

AI AND DIGITAL TRANSFORMATION: INNOVATIONS OPPORTUNITIES, AND ETHICAL CHALLENGES



GUIDELINES FOR STUDENTS' RESEARCH PAPERS

Theme (14 pt, Bold, All Caps, Centred, must not be longer than two paragraphs)

Name and surname (12 pt, Bold, Centred), Study program, group, e-mail (12 pt., Centred),

Abstract: (12 pt, *Italic, Justify: from right and left 1 cm, about 1000 characters*) *Abstract of the scientific research that includes: objectives, tasks, research methods and main result. The summary consists of up to 100 words.*

Keywords: 3 to 5

Introduction (12 pt, Bold, Centred)

(Beginning 1 cm from the left, 12 pt, Normal, Justify, Times New Roman, single column) Introduction includes: Topicality of the topic, hypothesis or research questions, purpose, tasks, reasonable research methods, study period, study limitations, and methodology.

1. Theoretical part (12 pt, Bold, Centred)

(Starting at 1 cm from the left, 12 pt, Normal, Justify, Times New Roman, in one column) At least 2 recent textbooks and 3 recent scientific publications in Year 1 (3 and 7 respectively in Year 2; 5 and 10 - in the third year) to use as a theoretical basis for the research topic.

2. Analysis of the situation (12 pt, Bold, Centred)

(Starting at 1 cm from the left, 12 pt, Normal, Justify, Times New Roman, in one column) An overview of the industry or market situation over the last 3 to 5 years.

3. Part of the research (12 pt, Bold, Centred)

(Starting 1 cm from the left, 12 pt, Normal, Justify, Times New Roman, single column)

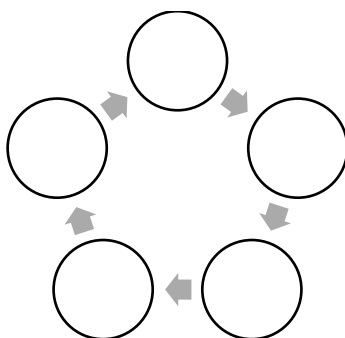
Primarily a field study of the selected topic.

Design of tables and figures

1.tab.

Title of the table (12 pt, Bold, Centred)

--	--	--	--



1.att. Title of the figure (12 pt, Bold, Centred)

Conclusions and Recommendations (12 pt, Bold, Centred)

- 1.
- 2.
- e.t.c.

References and sources (example) (12 pt, Bold, Centred)

(Alphabetical order of the author's surname, beginning with the Latin alphabet, then Cyrillic, showing the year of publication, title, publishing and number of pages, time of obtaining Internet resources and full online; 10 pt, Normal, Justify).Best, R. (2005). Market based management. 4th ed., Prentice Hall.

1. Butcher, S., Stephan, A. (2002). Customer Clubs on Loyalty Programms. Abingdon, Oxsn, GBR: Gower Publishing Limited.
2. Kotler, P., Keller, K.L. (2006). Marketing anagement. 12th.ed., Prentice Hall, p.196-197.
3. Ozols, Ģ., (2015) Iegūts 14.01/2016. <http://www.ozols.lv/risinajumi/mazumtirdznieciba>
4. TNS Latvija mājas lapa (2013), Iegūts 14.01/2016. http://www.tns.lv/newsletters/2012/35/?category=tns35&id=mr_d_lojalitates_kartes.

5. Райхельд, Ф., Тил, Т.(2005). Эффект лояльности: движущие силы экономического роста, прибыли и непреходящей ценности. ISBN 5-8459-0850-7 : Пер. с англ. — М.: Издательский дом "Вильямс", 384 с.

- Volume of the article: 7 - 10 pages. (29,000 characters) along with a list of references and sources.
- Leaf setting: 3 cm from the left, 2 cm from the right, top, bottom.
- The text should have the same line spacing.
- The reference in the text is - in parentheses Surname, year: page, for example (Kotler, 2006: 248), if there are two authors in the middle surnames & (Kotler & Keller, 2007: 118), if three and more, write one last name and so on. (Kotler et al., 2008: 18). An internet reference without an author is made up of the title of the publication or website and the year (year without reference - year).