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|  | **Higher education institution and business cooperation: potential, challenges and innovations**  Tuesday, 01 **March 2022, 13.30**, online |

**Programma/Programme**

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| **13.15–13.30** | Joining the conference | |
| **Vadītājs/Chair: Prof. Baiba Šavriņa, Kristīne Bērziņa** | | |
| **13.30–13.45** | **Aikaterini Papakota, University of Thessaloniki, Greece** | [Promoting Gender Equality in Start-up](https://drive.google.com/file/d/1AQYwHtYbKoHCVV9NTfg7tCBHAoS34CrB/view?usp=sharing) |
| **13.45–14.00** | **Sari-Johanna Karpahaa; Dr. Helen Teijonen, University of Eastern Finland** | [University-business cooperation: potential and challenges](https://drive.google.com/file/d/13nY6IoN08kcrTa4nnivgwjWgga_WjqdC/view?usp=sharing) |
| **14.00–14.15** | **Prof. Baiba Šavriņa, University of Latvia** | Youth employment perspectives and entrepreneurial education using internship |
| **14.15–14.30** | **Kristīne Bērziņa, University of Latvia** | [Formal and informal barriers in cooperation](https://drive.google.com/file/d/1nXexUxYFopqHIcmZjged10atSBOHK0-h/view?usp=sharing) |
| **14.30–15.00** | **Gundars Kokins, Riga Technical University** | [Developing a Customer Centric Journey Map: The Case study of Cambridge Venture Camp](https://drive.google.com/file/d/1Cz1KT5fc6gN0dztdSDW8sQxQxae9AU1K/view?usp=sharing)**,** |
| **15.00–15.30** | **Concluding discussions** | |