

Foreword



Assoc. Prof. **Agnese Dāvidsone**, Rector of
Vidzeme University of Applied Sciences

Among these challenges, we see (too) rapid technological development, struggling economies, and the climate crisis—all of which are coupled with a growing need for increased societal resilience and stronger-than-ever democratic leadership.

The authors of these abstracts represent various universities and countries from different continents. However, they are united by a shared scientific passion for making the world a better place.

I would like to warmly thank the authors of the abstracts, the reviewers, and the members of both the Scientific and Organizing Committees of the conference. I would also like to personally thank my esteemed colleague, Ms. Zane Kudure, for leading the team that organized the conference and the dynamic and diverse program of the very first international Science Festival at ViA. This festival serves as a great example of how the vibrant community of the European University Alliance, E³UDRES², continues to bring together academics, students, industry practitioners, and policymakers. At E³UDRES², we lead by example.

I wish you many new insights and much inspiration as you read this volume!

We started the tradition of the International Scientific Conference *SOCIETY. TECHNOLOGY. SOLUTIONS* in 2019, when I was the main organizer. I continued organizing the conference until 2022, when I changed my position at the University and no longer had the time to organize it.

I'm glad that other colleagues have taken over and that the tradition is being kept alive. This year, the Conference has grown larger than before, with more participants and a greater number of thematic sections. Among the participants are several of our doctoral students, and we hope that this conference will be an excellent soil to grow and learn from more experienced colleagues and keynote speakers.

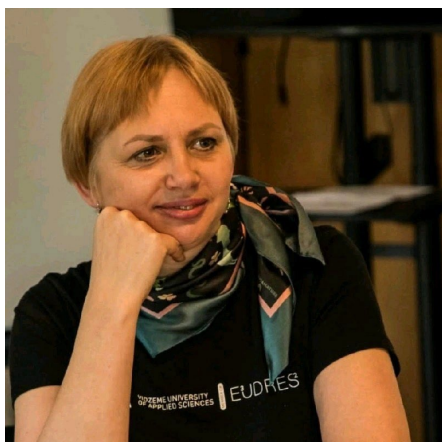
Dear readers,

It is my honour and privilege to introduce to you this exciting and topical collection of conference abstracts from the 5th International Scientific Conference *SOCIETY. TECHNOLOGY. SOLUTIONS*, held at Vidzeme University of Applied Sciences (ViA), Latvia.

With this book, we mark an important milestone in our dedicated efforts to nurture STEAM, social sciences, and the humanities in proposing scientifically grounded solutions to some of the most pressing challenges of today's world.



Assoc. Prof. **Oskars Java**, Co-Director of
Doctoral School at Vidzeme University of
Applied Sciences



Prof. **Agita Liviņa**, Co-Director of
Doctoral School at Vidzeme University
of Applied Sciences

The conference is being held during a period of significant structural changes at Vidzeme University of Applied Sciences, where a single joint scientific institute is being established to enhance interdisciplinarity in research.

The Doctoral School was established in early Spring 2025. I am co-leader of the Doctoral School on the joint PhD study programme on Economics and Business. I am proud that at our conference, 13 PhD students or candidates are presenting their research, of course, in different stages, but this is a way to grow by doing, discussing and networking. It is very gratifying that the conference includes trusted and well-known researchers from other countries affiliated with Vidzeme

University of Applied Sciences. We have researchers from India, the Netherlands, the United Kingdom, Finland, Albania, Ukraine and of course from Latvia.

I would emphasize topics such as resilient & circular economy, creative industries, heritage, nature conservation, and outdoor activities as well as media, communication and technologies.

All of these areas of research revolve around people, both in terms of how they have acted in the past and what legacy they have left behind, so that we can view and evaluate it with today's eyes, and in terms of working and creating innovations to develop the region sustainably and ensure that society and entrepreneurs are responsible for their actions. So that after work, people can relax and enjoy nature, preserving it for future generations. And, of course, all of this is influenced by the technologies that researchers develop and try to apply in various industries, as well as external circumstances and communication about what is happening from different angles and at different levels.

I am always truly delighted to welcome outstanding researchers in their field to Valmiera, and sometimes I am amazed at how it works out. And I can only recommend one recipe: do it, try it, and understand why you invite excellence.