



Lithuania – Latvia – Poland

Annotated bibliography

Document title, year of publication	<i>Business Cooperation in the Cross-border region of Klaipeda region and Latvia(2012)</i>	
Complete bibliographical references, access (DOI), if possible	Šimanskienė, L., Burgis, D., Lūduma, D., & Zeltiņa, M. (2012). Verslo Bendradarbiavimas Klaipėdos Regiono Ir Latvijos Pasiestyje. <i>Regional Formation & Development Studies</i> , 6, 137–146.	
Type of publication (please select)	Scientific article	theoretical
Language(s)	Lithuanian	
Key words	economic and social development of the regions, cross-border region, indicators of economic and social development	
Abstract	<p>The article examines the cooperation of organisations in border regions and presents the results of a survey conducted among organisations in the Klaipeda region regarding cooperation with Latvian organisations. Insufficient cooperation was found but there are several organisations interested in such collaboration. To determine the factors hindering cooperation development, it has been established that a foreign language cannot be considered a significant obstacle, as its lack of knowledge causes problems for only a small number of organisations in the region. The main obstacle is the lack of information on business development opportunities and cooperation with Latvian organizations. To address these obstacles, it is proposed to pay more attention to disseminating information on cooperation opportunities in the region.</p>	

Content and main findings	<p>The authors react to the global trend of decentralising economic regions. The study aims to investigate the theoretical foundations for cooperation between organisations in the border regions of the Klaipeda region and Latvian organisations, identifying obstacles and suggesting ways to enhance collaboration. 159 organisations in the border regions were analysed.. Only 18.2% of the organisations had relations with Lithuania-Latvia, which clearly shows that businesspeople are seeking to establish relations with countries with larger markets which are more economically lucrative, such as the Russian Federation or those in the EU.</p> <p>The authors made valuable observations about language. Only 27.7% of respondents stated that not knowing a foreign language hinders cooperation with Latvian organizations. The authors note that small countries today are compelled to learn a foreign language. Traditionally, the older generation speaks Russian, while the younger generation mostly speaks English, providing ample communication opportunities for business organisations. Interestingly, as many as 67.9% of the organisations participating in the survey indicated that they lack information on the conditions for establishing businesses in the cross-border region and expressed a desire to receive such information in their native language. The authors conclude that a greater coordinating role of the institutions of both countries should be established, horizontal networks of cooperation between state, education and business organisations should be created, and partners from Latvia could participate in the activities of network organisations.</p>
Remarks	<p>The fact that only 27.7% of people believe that language is an issue does not pose a significant obstacle to building cross-border relations. Major languages dominate, and this is the reality for small countries. It makes perfect sense that there is no need to learn Latvian when successful business can be conducted in Russian or English, two languages that can facilitate cross-border and global communication. It is interesting that respondents would like to receive training in their native language, which reflects their insecurity about foreign languages.</p>