIADS2025:*

- increasing the proportion of academic and scientific staff with a PhD to 65%;
- attraction of doctoral scientists and young scientists to the research to be carried out by BIA;
- active participation in international scientific, scientific research conferences, artistic creative events, seminars and other scientific research and creative activities;
- participation in international research programmes and projects.

BIASRCADS 2025 reflects the strategic objective 2.2 and strategic direction 4.2 of the BIADS2025. "Development of scientific research and creative activities".

THE BALTIC INTERNATIONAL ACADEMY'S MISSION OF SCIENTIFIC RESEARCH AND CREATIVE ACTIVITIES is to carry out applied research and internationally recognized scientific research activities, to develop science, applied research, artistic and creative activities, ensuring investment and influence on the Latvian economy, economics and society.

VISION OF THE ACADEMY'S SCIENTIFIC RESEARCH, CREATIVE AND ARTISTIC ACTIVITIES:

to be continuously and sustainably developed, oriented towards scientific research in the social sciences, creative and artistic activities, and actively involved in the national and international scientific research community an internationally recognized and distinctive scientific institution in the European Union's Baltic Sea region with:

- continuous implementation of internationally recognized scientific research activities, supported by recognized scientific publications in Latvian and international scientific issues, in particular scientific research publications in internationally recognized databases (SCOPUS,

Web of Science, ERIH +, etc.), Q1 and Q2 scientific publications and peer-reviewed monographs, mainly in social sciences;

- involved in scientific, scientific research, creative and artistic activities, internationally oriented and recognized academic staff and students;
- regularly organized and implemented international scientific and scientific research conferences and seminars, mainly in social sciences, creative and artistic activities and events;
- the development and strengthening of mutually enriching, efficient, new knowledge-generating, scientific research capacity directed towards scientific research co-operation with Latvian and foreign higher educational institutions, scientific research and scientific institutions, centers, representatives of industry and employers, state and local government institutions, contributing to sustainable economic and social development;
- established applications for national and international projects containing a scientific, scientific research or scientific research component, as well as participation in such scientific and scientific research projects and programmes as a partner institution or grantee/coordinator;
- study fields, the study programmes of which include study courses in scientific research and development of creative skills and competences of students, implementation of practically oriented tasks, which promote their involvement in projects and studies relevant to the Latvian economic sector, as well as the use of the possibilities of inter-field laboratories and creative infrastructures of the Academy;
- continuously developed scientific research, creative and artistic infrastructure and environment.

The Academy has developed an implementation plan for the Scientific Research and Creative Activities Development Strategy 2022-2025, as well as formulated the main directions of activities with objectives, indicators/actions and responsible persons that promote their achievement and realization based on principles of engagement, interaction and development, contributing to the improvement and development of the Academy's scientific research and creative ecosystem.

BIA'S PRIORITY SCIENTIFIC RESEARCH DIRECTIONS ARE:

- Management and business economics
- Digital transformation of sustainable economy and finance
- Design and digital visualization
- Cognitive mechanisms for the formation and change of indirect attitudes in social psychology and its application
- Interpersonal and intergroup communication in social field
- Protection of human rights in the European Union
- Regional potential of tourism and recreational areas

ACADEMY'S SCIENTIFIC RESEARCH AND CREATIVE ACTIVITY MAIN DIRECTIONS OF ACTIONS:

1. OBJECTIVE: STRENGTHENING AND DEVELOPING THE SCIENTIFIC RESEARCH AND PEDAGOGICAL POTENTIAL OF THE ACADEMY'S ACADEMIC STAFF

Indicators/actions to achieve the objective:

- 1.1. Percentage of professors and associate professors from the elected academic staff
- 1.2. Proportion of academic staff with a PhD in the number of academic staff elected
- 1.3. Share of leading researchers and researchers in the number of elected academic staff
- 1.4. Number of LSC experts (as a percentage of academic staff)
- 1.5. Number of young foreign scientists and researchers involved
- 1.6. Number of master's degree and doctoral students out of the total number of students

2. OBJECTIVE: ENHANCING THE EFFECTIVENESS AND VISIBILITY OF ACADEMIC STAFF RESEARCH ACTIVITIES IN LOCAL AND INTERNATIONAL ACADEMIC AND SCIENTIFIC COMMUNITIES.

Indicators/actions to achieve the objective:

- 2.1. Number of academic staff publications in internationally reviewable editions (SCOPUS, WoS, ERIH +)
- 2.2. Number of publications in internationally reviewable editions (SCOPUS, WoS, ERIH +) in co-authorship with foreign researchers
- 2.3. Number of scientific publications of elected academic staff in Q1 and Q2 scientific journals
- 2.4. Number of monographs issued by academic staff
- 2.5. Percentage of academic staff with publications in indexed scientific databases
- 2.6. Number of academic staff publications in BIA non-reviewable issues

3. OBJECTIVE: DEVELOP THE ACADEMY'S SCIENTIFIC RESEARCH, CREATIVE AND ARTISTIC ACTIVITIES BY ARRANGING AND ORGANISING INTERNATIONAL SCIENTIFIC AND SCIENTIFIC RESEARCH CONFERENCES, CLOSER INVOLVEMENT OF ACADEMIC STAFF AND STUDENTS IN SCIENTIFIC RESEARCH ACTIVITIES, PROMOTION OF SCIENCE AND EXPANSION OF SCIENTIFIC RESEARCH COOPERATION

Indicators/actions to achieve the objective:

- 3.1. Number of scientific and research conferences organized by the Academy
- 3.2. Number of foreign participants at BIA conferences
- 3.3. Number of BIA students (masters' degree and PhD students) publications in the BIA's international scientific and practical conference collection of scientific papers
- 3.4. Number of publications of foreign students (masters' degree and PhD students) in the BIA International Scientific Practical Conference article collection

4. OBJECTIVE: STRENGTHENING, DEEPENING AND DIVERSIFYING THE ACADEMY'S SCIENTIFIC RESEARCH COLLABORATIVE NETWORK

Indicators/actions to achieve the objective:

- 4.1. Number of scientific and research cooperation agreements with higher education institutions, organizations, associations and unions

- 4.2. Number of countries where Academy's partner universities and organizations are located
 - 4.3. Number of international projects implemented, including projects with a scientific research component in which the Academy is a grantee or partner
 - 4.4. Number of projects and grants implemented, co-financed by Latvian public institutions, including State scholarships for students and researchers
 - 4.5. Number of international project/grant applications
 - 4.6. Share of international funding in the Academy's annual budget
 - 4.7. Share of State funding in the Academy's annual budget
5. **OBJECTIVE: DEVELOPMENT OF THE ACADEMY'S SCIENTIFIC RESEARCH AND CREATIVE INFRASTRUCTURE AND INTRODUCTION OF THE SCIENTIFIC RESEARCH COMPONENT IN THE STUDY PROCESS**

Indicators/actions to achieve the objective:

- 5.1. Number of scientific research labs
- 5.2. Quantity of technical equipment and software used for scientific research activities and organization of scientific research events
- 5.3. Number of premises equipped with equipment and specialized computer software (SPSS, etc.)
- 5.4. Number of available scientific e-databases in the Academy's library
- 5.5. Number of periodical scientific journals issued
- 5.6. Number of study programmes containing study courses for the development of students' scientific research and creative skills and competences, including practice-oriented tasks that encourage students to engage in projects and research, as well as courses that take advantage of the Academy's laboratory and creative infrastructure facilities during the study process.

In cooperation with other structural units, departments, study fields, and programs involved in the development and implementation of the Academy's scientific research and creative activity development strategy, the main directions, objectives, criteria, and measures of BIASRCADS 2025 shall be reviewed, the results achieved shall be evaluated, and, if necessary, corrections and changes to the strategy shall be made.