

2016

Global Studies: Business, Economic, Social and Cultural Aspects Abstracts

Tenth Annual International
Conference on Global Studies:
Business, Economic, Social and
Cultural Aspects

19-22 December 2016,
Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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Economic, Social and Cultural
Aspects Abstracts

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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface		9
Conference Program		11
1.	Cross-Disciplinary Collaboration: Accelerate the Innovation Process <i>Zulfiqar Ali & Hongyi Sun</i>	16
2.	Football Stadium as Pride of Place <i>Naomi Ando</i>	17
3.	Moderating Roles of Leadership Effectiveness and Job Stress on Relationship between Paternalism and Leadership-Induced Stress <i>Sunday Samson Babalola & Olufemi Adigun Lawal</i>	19
4.	Impact of Microfinance Institutions on Small and Medium Enterprises Development. A Case of Jigawa State, Nigeria <i>Gambo Babandi Gumel</i>	20
5.	Virtual Group Management in a Digitalized Society: Cultivating Group Dynamics in Virtual Learning Arrangements <i>Bob Barrett</i>	21
6.	The European Energy Union: Benefits for the Balkan Region <i>Svetla Boneva</i>	22
7.	The Digital Self: The Construction of Self and Social Recognition in the Global Digital Society <i>Federica Buongiorno</i>	23
8.	Environmental Concern: A Barrier or an Opportunity for Marketing Innovation? <i>Maria Cornejo-Canamares & Natalia Medrano Saez</i>	25
9.	Ethnosexism. Sexual Politics as a Strategy to ward off Muslim Refugees in North Western Europe <i>Gabriele Dietze</i>	26
10.	Socio-cultural Impacts on Heritage Consumption and Indigenous People: The Case of post-Civil War Croatia <i>Dino Domic & Nikolaos Boukas</i>	27
11.	Advancing the Sustainable Business Curriculum: A Review of Curriculum, Practice and Philosophy <i>Louise Emanuel & Alexander Bell</i>	28
12.	The Economic and Social Cohesion of Regions in the EU- Case Study Poland <i>Marcin Gospodarowicz</i>	29

13.	A Challenge for the EU (and the World): How to Cope with Refugees? <i>Gerd Groezinger</i>	30
14.	Labor Conditions in China's Textile and Garment Industry <i>Nathalie Homlong & Elisabeth Springler</i>	31
15.	An Empirical Study on Professional Development for Innovative Teaching and Learning at an Open Distance Learning University (ODL) in South Africa <i>Anthony Kiryagana Isabirye</i>	32
16.	Factors Differentiating Bulgarian Attitudes towards Migrants <i>Nikolay Ivantchev & Stanislava Stoyanova</i>	33
17.	Can Economics Renew Itself with Digital Humanities? An Experiment with a Prospective Study on Green IT in Europe <i>Pascal Jolivet</i>	34
18.	Can Transformational Leadership be used to Pursue Gender Parity in South African Organisations? An Analysis of the Status of African Women <i>Maria Matshidiso Kanjere</i>	36
19.	Training of Refugee Health Care Workers; Turkish Experience <i>Irep Karatas Eray, Aylin Baydar Artantas, Ahmet Keskin, B. Furkan Dagioglu, Ozlem Yigitbasoglu, Kanuni Keklik, Mehmet Ali Torunoglu, Yusuf Ustu & Mehmet Ugurlu</i>	37
20.	Fighting Against the Educational Inequality of the Mixed Ethnicity Children in South Korea <i>Soon-yang Kim</i>	39
21.	Gender Diversity, Global Mobility and the Business Bottom Line: The Case for Change <i>Myrophora Koureas</i>	40
22.	Strategic Partnerships for Export Promotion: The Case of New York State <i>Peter Koveos & Elena Iankova</i>	41
23.	Explaining Employment Hardiness among Women in Israel's Ultra-Orthodox Community: Facilitators and Inhibitors <i>Liat Kulik</i>	42
24.	Scientific Innovation and Technological Research in the Human Sciences <i>Charles Lenay</i>	43
25.	Science, Art, History in a Globalized World <i>Salvatore Lorusso</i>	44
26.	Examining the Relationship between Perceived Social Risk, Buying Behavior and Apparel Store Choice among Female Generation Y Students <i>Bakae Aubrey Mokoena & Eugene Maziriri</i>	45

27.	Moana: From Indigenous <i>Oikoumene</i> to Global Periphery in the Pacific Islands <i>Christopher Robert Morgan</i>	46
28.	Pursuing Sustainability in the Euro-Mediterranean Area: The Role of Agricultural Finance <i>Margherita Mori</i>	47
29.	The South African Constitutional Court's Approach to Democracy, a Unique Contribution in Comparative Jurisprudence <i>Ziyad Motala</i>	48
30.	Cultural Differences across the Countries in University-Business Collaboration in Europe <i>Balzhan Orazbayeva, Thomas Baaken & Yelena Smirnova</i>	50
31.	The Obstacles of Entrepreneurs in Agro-Tourism: A Case of North Montenegro <i>Sanja Pekovic</i>	52
32.	The Split between Criminal Policy and Social Sciences: The Development of "Punitivism" <i>Manuel Portero Henares</i>	53
33.	Developing an Integrated Analytical Framework for Nation Branding: Targeting International Tourists vs. International Investors <i>George Priovolos</i>	54
34.	Challenges Faced by Women Leaders in Post-Apartheid South Africa: The Struggle Continues <i>Mamoloko Florah Rachidi</i>	55
35.	Application and Outcomes of Experiential Learning in a MBA course - Inventory Management in a Financially Stressed Hospital <i>Bonnie Robeson</i>	56
36.	Burden Sharing and Dublin Rules - Challenges of Reallocation of Asylum Seekers <i>Lehte Roots</i>	57
37.	The Impact of Inward & Outward FDI on Employment: The Mixed Effects of the Labor Market Regulations <i>Ziva Rozen-Bakher</i>	58
38.	HBL: The Approach for Learning to be a Completed Humanity <i>Thongchai Somboon</i>	59
39.	Re-Building the Public Sphere: Frame and Formats of the NO-TAP Movement in Salento. A Case Study in the Political use of Facebook <i>Luigi Spedicato</i>	60
40.	Trade in Intermediate Goods, Armington Elasticity and Exchange Rate Pass-through <i>Fumihide Takeuchi</i>	61

41.	CEO Pay Slice and Firm Value: Evidence from UK Panel Data <i>Valentina Tarkovska</i>	62
42.	Tourism in Greece and a Market Solution to the Debt Crisis <i>Henry Thompson</i>	63
43.	Profit: The Cause of Crisis in Capitalism <i>Saso Tomazic</i>	64
44.	A Study of the Relationship of Workplace Person-Environment Fit, Country Identification and Affective Commitment - Evidence of Chinese Immigrant Wives in Taiwan <i>Philip Tsai & Yu-Fang Yen</i>	66
45.	The Offshore Delivery of Australian Transnational Higher Education (TNHE) in South East Asia: Some Challenges <i>Rama Venkatasawmy</i>	67
46.	Harmonization of Regulation as a Driver for International Finance <i>Irina Yarygina</i>	68
47.	Forest Employment Security, Industrial Structure and Poverty Alleviation in China <i>Zhang Ying</i>	70

Preface

This abstract book includes all the abstracts of the papers presented at the 10th *Annual International Conference on Global Studies: Business, Economic, Social and Cultural Aspects, 19-22 December 2016*, organized by the Athens Institute for Education and Research. In total there were 47 papers and 52 presenters, coming from 29 different countries (Australia, Austria, Bulgaria, Canada, China, Cyprus, Estonia, France, Germany, Hong Kong, Ireland, Israel, Italy, Japan, Montenegro, Nigeria, Norway, Poland, Russia, Slovenia, South Africa, South Korea, Spain, Taiwan, Thailand, Turkey, UK, and USA). The conference was organized into 12 sessions that were organized on issues such as migration and refugees, technology, innovation and the digital society & economy, transition from local cultures to a global culture, labor and employment, trade and finance, education, and tourism. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER. A session on special topics including energy policy, economic crisis, and other issues was also organized.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
10th Annual International Conference on Global Studies:
Business, Economic, Social and Cultural Aspects
19-22 December 2016, Athens, Greece

Conference Venue:
St George Lycabettus, 2 Kleomenous Street, Kolonaki, Athens, Greece

Monday 19 December 2016

08:00-08:45 Registration and Refreshments

08:45-09:30 Welcome and Opening Remarks

Gregory T. Papanikos, President, ATINER. *What can we learn from Ancient Athens about Globalization? The Democracy Effect*

09:30-11:00 Session I (ROOM A): Migrants & Refugees

Chair: Gregory T. Papanikos, President, ATINER & Olga Gkounta, Researcher, ATINER.

1. Gerd Groezinger, Professor, Europa-Universität Flensburg, Germany. A Challenge for the EU (and the World): How to Cope with Refugees?
2. Philip Tsai, Professor, Wenzao Ursuline University of Languages, Taiwan & Yu-Fang Yen, National Quemoy University, Taiwan. A Study of the Relationship of Workplace Person-Environment Fit, Country Identification and Affective Commitment - Evidence of Chinese Immigrant Wives in Taiwan.
3. Soon-yang Kim, Professor, Yeungnam University, South Korea. Fighting Against the Educational Inequality of the Mixed Ethnicity Children in South Korea.
4. Nikolay Ivantchev, Professor, South-West University "Neofit Rilski", Bulgaria & Stanislava Stoyanova, Professor, South-West University "Neofit Rilski", Bulgaria. Factors Differentiating Bulgarian Attitudes towards Migrants.

11:00-13:00

Session II (ROOM A): Trade and Finance

Chair: Elisabeth Springler, Professor, Program Director, University of Applied Sciences, BFi Vienna, Austria.

1. Irina Yarygina, Head of Programs, Professor, Financial University under the Government of the Russian Federation, MGIMO (U) under the Ministry for Foreign Affairs of the Russian Federation, Russia. Harmonization of Regulation as a Driver for International Finance.
2. Margherita Mori, Professor, University of L'Aquila, Italy. Pursuing Sustainability in the Euro-Mediterranean Area: The Role of Agricultural Finance.

Session III (ROOM B): Global Technology, Innovation and the Digital Society & Economy I

Chair: Sunday Samson Babalola, Associate Professor, University of Venda, South Africa.

1. Bob Barrett, Professor, American Public University, USA. Virtual Group Management in a Digitalized Society: Cultivating Group Dynamics in Virtual Learning Arrangements.
2. Pascal Jollivet, Associate Professor, Université de Technologie de Compiègne / Sorbonne Université, France. Can Economics Renew Itself with Digital Humanities? An Experiment with a Prospective Study on Green IT in Europe.

<p>3. Fumihide Takeuchi, Professor, Tokai University, Japan. Trade in Intermediate Goods, Armington Elasticity and Exchange Rate Pass-through.</p> <p>4. <u>Peter Koveos</u>, Professor, Syracuse University, USA & Elena Iankova, Adjunct Professor, Binghamton University, USA. Strategic Partnerships for Export Promotion: The Case of New York State.</p> <p>5. Marcin Gospodarowicz, Senior Researcher, Institute of Agricultural and Food Economics – National Research Institute, Poland. The Economic and Social Cohesion of Regions in the EU-Case Study Poland.</p> <p>6. Gambo Babandi Gumel, Lecturer, Federal University, Nigeria. Impact of Microfinance Institutions on Small and Medium Enterprises Development. A Case of Jigawa State, Nigeria.</p>	<p>3. Luigi Spedicato, Associate Professor, University of Salento, Italy. Re-Building the Public Sphere: Frame and Formats of the NO-TAP Movement in Salento. A Case Study in the Political use of Facebook.</p>
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13:00-15:00

Session IV (ROOM A): Labor and Employment	Session V (ROOM B): From Local Cultures to a Global Culture
<p>Chair: Victoria Moustერი, Researcher, ATINER.</p> <p>1. <u>Nathalie Homlong</u>, Professor, Volda University College, Norway & <u>Elisabeth Springler</u>, Professor and Program Director, University of Applied Sciences, BFi Vienna, Austria. Labor Conditions in China’s Textile and Garment Industry.</p> <p>2. Zhang Ying, Professor, Beijing Forestry University, China. Forest Employment Security, Industrial Structure and Poverty Alleviation in China.</p> <p>3. Ziva Rozen-Bakher, Independent Researcher, Israel. The Impact of Inward & Outward FDI on Employment: The Mixed Effects of the Labor Market Regulations.</p> <p>4. Valentina Tarkovska, Lecturer, Dublin Institute of Technology, Ireland. CEO Pay Slice and Firm Value: Evidence from UK Panel Data.</p>	<p>Chair: Peter Koveos, Professor, Syracuse University, USA.</p> <p>1. Christopher Robert Morgan, Chair, Department of Pacific and Asian Studies, University of Victoria, Canada. Moana: From Indigenous <i>Oikoumene</i> to Global Periphery in the Pacific Islands.</p> <p>2. Salvatore Lorusso, Professor, University of Bologna, Italy. Science, Art, History in a Globalized World.</p> <p>3. Gabriele Dietze, Researcher, Humboldt-Universität zu Berlin, Germany. Ethnosexism. Sexual Politics as a Strategy to ward off Muslim Refugees in North Western Europe.</p> <p>4. Ziyad Motala, Professor, Howard University School of Law, USA. The South African Constitutional Court’s Approach to Democracy, a Unique Contribution in Comparative Jurisprudence.</p>

15:00-16:00 Lunch

16:00-18:00

Session VI: Education

Chair: Utku Özer, Research Fellow, ATINER.

1. Thongchai Somboon, Associate Professor, Ramkhamhaeng University, Thailand. HBL: The Approach for Learning to Be a Completed Humanity.
2. Bonnie Robeson, Senior Lecturer, Johns Hopkins University, USA. Application and Outcomes of Experiential Learning in a MBA course - Inventory Management in a Financially Stressed Hospital.
3. Balzhan Orazbayeva, Research Associate, Münster University of Applied Sciences, Germany, Thomas Baaken, Professor, Münster University of Applied Sciences, Germany & Yelena Smirnova, Associate Professor, Suleyman Demirel University (SDU), Kazakhstan. Cultural Differences across the Countries in University-Business Collaboration in Europe.
4. Rama Venkatasawmy, Lecturer, University of Newcastle, Australia. The Offshore Delivery of Australian Transnational Higher Education (TNHE) in South East Asia: Some Challenges.
5. Louise Emanuel, Senior Lecturer, University of Wales Trinity Saint David, UK & Alexander Bell, Senior Lecturer, University of Wales Trinity Saint David, UK. Advancing the Sustainable Business Curriculum: A Review of Curriculum, Practice and Philosophy.
6. Anthony Kiryagana Isabirye, Senior Lecturer, Vaal University of Technology, South Africa. An Empirical Study on Professional Development for Innovative Teaching and Learning at an Open Distance Learning University (ODL) in South Africa.

18:00-19:30 Session VII: A Round Table Discussion on Local Development and the Global Challenge

Chair: Thomas G. Papanikos, President, Institute of Local Development (ITAΘΑΠ), Sardinia, Akarnania, Greece.

1. Dr **Henry Thompson**, Professor, Auburn University, USA. "The US Southeast and Globalization".
2. Dr **Irina Yarygina**, Professor, Financial University, Russia. "Globalization as the Main Trend of International Finance: A View from Russia".
3. Dr **Maria Kanjere**, Professor, University of Limpopo, South Africa. "The Effects of Globalization on Water Resources in Africa".
4. Dr **Elisabeth Springler**, Professor, AS BFI Vienna, Austria. "Austria's Banking Sector between Globalization and Re-regionalisation".
5. Dr **Margherita Mori**, Professor, University of L'Aquila, Italy. "The 'Glocal' Competitive Challenge".
6. Dr **Lehte Roots**, Associate Professor, Chair of The Public Law, Tallinn University of Technology, Estonia. "Using Global Challenge for local development, in the framework of e-residency in Estonia".
7. Dr **Bonnie L. Robeson**, Senior Lecturer, The Johns Hopkins Carey Business School, USA. "Globalization and the Port of Baltimore".

21:15-23:15 Greek Night and Dinner

Tuesday 20 December 2016

08:00-10:30 Session VIII: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory Katsas, Head, Sociology Research Unit, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

Group Discussion on Ancient and Modern Athens. Visit of the Most Important Historical and Cultural Monuments of the City.

11:00-12:30 Session IX: Leadership, Gender and Other Essays

Chair: George Priovolos, Associate Professor, Iona College, USA.

1. Manuel Portero Henares, Professor, University of Castilla-La Mancha (UCLM), Spain. The Split between Criminal Policy and Social Sciences: The Development of "Punitivism".
2. Sunday Samson Babalola, Associate Professor, University of Venda, South Africa & Olufemi Adigun Lawal, Faculty of Social Sciences, Lagos State University, Nigeria. Moderating Roles of Leadership Effectiveness and Job Stress on Relationship between Paternalism and Leadership-Induced Stress.
3. Maria Matshidiso Kanjere, Professor, University of Limpopo, South Africa. Can Transformational Leadership be used to Pursue Gender Parity in South African Organisations? An Analysis of the Status of African Women.
4. Liat Kulik, Lecturer, Bar-Ilan University, Israel. Explaining Employment Hardiness among Women in Israel's Ultra-Orthodox Community: Facilitators and Inhibitors.
5. Mamoloko Florah Rachidi, Lecturer, University of Limpopo, South Africa. Challenges Faced by Women Leaders in Post-Apartheid South Africa: The Struggle Continues.

12:30-14:00 Session X: Global Technology, Innovation and the Digital Society & Economy II

Chair: Pascal Jollivet, Associate Professor, Université de Technologie de Compiègne / Sorbonne Université, France.

1. Charles Lenay, Professor, COSTEC - Sorbonne Université / Université de Technologie de Compiègne, France. Scientific Innovation and Technological Research in the Human Sciences.
2. Federica Buongiorno, Visiting Research Fellow, Freie Universität Berlin, Germany. The Digital Self: The Construction of Self and Social Recognition in the Global Digital Society.
3. Zulfiqar Ali, PhD Student, City University of Hong Kong, Hong Kong & Hongyi Sun, Associate Professor, City University of Hong Kong, Hong Kong. Cross-Disciplinary Collaboration: Accelerate the Innovation Process.
4. Maria Cornejo-Canamares, Researcher, CIEMAT, Spain & Natalia Medrano Saez, Associate Professor, Rioja University, Spain. Environmental Concern: A Barrier or an Opportunity for Marketing Innovation?

14:00-15:00 Lunch

15:00-16:30 Session XI: Migrants & Refugees and Other Essays

Chair: Margherita Mori, Professor, University of L'Aquila, Italy.

1. Lehte Roots, Associate Professor, Chair of The Public Law, Tallinn University of Technology, Estonia. Burden Sharing and Dublin Rules - Challenges of Reallocation of Asylum Seekers.
2. İrep Karataş Eray, Chief Resident, Ankara Atatürk Training and Research Hospital, Turkey. Training of Refugee Health Care Workers; Turkish Experience.
3. Bakae Aubrey Mokoena, Head, Department of Marketing and Sport Management, Vaal University of Technology, South Africa & Eugene Maziriri, Tutor, Vaal University of Technology, South Africa. Examining the Relationship between Perceived Social Risk, Buying Behavior and Apparel Store Choice among Female Generation Y Students.
4. Svetla Boneva, Vice-Dean, Faculty of International Economics and Politics, UNWE - Sofia, Bulgaria. The European Energy Union: Benefits for the Balkan Region.

16:30-18:30 Session XII: Tourism, Heritage and Sports

Chair: Valia Kasimati, Head, Tourism Research Unit, ATINER.

1. Naomi Ando, Professor, Hosei University, Japan. Football Stadium as Pride of Place.
2. Dino Domic, Associate Professor, European University Cyprus, Cyprus & Nikolaos Boukas, Assistant Professor, European University Cyprus, Cyprus. Socio-cultural Impacts on Heritage Consumption and Indigenous People: The Case of post-Civil War Croatia.
3. Henry Thompson, Professor, Auburn University, USA. Tourism in Greece and a Market Solution to the Debt Crisis.
4. George Priovolos, Associate Professor, Iona College, USA. Developing an Integrated Analytical Framework for Nation Branding: Targeting International Tourists vs. International Investors.
5. Sanja Pekovic, Associate Professor, University of Montenegro, Montenegro. The Obstacles of Entrepreneurs in Agro-Tourism: A Case of North Montenegro.

18:30-20:00 Session XIII: Special Topics

Chair: Henry Thompson, Professor, Auburn University, USA.

1. Saso Tomazic, Professor, University of Ljubljana, Slovenia. Profit: The Cause of Crisis in Capitalism.
2. Myrophora Koureas, Policy Analyst, The University of Sydney, Australia. Gender Diversity, Global Mobility and the Business Bottom Line: The Case for Change.

21:00- 22:30 Dinner

Wednesday 21 December 2016
Delphi Visit

Thursday 22 December 2016
Cruise

Zulfiqar Ali

PhD Student, City University of Hong Kong, Hong Kong
&

Hongyi Sun

Associate Professor, City University of Hong Kong, Hong Kong

**Cross-Disciplinary Collaboration:
Accelerate the Innovation Process**

Collective thinking speeds up the process of problem-solving in unconventional and innovative ways, but very few such real-life cases have been reported on how to implement it. This paper will report the onsite observations from participating in two cross-disciplinary and multi-cultural academic groups, both worked on different problem-solving projects. It reveals how people communicate, behave, and give ideas which initially lead to divergent thinking engulfing some conflicts, but eventually these conflicts give birth to some novel ideas. It also reports the factors that help to converge the group thinking. It is interesting to report how simple physical artifacts and material objects help to reduce conflict and give new dimension to refine ideas which accelerate the process of innovation.

Naomi Ando

Professor, Hosei University, Japan

Football Stadium as Pride of Place

Local cities in Europe are considered to have townscapes with individuality, each with their own characteristics. On the other hand, in Japan, the depopulation and the degeneration of rural areas are serious issues. Currently, local regeneration has come to an important social issue. This study analyzes and compares Japanese and European football cultures, through the data of their games, and the map data of stadiums.

While baseball is considered to be an American-style sport, football is a European-style sport. Football has its roots in localities as a sport that consists on having “pride of place.” However, there is also a global aspect, with the internationalization of fans together with international events such as the world cup and the transfer of players outside of their country, creating a connection between localities and globalization.

As a Japanese professional sport, while the establishment of the baseball pro league goes back to 1936, the football pro league (J-League) began in 1993. The J-League aims to create a European-style sports culture. Efforts are proceeding to create clubs as local home town teams. The Japan-Korea World Cup was held in 2002, where stadiums were established which conform to World Cup standards. Up until now, exclusive-use stadiums are increased. However, many stadiums are located in the suburbs, far from city centers. There are many cases in which urbanization of the surrounding areas is not proceeding, and transport convenience is poor. Compared to pro baseball, there are less games per year at a pro soccer home ground, and the operating ratio of soccer stadiums is low. Furthermore, stadiums, where maintenance of the turf is essential, cannot be easily utilized for other purposes. The utilization of stadiums is an issue to be considered for the future.

Football is a sport in which fans enthusiastically support local teams at their home ground, and there is an expectation on teams not to lose at home ground. However, looking at the results of the J-League (Division 1) games in 2015, the win ratio at home grounds of the whole games was 51.1%. On the other hand, the win ratio at home grounds for pro-league teams in European countries were: 61.4% in the Italian Serie A league; 57.5% in the English Premier League; 63.5% in the Spanish La Liga; and 60.8% in the Greek Super League. Through this, it can be considered that J-League has not yet matured to the level where it has deep roots with localities in Europe.

The amount of empty space in the surrounding areas of Japanese stadiums can be made clear through the analysis of map data. This investigation considers large amounts of empty space to be opportunities for development, and considers the development in the surrounding areas of stadiums from the perspective of construction planning. Other than combining with commercial facilities, a great range of possibilities can be found in such instances and combining stadiums with sports parks and other sports-related facilities.

Sunday Samson Babalola

Associate Professor, University of Venda, South Africa
&

Olufemi Adigun Lawal

Faculty of Social Sciences, Lagos State University, Nigeria

Moderating Roles of Leadership Effectiveness and Job Stress on Relationship between Paternalism and Leadership-Induced Stress

Leadership has been subjected to so many studies examining the high performing organizations in literature. The aim of this study is to investigate the moderating roles of leadership effectiveness and job stress on relationship between paternalism and leadership-induced stress. A survey method approach is used to collect 276 responses from employees from corporate organizations. Results show that only the interaction between paternalism and job stress significantly predict leadership-induced stress. Leadership-induced stress is lowest for employees who perceive high paternalism and low job stress and highest for employees who perceive low paternalism and low job stress. Leadership-induced stress is higher among employees who perceive low paternalism and low job stress than among employees who perceive low paternalism and high job stress. Leadership-induced stress is higher among employees who perceived high paternalism and high job stress than among employees who perceive high paternalism and low job stress. The results have implications for practitioners and future research.

Gambo Babandi Gumel
Lecturer, Federal University, Nigeria

Impact of Microfinance Institutions on Small and Medium Enterprises Development. A Case of Jigawa State, Nigeria

The main purpose of the study is to analyze the impact of microfinance institutions on the development of small and micro enterprises in Jigawa state Nigeria. Microfinance institutions in Nigeria play a significant role in the financial intermediation process and also in improving the living standard of poor and low income earners whom constitute over 70 percent of the Nigerian population through the provision of small credit facilities to this group. The design and technique employed in data collection were survey method and data collection through the use of self developed questionnaire. Univariate analysis was used in analyzing data for the purpose of identifying the relationship between microfinance and entrepreneurship development. The findings of the study indicate that there is a positive impact on microfinance on client's food security, children education and healthcare due to development of the their small and micro enterprises. Policy implications and recommendation were made in line with major findings.

Bob Barrett
Professor, American Public University, USA

Virtual Group Management in a Digitalized Society: Cultivating Group Dynamics in Virtual Learning Arrangements

As more traditional classes are transitioned over to a new learning format, known as online learning, learning activities need to be adapted in order to meet the academic and business needs of today's adult learner. Also, with the ever-changing role and function of technology in today's workplace, today's technology workers need to think "brain over brawn" and accomplish not only routine work and analytics, but they need to also learn how to better interact and socialize with the world of technological advancement and changes in the work environment. As a result, this paper will address how several universities are approaching the changing needs of today's adult learning in the online learning environment with the implementation of more creative types of applications to not only measure their ability apply content knowledge, but also interact in virtual group settings and learn more about group dynamics and its impact on the individual, group, and organization as a whole. No long are classrooms limited by the physical location of learning, but online learning has unleashed a new avenue of learning and endless possibilities for students to collect, analyze, and apply data and information on a larger volume and rate than their predecessors. Equally important, the instructor of such learning environment needs to be more technologically driven and motivated to help encourage and motivate this new breed of academic learners. Therefore, this paper will aim at the role and function of not only technology, but the instructor as the facilitator for learning in a virtual environment to help students learn more about virtual group dynamics and how to interact, detect problem situations, create solutions, and apply beneficial changes to the virtual group process. These examples will focus on the graduate learners, but lessons learned can be applied to other levels of learners in various disciplines.

Svetla Boneva

Vice-Dean, Lecturer, Faculty of International Economics and Politics,
UNWE - Sofia, Bulgaria

The European Energy Union: Benefits for the Balkan Region

The EU Energy union is currently under construction and enjoys great interest from both policy makers and analysts, as well as from defenders and opponents. The energy union is based on 5 clear elements, involves a list of 43 items that have to be implemented before its mandate expires in 2019 and for its realization the so called "5Ds" transition program model has to be achieved: 1.) decarbonisation of member states economies; (2) democratisation in energy production and consumption; (3) digitisation in order to optimise energy use and energy efficiency; (4) diversification of EU energy supplies while helping innovators to deliver on new technologies and to speed up the diversification process; (5) disruption of traditional energy cycles.

The objective of the paper is to present the basic elements of the EU Energy union, as well as to provide an analysis of the possible benefits stemming from it for the for the Balkan region countries, especially Greece and Bulgaria.

Federica Buongiorno

Visiting Research Fellow, Freie Universität Berlin, Germany

The Digital Self: The Construction of Self and Social Recognition in the Global Digital Society

In 1998, American economist Don Tapscott introduced the expression “Net Generation” to describe those individuals who – from the 1990s onwards – were born into a world dominated by the digital turn and who established a relationship with digital technologies of a sort quite unknown to their parents. As early as 2001, Marc Prensky noted the lightning development of the Net Generation into the generation of “digital natives”, distinguished by their immersion in digital communication technologies from birth and their transparent (i.e. direct and intuitive) use of such technologies. The use of digital technologies in contemporary global society has brought about a genuine anthropological and anthropotechnical transformation of the individual, on three interconnected levels: 1) the level of everyday behaviour; 2) the level of cognitive processes; 3) the symbolic level. In this paper, I will analyse these transformations in relation to a specific phenomenon of digital technology which falls within the range of practices of the quantified self, namely the phenomenon of lifelogging, in order to illustrate its repercussions in terms of the construction of the individual and social self. Lifelogging is an integrated form of self-monitoring and self-tracking which combines the use of wearable computers for measuring physical performances (heartbeat, caloric consumption, distance covered, etc.) through specific apps for the processing, selecting and describing of the data collected, possibly in combination with video recordings (including live streaming). The phenomenon will be analysed on three levels: 1) Processes of subjectification. Why are such data collected? The purpose of lifelogging is no longer “self-knowledge” – as in the modern and contemporary philosophical and cultural tradition – but rather self-motivation and self-optimisation. In terms of processes of subjectification, these practices may be understood as digital technologies of the self, to quote Michel Foucault, which is to say as modes of controlling and transforming one's self by acting upon one's body.

2) Social recognition. The data collected are also shared on social media platforms in order to receive comments and feedback through which to reinforce the construction of the self. In this respect, lifelogging constitutes a meta-technology, which is to say a shared and codified social practice that produces a specific community. Can we

describe this virtual community as a digital form of social belonging? And what are the implications of this for traditional forms of social recognition?

3) Business. The phenomenon of lifelogging includes not just lifeloggers but also the developers of lifelogging apps, devices, and software. Lifelogs (i.e. databases about individual physical performances) are widespread in many fields, such as those of fitness, healthcare, and education. Given the highly integrated level of the phenomenon and the risks it entails (particularly in terms of privacy policies), a pressing need has emerged to fill a gap in academic knowledge by investigating lifelogging within the context of the global digital society.

Maria Cornejo-Canamares

Researcher, CIEMAT, Spain Graduate Student, University of Sussex,
U.K.

&

Natalia Medrano Saez

Associate Professor, Rioja University, Spain

Environmental Concern: A Barrier or an Opportunity for Marketing Innovation?

Nowadays, the increasing of environmental damages and climate change are going to force to make structural changes at political, social, cultural and, above all, industrial level. As a consequence, companies need to be competitive and also ecological. They must integrate environmental objectives into their innovation process (Hart, 1995) which includes innovation marketing activities (Kassarjian, 1971). The interaction between sustainability and marketing strategies is a new research topic. Incorporating both concepts, which may at first glance appear to be contradictory, is a real management challenge for XXI century companies. The issue lies in whether (or not) sustainability can give firms opportunities for improving marketing innovation capacity.

The purpose of the present study is to contribute to the theoretical and empirical literature, by exploring the interaction between environmental objectives and marketing strategy in innovation process. It aims at studying the influence of environmental concern on the different marketing innovation performance and objectives. For this purpose, we use Technological Innovation Panel (PITEC) and study Spanish manufactory companies during the period 2008-2010. With this panel data we are able to test how environmental managers' perception can have diverse effects on different types of marketing innovation practices (product, promotion, price and place).

Our findings let us to develop a practical approach of how environmental orientation can influence to certain marketing innovation results and objectives. From the standpoint of public, policy these findings confirm the relevance of environmental concern in innovation marketing activities. The main contribution of this paper is focusing on a relatively unexplored topic nowadays. First, we consider an interdisciplinary theoretical background. Second, we also consider that environmental objectives can help to improve organization's innovation marketing performance. Finally, this paper contributes to the literature on environmental strategies and marketing innovation from an empirical standpoint.

Gabriele Dietze

Researcher, Humboldt-Universität zu Berlin, Germany

Ethnosexism. Sexual Politics as a Strategy to ward off Muslim Refugees in North Western Europe

The paper ties in with a flare-up of debates around anti-Islam-resentment all over Europe assuming sexual repression with Muslim women via Headscarves, Burkinis, Burkas, and the alleged danger of young refugees and asylum seekers for ‚native‘ women that occurred on the occasion of the moral panic surrounding the sexual harassment of women at New Year's Eve 2015/16 in Cologne Germany. The investigation concentrates on recent North-West European sexual politics staged conceptualize Muslim migrants and refugees as problematic. It will consider the special Western interpretation of sexual freedom for homosexuals and women as a signature value of occidental supremacy, on the one hand, and the condemnation of alleged Muslim sexual repression and dangerousness on the other.

This special brand of anti-Muslim sexual exceptionalism will be elucidated by the introduction of the notion of 'ethnosexism' as a twofold enterprise. First, to invest the category sexism with a more intersectional approach and, second, to create a reminder that sexism should be understood as a gender-neutral term targeting not only women, but also homosexuals (heterosexism) and ethnically marginalized men alike. Ethnosexist discrimination suggests that migration should be understood as a sexual problem. These claims will be exemplified by the description of two media-figurations that both serve to oppose Muslim migration: the 'sexually oppressed Muslim woman' and the 'sexually aggressive and dangerous young Muslim refugee'. The mode of operation these phantasms have for narratives of supremacy and occidental self-affirmation in liberal discourse will also be considered.

Dino Domic

Associate Professor, European University Cyprus, Cyprus
&

Nikolaos Boukas

Assistant Professor, European University Cyprus, Cyprus

Socio-cultural Impacts on Heritage Consumption and Indigenous People: The Case of post-Civil War Croatia

This paper focuses on the socio-cultural effects of consuming post-civil war Croatia's cultural heritage, exhibited by cultural heritage places (museums/sites) and from the perspective of the indigenous public. Through the application of an inductive, qualitative methodology, "Critical Ethnography", an integrated theory of individual identity formation is presented. Specifically, the paper has been guided by in-depth interviews, observation of behaviour and the incorporation of theoretically sensitising literature. As a result of reflexive integration of both the data and the literature, a framework of the socio cultural effects of heritage consumption is presented in relation to the different ways of shaping experiences within the museum/heritage context. The proposed theoretical framework looks into the various ways with which the individual subject reflects upon and interprets his/her own past in relation to the formation of an acceptable post-war conception of his/her individual identity, and how this is presented by cultural heritage management.

Louise Emanuel

Senior Lecturer, University of Wales Trinity Saint David, UK
&

Alexander Bell

Senior Lecturer, University of Wales Trinity Saint David, UK

Advancing the Sustainable Business Curriculum: A Review of Curriculum, Practice and Philosophy

This work sets out to examine developments in the literature of sustainability within the Business Studies curriculum as well as to identify how this appears to have impacted on the development of Higher Education Business Courses. As Springett (2005) observes 'nowhere has the challenge that ecological and social unsustainability presents to the formal curriculum proved more problematic than in the business studies curriculum.' Springett points to the difficulties that curriculum developers' face when introducing a sustainable business curriculum of it being perceived by others as 'dangerous knowledge' as it goes against a competitive and market driven approach and the dominant hegemony. Work by Stubbs and Cocklin (2007) that looked at fifty global MBA programmes showed that 70% of them had introduced the concept of sustainability, normally through the inclusion of a module, often as an elective. They pointed to the potential danger of a standalone module as creating an 'educational disconnect' between traditional neoclassical models and ecological modernization and eco-centric approaches. By examining more recent literature and developments in curriculum offerings we examine how the business studies curriculum has moved forward and whether attempts have been made to move towards a philosophical change in Business Studies curriculum development.

Marcin Gospodarowicz

Senior Researcher, Institute of Agricultural and Food Economics –
National Research Institute, Poland

The Economic and Social Cohesion of Regions in the EU- Case Study Poland

Over the years the European Union has witnessed a vivid debate on social and economic cohesion of regions. Recently, the regions of the Union show an increase in disparities in the level of socio-economic development. The paper at hand aims at discussing the phenomenon of socio-economic consistency of regions in Poland in the years 2005-2014. The first part describes the motivation to take up the topic, presents the goal of the study, the research hypothesis and task sequence to its verification. It subsequently discusses research material and the methods of testing social and economic cohesion of regions in Poland. The cohesion of regions is an important element of development policy of the European Union and Poland, which recommends harmonizing socio-economic and spatial development in the formula of "integrated development".

From an European perspective the concept of spatial (territorial) cohesion is concerned with convergence in the level of development between countries/regions, which is associated with the financial support of the EU (with the use of cohesion funds). The EU countries use these funds, in particular regions with the lowest level of development.

The second part of the study examines key indicators of regional economic development as Gross Domestic Product (GDP) per capita at current prices, the employment structure and innovativeness of the economy (share of expenditure on innovation activities in industry, inventions submitted on 1 inhabitant) and basic indicators for social development as dynamics of demographic change, public health, education, social inclusion and access to the labor market. To determine the synthetic index of social and economic development factor analysis has been used, which allows to bring a large number of variables into a much smaller mutually uncorrelated factors.

Gerd Groezinger

Professor, Europa-Universität Flensburg, Germany

A Challenge for the EU (and the World): How to Cope with Refugees?

The ongoing refugee crisis has not only divided Europe as nearly no other issue before. The more general question of migration policies also contributed to the recent BREXIT-decision, thereby sending a strong warning signal not to underestimate this dimension. From a political economy point of view one has to deal with the following aspects: a) there seems to be a widely accepted conviction that to restrict/manage migration is a right of nations, b) but there is also the value position - partly supported by international law -, that the EU has the obligation to help people in need who are forced to flee their home country and come to its shores, c) in addition, we should also not forget that there are much more refugees worldwide, who are only supported on a very low level if at all (see the recent UNCHR report), and d) finally, as usually in the EU the question of fairness in burden sharing has to be taken in account. As a solution for this multifold quandary the following proposal will be argued: the EU should introduce a (e.g.) 2% additional tariff on all imports, and reserve the ensuing income for refugee expenses. To turn to tariffs instead taxes is firstly based on the Stiglitz argument, that modest tariffs may be useful due to learning externalities and secondly due to the desired quality of a worldwide generalization of this approach. A relevant part of the generated income by the new tariff should be distributed to those EU member countries who are willing to take in refugees to cover their costs, although nobody is forced to do so. The remaining part (and even a small 2% tariff will presumably generate a surplus, as to be shown) should go to the UNHCR to support refugees elsewhere. In contrast to other tariff discussions a 'retaliation' of countries outside the EU is not feared but rather aspired - as long as a similar scheme for the generated income comes with it: first, cover the own costs of refugees, then, support unconditionally the UNHCR.

Nathalie Homlong

Professor, Volda University College, Norway

&

Elisabeth Springler

Professor, Program Director, University of Applied Sciences, BFi

Vienna, Austria

Labor Conditions in China's Textile and Garment Industry

China's economic development in the last decades has improved the incomes and living standards of considerable parts of the population. Labor-intensive industries and a strong export orientation have played an important role in China's overall development, and the garment and textile industry is a prime example for that. China is by far the biggest exporter of textiles and garments in the world. When looking at wage statistics for garment and textile workers in China, wages for workers in this sector (adjusted for purchasing power) have more than doubled between 2001 and 2011. This is in contrast to the development of wages in other countries that are heavily dependent on the garment industry, such as Bangladesh and Cambodia. On the other hand, there have been frequent accounts of dismal working conditions in China's garment industry in the last decades. This raises questions about working conditions in China's textile and garment industry today and leads to the following research questions:

- Are rising wages an indication of a changed approach to workers' welfare in the textile and garment industry in China?
- What are the potentials and challenges for sustainable social development in China's garment and textile industry?

The paper combines qualitative and quantitative research methods by integrating a SWOT analysis and analysis of statistical data to show the tensions between economic and social development in China's garment and textile industry.

Anthony Kiryagana Isabirye

Senior Lecturer, Vaal University of Technology, South Africa

An Empirical Study on Professional Development for Innovative Teaching and Learning at an Open Distance Learning University (ODL) in South Africa

Focusing on high-quality teaching is a key prerequisite for high-quality education and training internationally, and in the context of South Africa. Professional development of staff for student learning is thus essential in a fast-changing, complex, globalised knowledge environment. This paper aims to provide a research-based answer to how one open-distance learning (ODL) university in South Africa structures professional development, so that teachers can change their teaching practices, leading to students learning more. Using a qualitative-research paradigm and a phenomenological design, the data were collected from six purposely selected academics and analysed, according to Giorgi's phenomenological methods. The results confirm previous studies; in that the trainees felt that it was important to establish communities of practice within their individual subject areas, to enable them to share their experiences and maintain their passion for online teaching. This study recommends that the university IT support personnel, should play a crucial role by providing support materials, by assisting in the training, managing and providing access to online information resources, as well as developing e-learning packages for academics in training.

Nikolay Ivantchev

Professor, South-West University "Neofit Rilski", Bulgaria
&

Stanislava Stoyanova

Professor, South-West University "Neofit Rilski", Bulgaria

Factors Differentiating Bulgarian Attitudes towards Migrants

Nowadays the number of migrants in Bulgaria and other European countries has increased and the attitudes towards them may have been changed. Bulgaria considered among the countries sending more migrants than accepting (Van der Veer, Ommundsen, Larsen, Le, Krumov, Pernice & Romans, 2006) has been visited by a lot of migrants with different cultures and background. This fact could lead to an ambivalent attitude towards migration in Bulgaria. 120 Bulgarians from 18 to 65 years old participated in the study. The results revealed a clearly expressed unwillingness to accept new migration by 80% of the studied Bulgarians. The conservative radical belief related to the approval of death penalty strengthened the negative Bulgarian attitudes towards new migrants, in correspondence with the finding that radicalism and conservatism predicted the attitudes towards the migrants in different cultures (in Van der Veer, Ommundsen, Larsen, Le, Krumov, Pernice & Romans, 2006). The social and demographic factors did not differentiate Bulgarian attitudes towards new migrants. Some positive beliefs related to oneself and the actual long-term mate could diminish the negative attitudes towards migrants. Bulgarians who described their actual long-term mate as intelligent and healthy had a more favourable attitude towards new migrants to their country. Bulgarians who considered themselves as healthy and non-susceptible to infectious diseases had a more favourable attitude towards new migrants to their country. They seemed more satisfied with their life and may not perceive the new migrant as a threat or even could not be interested in them.

Pascal Jollivet

Associate Professor, Université de Technologie de Compiègne /
Sorbonne Universités, France

Can Economics Renew Itself with Digital Humanities? An Experiment with a Prospective Study on Green IT in Europe

Digital technologies have contributed to the renewal of many humanities over the past decade, proposing not only new objects of study (i.e. digital communities, P2P organization, hackers ...), but also new tools to access empirical phenomena (social web scraping, big data for instance). "Digital humanities" is meant to represent this development in many humanities (i.e. human and social sciences, such as sociology, literature, political sciences, linguistic) (Marchand, 2007; Pincemin, 2012) to renew methods (and sometime concepts) with these new digital objects and tools (Burnard, 2012; Paveau, 2015; Plantin, 2014).

Economics, however, seems not to be affected yet by this move (Liu, 2009, 2012). Nonetheless there is important potential for economics to be partially renewed by some digital humanities approaches, methods and tools. To begin exploring this new field, this article aims at experimenting the use of some digital humanities tools in an economic field (or practice), i.e. a socio-economic prospective. More precisely, we will use social web scraping and text cluster analysis to help us proceed to a socio-economic prospective study on Green IT/IT for Green in Europe.

This experiment will develop in four main steps, each of which will need some discussion. First, we will design Boolean queries to massively collect data on the *social* web (scraping) of our subject (Ghitalla, Diemert, Maussang, & Pfaender, 2004). Second we will proceed to computational linguistics and text cluster analysis to generate different data maps (Salvador, X.-L., Issac, F. & Fasciolo, M., 2014) (computation). Third, we will use these maps to help us identify weak signals and possible emerging trends (Cardon, 2013; F. Ghitalla, 2002) (quali-quantitative analysis and diagnosis). Finally, we will produce a prospective study with short scenario based on the former results and analysis.

Each of the main steps of this process, requiring the use and tuning of new tools and methods (at least concerning their application to our subject), can raise important methodological discussions that may be radical. This paper is not meant to expose a stabilized ready-to-use method but to open discussion on the potential of digital humanities

within a discipline for which some call for revitalization, i.e. economics,
at least regarding its empirical study.

Maria Matshidiso Kanjere

Professor, University of Limpopo, South Africa

**Can Transformational Leadership be used to Pursue Gender Parity in South African Organisations?
An Analysis of the Status of African Women**

This paper investigates how transformational leadership can be used to pursue gender parity in South African organisations. This is because many organisations have failed to help the government realise its Millennium Development goal in relation to gender parity. Black South African women are still underrepresented in senior managerial positions. Businesswomen's Association of South Africa (2016) states that only 3.6% of South African women account for Chief Executive Officer (CEO) positions, 5.5 % for chairperson position, 17.1% for directorship and 21.4% for executive management positions. Therefore, this underrepresentation of women in leadership positions cuts across many sectors. Women are still underrepresented amidst a number of legislation which is put in place to advance their empowerment. Thus, for governments to achieve gender equity, stringent measures of legislation implementation are required. There are many interventions that government can consider to ensure that equity targets are achieved. One of such interventions could be a carrot and a stick method of addressing equity challenges. Nevertheless, this paper argues that transformational leadership could be adopted to pursue gender parity in organisations. The paper further argues that leadership plays an important role in women empowerment, as it sets the direction and tone for transformation in the organisations. A document analysis is employed in this paper as a research method to elucidate the phenomena. One of the major findings presented in this paper is that organisations lack commitment towards transforming the status of women; little is done to empower women. Therefore, this paper recommends that an agenda for transformation be set in South African organisations.

Irep Karatas Eray

Chief Resident, Ankara Ataturk Training and Research Hospital,
Turkey

Aylin Baydar Artantas

Chief Resident, Ankara Ataturk Training and Research Hospital,
Turkey

Ahmet Keskin

Assistant Professor, Yildirim Beyazit University, Turkey

B. Furkan Dagcioglu

Assistant Professor, Yildirim Beyazit University, Turkey

Ozlem Yigitbasoglu

Ministry of Health, Turkey

Kanuni Keklik

Ministry of Health, Turkey

Mehmet Ali Torunoglu

Ministry of Health, Turkey

Yusuf Ustu

Associate Professor, Yildirim Beyazit University, Turkey

&

Mehmet Ugurlu

Professor, Yildirim Beyazit University, Turkey

Training of Refugee Health Care Workers; Turkish Experience

The purpose of this article is to present a unique project of Turkish Government that would help not only to improve refugee health care but also to integrate Syrian refugee health care workers to Turkish Health Care System. WHO is the main supporter of this project.

There are nearly 2 750 000 Syrian refugees by the end of October 2016 in Turkey. It was found that 1720 of these refugees were health care workers. We know that refugees are exposed to a range of health risks, as a result of legal, social, cultural, language and communication barriers, which may negatively affect their health and health seeking behavior. And also it's obvious that timely treatment in a primary health care setting is always cost-saving when compared to treatment in a hospital setting.

It's planned to integrate approximately 900 medical doctors and more than 200 nurses to Turkish Health Care System. 500 medical doctors consisting of general practitioners, pediatricians, internal medicine specialists and most of the nurses and midwives will be integrated to Turkish Primary Health Care System to work in Refugee Health Care Centers for taking care of Syrian Refugees. They will be cultural mediators, patient navigators.

There will be 2 different training programs for both groups consisting of theoretical and practical sessions. The aim of these training programs are to introduce how Turkish Health Care System works; especially Primary Health Care System. All health care workers will attend to the 5 days theoretical training program; than the health care workers who are supposed to work in Refugee Health Care Centers will attend to 4-6 weeks practical training program in refugee health care centers.

Soon-yang Kim

Professor, Yeungnam University, South Korea

Fighting Against the Educational Inequality of the Mixed Ethnicity Children in South Korea

The massive influx of foreigners in recent years transforms South Korea to a multicultural society at a rapid speed. By 2015, foreigners who stay long-term in Korea exceeded 1.5 million. Even though their rate to total population is much lower than that of Western advanced countries, it is unprecedented that a large number of foreigners rush in Korea.

Among diverse kinds of foreigners, migrant women and their children are a core component of multicultural society. With the sharp decline of birthrate, many Korean bachelors look for their fiancés from developing countries. As of 2014, the international marriage between Korean bachelors and foreign ladies occupied 7.6% of total marriages. Further, as time passes, migrant women give birth to children to establish multicultural families. As of 2015, the number of mixed ethnicity children amounted to 207 thousands.

Meanwhile, a majority of mixed ethnicity children suffer educational inequality in terms of educational environment, educational process and educational achievement. Currently, the educational inequality of mixed ethnicity children is an urgent task to be tackled, because it functions as a key source of their social exclusion. Educationally- excluded mixed ethnicity children have difficulties in getting decent jobs, eventually making them poverty-stricken. In particular, the educational inequality of mixed ethnicity children may pass down poverty for generations. Thus, timely and relevant policy responses to tackle the educational inequality of mixed ethnicity children are imperative to make them free from the shackles of poverty and other dimensions of social exclusion.

Against these backdrops, the purpose of this paper is to anatomize the contemporary situation of the educational inequality of mixed ethnicity children in Korea, trace the factors that cause their educational inequality, and deliberate policy responses to promote their educational equality. To the end, this paper first debates theoretical framework on educational inequality, and then examines how much are mixed ethnicity children disadvantaged educationally in society and classrooms. The following chapter anatomizes the factors that give rise to the educational inequality of mixed ethnicity children from diverse angles, while the final chapter deliberates on policy responses to tackle their educational inequality.

Myrophora Koureas

Policy Analyst, The University of Sydney, Australia

Gender Diversity, Global Mobility and the Business Bottom Line: The Case for Change

It is accepted in industry that future leaders are required to have international experience in order to progress in organizations and careers. Currently, females are not given equal consideration and opportunity to gain this experience. The unintended impact is that female career progression is being limited which is shrinking the talent pool required to grow diverse leadership team. This adversely impacts the business bottom line (DDI, 2014).

Research data indicates that in the past decade, mobile employees have increased by 25% with gender demographics remaining unaltered (PwC 2012). With a predicted 50% growth in Global Mobility by 2020 (PwC 2012) companies will really feel the financial implications if they do not implement an inclusive Global Mobility Strategy aligned to their Diversity Strategy.

Gender Diversity in organisations has a direct correlation with better decision-making and financial performance, as well as adverse implications on the leadership talent pool if not done well. This is generating an increased motivation for organisations, particularly multinationals, to appoint and promote more female executives. Those currently involved in selecting international assignees may not realise that every time they choose a male to undertake an international assignment they may, in fact, be making a decision that could have a negative impact on the business bottom line.

Peter Koveos

Professor, Syracuse University, USA

&

Elena Iankova

Adjunct Professor, Binghamton University, USA

Strategic Partnerships for Export Promotion: The Case of New York State

The global financial and economic crisis has challenged the existing export promotion policies and programs of many national and subnational governments. To revitalize these programs, some of the governments have turned to the strategic partnership mechanism for export promotion. In the United States, the International Trade Administration of the Department of Commerce launched in 2010 a Strategic Partnership Program for the better fulfilment of its mission to enhance the global competitiveness of U.S. firms. A strategic partnership is a framework that enables mutually beneficial collaboration between state and non-state actors such as business organizations, individual firms, non-profit organizations, academic institutions and the like. The literature on export promotion has paid very little attention to the public-private partnership as a mechanism for export promotion, while research on public-private partnerships has focused predominantly on issues of infrastructure, poverty alleviation and sustainable development. The goal of this paper is to reveal institutional innovation in export promotion through the public-private partnership mechanism, and to propose a theoretical framework for the analysis of public-private partnerships for export promotion at the sub-national, regional level. More specifically, based on export promotion experiences from New York State, the paper will address the following questions: Why and how are such partnerships formed? What factors make them successful and sustainable over time?

Liat Kulik

Lecturer, Bar-Ilan University, Israel

Explaining Employment Hardiness among Women in Israel's Ultra-Orthodox Community: Facilitators and Inhibitors

Based on a sample of 319 Israeli women belonging to the ultra-Orthodox Jewish community, the present study examined the variables that function as facilitators and those that function as inhibitors to the development of employment hardiness. The term *employment hardiness* refers to one aspect of "Me as a worker" and reflects a self-perception comprising three distinguishing factors: openness to change at work, employment self-efficacy, and work commitment. The factors of openness to change at work and employment self-efficacy are explained primarily by workplace support and by personal resources, manifested as psychological and community empowerment, whereas the factor of work commitment is explained primarily by work-promoting attitudes, and by the experience of daily stress. In light of these findings, practical recommendations for the counselor are presented, addressing how employment hardiness can be enhanced among traditional women in communities undergoing modernization.

Charles Lenay

Professor, COSTEC - Sorbonne Université / Université de Technologie de Compiègne, France

Scientific Innovation and Technological Research in the Human Sciences

In order to show how technological innovation and scientific innovation are linked in the course of research in human science, we present an account of a series of innovations made in our laboratory (Distal Glove - Tactos system - Intertact server - Dialtact module). We will thus see how research on the technical constitution of cognitive and perceptual activities can be associated with a process of innovation. The idea of technical constitutivity of human experience thus leads to a scientific research. In the same time, devices which were initially developed for the purposes of performing experiments contributed both to scientific inventions and to developments with a practical and social finality.

Salvatore Lorusso

Professor, University of Bologna, Italy

Science, Art, History in a Globalized World

As is well-known, art and science represent two ways of presenting the history of the world, not two subjects in contrast with each other. Art, in other words cultural and landscape heritage, rightly considering as such also the environment, is linked to the history of man.

In relation to this, the various artistic expressions and, therefore, the various generational movements with relative social events and problems through time until the present, are linked to each other temporally. It is true that "*Nature does not support the human footprint*": this is what the World Wide Fund for Nature highlights in describing the great imbalance with the consequent irreversible damage that occurs with the passing of time.

In the processes directed at the possible reacquisition of the compatibilities to protect nature, life conditions and historical-artistic heritage, some case studies are reported that we have carried out over the years. This research concerned the protection and valorization of the "*system: artifact of historical-artistic interest - conservation environment - biota*" and dealt with the following problem:

- Atmospheric pollution and degradation of monuments and historical-artistic environments: protection and consequent benefits.

Bakae Aubrey Mokoena

Head, Department of Marketing and Sport Management, Vaal
University of Technology, South Africa

&

Eugine Maziriri

Tutor, Vaal University of Technology, South Africa

Examining the Relationship between Perceived Social Risk, Buying Behavior and Apparel Store Choice among Female Generation Y Students

In today's post-modern era, young female students are confronted with a cognitive process of choosing the finest apparel retail store to be loyal to and from which to purchase apparel products such as clothing, cosmetics and shoes. Therefore, the dynamic store choice decision can be conceptualized as a problem of deciding where and when to shop. The purpose of the study was to examine the relationship between perceived social risk, buying behavior and store choice within the apparel retail industry. Pre-testing and pilot testing preceded the main survey. A quantitative research approach was used in which a self-administered structured questionnaire was administered to 410 generation Y students at the main campuses of two universities. Cronbach alpha coefficients were used to measure the reliability of the adapted measuring instrument. Data analysis was conducted through non-parametric correlations and regression analysis. The findings indicated that there is a positive and significant influence of perceived social risk and buying behavior on retail store choice. Based on the findings of the study, recommendations were made to retail managers to develop marketing strategies that appeal to the female Generation Y consumers. Managerial implications of the findings are discussed and limitations and future research directions are alluded to.

Christopher Robert Morgan

Chair, Department of Pacific and Asian Studies, University of
Victoria, Canada

Moana: From Indigenous *Oikoumene* to Global Periphery in the Pacific Islands

Based on archival and field research in the Pacific Islands of Tonga and Fiji, this paper examines changes in centre-periphery relationships as indigenous communities become incorporated into the modern world-system. In critique, it questions the concept of local cultures as a perspective on pre-modern worlds to suggest that the pattern of historical change, rather than a move from local to global, is from one kind of local-global structure to another. As a method for presenting ethnographic materials, the paper revives the classical Greek concept of *oikoumene* or "known world" to represent regions that encompass the local. Data on politics, exchanges, and religious beliefs show ways local communities were unified by interaction networks into an island world called "Moana", the known insular world of western Polynesia. In structure, this pre-modern world featured independent peer polities integrated together through a particular form of centre-periphery differentiation. Larger global forces led to the fragmentation of Moana into peripheral states and territories re-positioned as peripheral places in a new global hierarchy. Significant elements of local life including including land and property, forms of exchange and trade, political leadership, and indigenous cosmologies are associated with the changes in local-global structures. The concluding discussion suggests some implications in these ethnographic findings for anthropological theory, making reference to the concepts of "original political society" (Sahlins), "small world-systems" (Chase-Dunn and Hall), "Aboriginal World Order" (von Brandenstein) and the structures of local-global systems (Friedman). Finally, trends towards the re-integration of Moana as a regional unit of the Pacific within the world today are discussed as a perspective on the future.

Margherita Mori

Professor, University of L'Aquila, Italy

Pursuing Sustainability in the Euro-Mediterranean Area: The Role of Agricultural Finance

This paper deals with sustainability issues that call for unprecedented attention in the financial industry, as well as in other market segments. Focusing on how it can support agriculture and food systems in the Euro-Mediterranean area may prove rewarding; lessons learned are likely to turn useful elsewhere, due to widely shared challenges.

The agribusiness has been confronted with unexpected difficulties since 2007, such as *agflation* and its socio-economic effects, the subprime crisis, and environmental degradation. Meanwhile deep-rooted problems have mostly remained unsolved: many farms are still undersized; land is seldom used efficiently, and firms tend to be owned and operated by families; as such, managerial criteria do not fully display their potential and the flight to quality depends on the role of finance to a significant extent.

To make it more and more appealing, the financial sphere of the economy looks like a huge laboratory with both physical and virtual features. Sorting out the most fruitful advancements and replicating them will help to promote sustainable finance, to the benefit not only of local markets, due to increasing interconnections: upgrading the supply of financial services to rural areas is a vital part of addressing issues that pervade our globalized economy, such as those pertaining to food security and poverty reduction, thus contributing to sustainable development.

All in all, expansion of agricultural finance can generate a win-win situation that may foster growth even where financial inclusion is by itself a challenging task. Furthermore, positive synergies can be exploited by promoting clusters, such as industrial and technological districts that specialize in agricultural commodities and that may take advantage of economies of scale while getting access to finance. Building capacity, pursuing innovation and enriching knowledge sound like promising goals in the area under investigation, as well as in our global village as a whole.

Ziyad Motala

Professor, Howard University School of Law, USA

The South African Constitutional Court's Approach to Democracy, a Unique Contribution in Comparative Jurisprudence

In political discourse, popular participation in the polity seen in the Brexit referendum or the lack of citizen participation in many important decisions within the European Union and in the United States, with respect to free trade and immigration has contributed to political convulsions. Democracy can be approached as an idealized notion versus what others might characterize as a practical or realistic system of government. The Constitutional Court of South Africa decision in the *Doctors for Life* laid out the conception of democracy, which the court correctly framed as an issue, which "lies at the heart of our constitutional democracy". It established a conception of democracy that makes South Africa if not an outlier, unique in the annals of comparative constitutions much like the Court's development of socio-economic rights and the use of the rationality standard to determine the legality of government conduct. There is no universal definition of democracy. In *Doctors for Life*, the Court was faced with a competing visions of democracy under the Constitution. The majority opinion conceives of democracy as a social idea that requires the participation of the electorate on matters that are of crucial concern to them. The dominant contemporary interpretation of democracy has moved away from conceiving democracy as a social idea, and adopts an empirical approach by assuming those countries that are called democracies, so long as they observe free and fair periodic elections are democratic. The court offers a perspective that "meaning determines application" and not that "application determines meaning". Central to the court's interpretation of democracy is decision making in the polity cannot be the confine of political elites, to be exercised behind the backs of the population. The court's conception of democracy is more in keeping with the ancient understanding found in the Athenian city state, traditional African societies and in the writings of Karl Marx. The traditional conception moves beyond representative democracy and requires the participation of the population in the decision making processes that affect their lives. Realizing that the Athenian conception of the participation of the population in a town hall meeting in not practical in a large nation state, the court developed an understating of democracy that requires the lawmaker to make reasonable efforts to

provide for meaningful modes of participation. This participation should not only be in center but in all the provinces.

Balzhan Orazbayeva

Research Associate, Münster University of Applied Sciences,
Germany

Thomas Baaken

Professor, Münster University of Applied Sciences, Germany
&

Yelena Smirnova

Associate Professor, Suleyman Demirel University (SDU),
Kazakhstan

Cultural Differences across the Countries in University-Business Collaboration in Europe

Academia and industry increasingly work together and collaboration between them is considered as a promising tool to foster innovation through knowledge and technology exchange. The concept of university-business cooperation has been investigated and understood from various perspectives such as drivers and barriers, motivations, organisational forms of collaboration between higher educational institutions and industry, and supporting mechanisms, among others.

While universities work in the organisational environment unrelated to market considerations and driven by scientific performance focused on knowledge creation and dissemination, industry, in contrast, aims ultimately to get a profit and financial return at the same time strictly protecting its proprietary information (Hemmert et al., 2014). As a result from the inter-organisational perspective these differences in corporate culture expressed in diverse behaviour and working style have an impact on the collaborative process between business and academia (Brunelet et al., 2010; Davey et al., 2015). It is important to consider such institutional cultural divide by fostering the university-industry linkages, since the distinct individual cultures may lead to an incompatibility between both parties.

Whilst there are many justifications for taking an organisational corporate cultural perspective, there are fewer that focus on national cultural context. Given the continuous quest to develop fruitful collaboration, it is also critical for both, companies and higher educational institutions, to have an understanding of the national differences across the countries in university-business collaboration.

Understanding differences in different national contexts in the establishing a collaboration helps to foster the relations between universities and private sector in a proper way by cultivating the right

characteristics of university-industry cooperation ecosystem in a certain country (Owen-Smith et al., 2002; Nyerere, Friso, 2012). The diversity of the constellation in the collaboration process in different countries might be important for policy-makers when fostering relations between academia and private sector by taking into account situational factors and cultural peculiarities, affecting the collaboration itself.

University academic perception of their national context will be investigated with specific focus given to drivers and barriers influencing the development of a favourable environment for UBC in the European countries. In achieving these aims an empirical analysis will be undertaken using a dataset that was collected in 2010-2011 by the Science-to-Business Marketing Research Centre (Germany) for the European Commission DG Education and Culture. The survey was distributed to university managers and academics officially registered in 33 countries members of the European Economic Area (EEA). After cleansing 6280 completed interviews (4123 responses of academics and 2157 responses of university representatives) were achieved. (Davey et al., 2011). On the basis of Hofstede's dimensions (e.g. Hofstede et al. 1991) this paper aims to investigate how national cultures affect the extent and kind of UBC in European countries. The national cultural dimensions will be matched the first time with the UBC study findings.

This topic will contribute to the UBC literature by providing an understanding of the impact of national cultural context on the collaboration process between universities and industry in different European countries from the university perspective. The framework will create hypotheses to better explain the important gap in literature by providing an approach to understand the peculiarities of UBC in different cultural environments and settings.

Sanja Pekovic

Associate Professor, University of Montenegro, Montenegro

The Obstacles of Entrepreneurs in Agro-Tourism: A Case of North Montenegro

The scholars confirmed that the entrepreneurial development are critical factors for economic growth since entrepreneurs create new jobs and generate wealth and growth (Soriano and Huarng, 2013; Garcés-Ayerbe et al., 2012; Soriano and Peris-Ortiz, 2011). What more, this positive impact of entrepreneurship on economic situation is even more amplified especially in developing countries (Acs and Varga, 2005; Brixiová, 2010; Balamoune-Lutz, 2011). However, the entrepreneurship issue in the field of tourism has started to be the topic of analysis only recently (Li, 2006) even that tourism is considered as one of economic activity in which a great involvement is necessary by the entrepreneurial sector due to its rapid international market growth (World Tourism Organization, 2002). Moreover, as pointed out by Hall (2004) agro-tourism can make positive contributions to local communities by providing a supplementary sources of income. In addition, Nunkoo and Gursoy (2012) suggested agro-tourism development provides benefits to local communities associated with economic growth, socio-cultural development, the provision of essential and non-essential services, and rising standards of living. However, entrepreneurs in this sector may face significant challenges. Therefore, this paper aims to analyze the factors that hamper entrepreneurship activity. Furthermore, we will discuss this issue in particular context of Montenegrin agro-tourism sector. In conclusion, we will synthesize our analysis and propose some suggestions for overcoming obstacles of entrepreneurship activity in Montenegrin agro-tourism sector.

Manuel Portero Henares

Professor, University of Castilla-La Mancha (UCLM), Spain

The Split between Criminal Policy and Social Sciences: The Development of “Punitivism”

The need to make effective criminal law requires a consistent approach to the social sciences and should be based on the need to synthesize the empirical and normative knowledge. This perspective must have multiple scientific impacts and must, above all, have a decisive influence in the design of criminal policy, taking into consideration the empirical analysis of criminal behaviour from a sociological, psychological and criminological point of view, and must play an important role in the choice of methodological principles of criminal law.

The recent alterations of criminal law in western countries within the last 20 years have been directed towards the gradual increase in length of punishments, especially prison sentences, for all types of crimes. The series of alterations has increased the trend called "punitivism", in a clear and decisive way. This gradual increase in punishment has reached its peak with the introduction of the life sentence in countries where previously it did not exist or the excessive increase in imprisonment for more serious crimes. In recent years the works from the scientific community has revolved largely from the critics of the prevailing “punitivism”, developing many different arguments, which cohere in the sense of almost absolute neglect that legislatures and Governments have with respect to the scientific community.

These arguments, in my opinion, revolve around two ideas: On the one hand, as with the emotional or romantic argument, punitivism goes against the ideological background of the conception of the State and the purpose of prison, referred in one way or another in the constitutions. On the other hand, as with the scientific and technical argument, should consolidate with sufficient clarity the idea that empirical and statistical analysis that contributes to the social sciences (Sociology, Psychology and Criminology) should be an indisputable scientific paradigm as well as criminal science and criminal policy.

In this paper I present the scientific basis of this interrelationship and the reason for the frustration from the criminal science on the growth of punitivism from the perspective of the objective analysis of the optimization from the disciplinary legal resources.

George Priovolos
Associate Professor, Iona College, USA

Developing an Integrated Analytical Framework for Nation Branding: Targeting International Tourists vs. International Investors

Developing an Integrated Analytical Framework for Nation Branding: Targeting International Tourists vs. International Investors

With nation branding attracting again attention as countries try to develop and manage their image in order to appeal to foreign tourists, investors and, in general, compete more effectively on the world stage, practitioners and academics are re-examining the validity and reliability of the construct as well as its boundaries.

Past research in nation branding was, mostly, of a normative nature addressing issues relating to the design and implementation of appropriate branding programs for individual countries. Virtually all studies published referred to successful efforts to brand (or re-brand) a country based on – primarily – anecdotal evidence, while “success” was often determined using short-term indicators and other non-rigorous measures. Equally important, many times, nation branding policy recommendations were offered in a vacuum – overlooking such pertinent variables as individual country characteristics (e.g., physical, economic, political, socio-cultural and other environmental factors or even symbolic attributes), its branding history, as well as its short- and long-term branding goals, all of which could potentially affect the design and outcomes of a nation branding effort. Moreover, the vast majority of past studies discussed a generalized concept of nation brand regardless of whether the target market was foreign investors, tourists or the general public.

This paper argues that nation branding campaigns should be developed within an integrated analytical framework that explicitly incorporates the above considerations (i.e., varied country attributes, branding experience and objectives) and recognizes the need for audience-specific appeals consistent with the diverse needs of e.g., international visitors vis-à-vis those of international businesses.

Mamoloko Florah Rachidi

Lecturer, University of Limpopo, South Africa

Challenges Faced by Women Leaders in Post-Apartheid South Africa: The Struggle Continues

Concerns about gender equity are paramount amongst national and international deliberations. Affirming and empowering women, especially in leadership positions, is a necessity that no country or nation can afford to ignore. In the post-apartheid era, South Africa, in line with international mandates as well as pronouncements made at several accords has also put gender equity as a priority on their national agenda. To that end, initiatives have been put into place, including affirmative action that is governed by the Employment Equity Act. This act was promulgated to assist women's entry into the workplace and most importantly to **empower women** into decision-making positions of leadership and management. Unfortunately, it would appear that since the promulgation of the act, not much has been achieved towards gender equity and balancing the asymmetric position of women in leadership. Applying a critical review approach, this research finds *inter alia*, that contrary to progressive expectations, women are still underrepresented in leadership and management position in the country. Therefore, relying on several research studies that have looked at challenges faced by women in leadership positions in South African organisations as well as their experiences that have facilitated their leadership, this paper suggests a framework for understanding and navigating the impediments to women empowerment to leadership positions in South Africa. In conclusion, the paper proffers some policy recommendations that may serve as a catalyst to sustainable women leadership in South Africa.

Bonnie Robeson

Senior Lecturer, Johns Hopkins University, USA

Application and Outcomes of Experiential Learning in a MBA course - Inventory Management in a Financially Stressed Hospital

The Johns Hopkins University Carey Business School's (where business is taught with humanity in mind), Global MBA program has a required signature course, Innovation for Humanity, which requires students to participate in a team based experiential project in a developing country, such as India. The program attracts students from around the globe. This presentation will follow one team of three students, assigned to a pediatric cardiology hospital in Hyderabad, India. The team was assigned the task of examining inventory control at INNOVA Hospital, which uses a cross-subsidy model where paying patients help to offset the expenses of nonpaying patients. The first phase of the course during the fall semester, uses case studies focusing on bottom of the pyramid issues and lectures on social entrepreneurship. After student teams are assigned to a sponsor and a specific project, the students examine circumstances specific to the project and formulate the project objective. For this project, the team became familiar with the healthcare system and researched best practices in inventory control. The second phase of the course takes place in India during the January three week intersession. The students: (a) interviewed the hospital staff about the medical procedures and required supplies, (b) observed the use of inventory software systems, (3) visited a larger hospital to compare practices and (d) analyzed data. After scrutinizing the information obtained, the students provided recommendations to the hospital administrators to reduce cost and improve service. During the time in India, the students learned: (a) about conducting business in a different culture, (b) communicating effectively to obtain information required to evaluate the situation, and (c) to apply business course curriculum to real life problem solving. In addition the team had to work effectively as a unit, adapt to an unfamiliar culture, and cope with uncertainty.

Lehte Roots

Associate Professor, Chair of The Public Law, Tallinn University of Technology, Estonia

**Burden Sharing and Dublin Rules -
Challenges of Reallocation of Asylum Seekers**

Mediterranean route has become the most used irregular migration route to access the borders of European Union. Dublin regulation set up principles that a country which has allowed the immigrant to access its territory either by giving a visa or giving an opportunity to cross the border is responsible for asylum application and the processing procedure of this application. These rules have put an enormous pressure to the EU countries that are at the Mediterranean basin to deal with hundreds of thousands of immigrants. At the same time EU is developing its migration legislation and practice by changing the current directives. The role of the Court of Justice in this development should also not be underdiminished. From one point of view EU is an union where principles of solidarity and burden sharing should be the primary concern, the practice though show that the initiatives of reallocation of asylum seekers and refugees is not taken by some EU member states as a possibility to contribute to these principles but as a threat to their sovereignty.

This paper is discussing the further opportunities and chances to develop the EU migration law and practice in order to facilitate the reception of persons arriving to EU borders by burden sharing.

Ziva Rozen-Bakher

Lecturer, The Western Galilee College, Israel

The Impact of Inward & Outward FDI on Employment: The Mixed Effects of the Labor Market Regulations

The study examines the impact of Inward & Outward FDI on employment. The study presents a holistic model that includes the location factors of the host country and, the home country to explain the impact of FDI on employment. The research model is based on Eclectic Paradigm, which provides the OLI analytical framework for analysis the multinational enterprises activity.

The Research method includes a combination of three levels of analysis - quantitative analysis, longitudinal analysis and comparative analysis to allow more clearance conclusions about the impact of inward and outward FDI on employment in the short-run and in the long-run. The study hypotheses were examined through a set of statistical tests in 191 countries, across 13 years, from 1992-2004, in the pre-financial crisis period, via a comparison between inward FDI and outward FDI.

The findings showed that only outward FDI has a positive effect on employment in the short-run and in the long-run, while inward FDI has no effect on employment. The findings also showed that in the short-run, the location factors - high income level has a positive effect on employment, while economic and political stability and labor market regulation have a negative effect on employment. However, in the long-run, the location factors - high income level, financial resources, minimum wage have a positive effect on employment, while labor market regulation has a negative effect on employment.

The research findings illustrate the management challenges of policy makers in shaping policies, which encourages FDI in terms of employment. On the one hand, labor market regulation encourages inward and outward FDI in the short-run and in the long-run, but on the other hand, has a negative effect on employment in the short-run and in the long-run.

Thongchai Somboon

Associate Professor, Ramkhamhaeng University, Thailand

HBL: The Approach for learning to be a Completed Humanity

Education is an activity or a process which transforms the behavior of a formal person for “instructive behavior” to “human behavior”. As we know, education in every country needs to create the habitant to be a good citizen within an academic and rational people. Humanity-Based Learning (HBL) actually comprises with 1) curriculum that will be consisted of the subjects of international education, peace education since those accompanied with “Peace in Mind, Peace in Action and Peace for All”. 2) learning processes these must be on the concepts of rational and reasonable thinking for the learners’ fulfillment on their better life.3)Assessment and evaluation –has to concern and to focus on the three aspects, knowledge, attributes and performances. If education can be leaded through HBL, the learners will become a completed man totally and the global society will be peaceful too.

Luigi Spedicato

Associate Professor, University of Salento, Italy

Re-Building the Public Sphere: Frame and Formats of the NO-TAP Movement in Salento. A Case Study in the Political use of Facebook

The paper examines the role played by Facebook in the TAP (Trans Adriatic Pipeline) case, the pipeline that would bring gas from the Caspian fields to Puglia, around which gather the interests of multiple actors: public institutions, individual citizens, No TAP Committee and several networks of associations.

The goal of the paper is to understand how the affordances of social media help to define the boundaries and the characters (that is, a new configuration) of the public sphere, especially in relation to the modes of expression and propagation of digital media. Along with forms of colonization (from the top) of the public sphere, it is indisputable the spread of new repertoires of communication and political agenda from the bottom.

The research suggests that the public space bordered by Facebook supports the emergence of a communicative action not oriented to mutual understanding: the communication of No TAP Committee would fall, to that effect, within the definition of "contentious politics communication", which refers to a type of communicative action that involves civil society acting outside of the institutional context and is centered on the self-claiming, self-realizing, and controversial dimension that the Internet combines and puts in contrast to the deliberative-discursive dimension of the "public sphere" described by Habermas.

The research suggests that the Committee's communication practices in social media have aimed to ensure visibility and expansion to the counter-frame of the issue launched in the social space, a dimension that has its own logic informing not only the ways in which the contents are produced and distributed in that channel but also the whole set of relations that this arena of public debate establishes with the wider media environment.

Fumihide Takeuchi

Professor, Tokai University, Japan

Trade in Intermediate Goods, Armington Elasticity and Exchange Rate Pass-through

A large empirical literature has studied exchange rate pass-through into prices (effect of exchange rate changes on prices) because this topic relates to issues such as the international transmission of monetary shocks, the optimal conduct of domestic monetary policy, the adjustment of global imbalances, and business cycle co-movements. This study analyses the contribution of expanding imports of intermediate goods to the variations in exchange rate pass-through to the prices of imported and domestic goods during the 1990s and 2000s. A sample of 32 countries was taken for this analysis.

It differs from previous relevant studies which examine the effect of intermediate goods import on the exchange rate pass-through to *export* prices. It is noteworthy because during the 2000s, multinational enterprises (MNEs) began to develop international production networks through foreign direct investment (FDI). Their activities generated what is now deemed as vertical intra-industry trade—the creation of global value chains (GVCs) through which firms import intermediate goods to produce finished goods that are themselves re-exported. Results show that changes in the Armington elasticity—the elasticity of substitution between imports and domestic products—positively influenced exchange rate pass-through during the period studied. The Armington elasticity subsides as the ratio of imported intermediate goods to total intermediate inputs rises. MNEs prefer to use inputs from their parent country in their offshore production activities. This bias could lower Armington elasticity.

Theoretical and empirical studies typically regard Armington elasticity as a deep parameter and assume it is fixed. We have shown that it changed during the 2000s as international trade became more vertical. The Armington elasticity also substantially influenced exchange rate pass-through. Our findings offer implications for researchers and policymakers.

Valentina Tarkovska

Lecturer, Dublin Institute of Technology, Ireland

CEO Pay Slice and Firm Value: Evidence from UK Panel Data

This study examines the relationship between corporate governance characteristics and risk of stock price crash in UK firms. I use CEO Pay Slice (CPS) – the fraction of maximum top-five executives’ total compensation that goes to the CEO, and board ‘busyness’ – the proportion of board level directors who have three or more directorships, to evaluate the effect of these two important aspects of corporate governance on stock price crash risk. The CPS reflects relative importance of the CEO as well as the extent to which the CEO is able to extract rents and expropriate shareholders wealth (expropriation effect). Board busyness may create a serious agency problem because directors are “too busy to mind the business”, allowing for executives’ short-termism and bad news hoarding (busyness effect). Using a large sample of UK listed companies over the 1997 to 2010 period, I document evidence supporting a positive relationship between CPS, board busyness and stock price crash risk. In line with the expropriation and busyness effects, I find that companies with high CPS and high levels of board busyness are exposed to higher level of stock price crash risk. The fact that CPS positively impacts on stock price crash risk has a strong implication for the on-going debate on how to reform executive remuneration so that it provides the right incentives to directors. There is also a direct implication for the public debate on limitation of the number of directorships held by executives from the findings, as I argue that board effectiveness depends on the overall level of board business.

Henry Thompson
Professor, Auburn University, USA

Tourism in Greece and a Market Solution to the Debt Crisis

The tourism industry is showing Greece how a solution to its government debt crisis could evolve. By encouraging private investment and market competition, Greece would raise income and reduce the burden of paying the government debt. This paper examines the microeconomics of the tourism market, its relation to the rest of the economy, and macroeconomic issues related to tourism. The paper evaluates the potential of the tourism sector to pull Greece out of its government debt crisis.

Saso Tomazic

Professor, University of Ljubljana, Slovenia

Profit: The Cause of Crisis in Capitalism

Cyclic economic crises, business cycles or economic fluctuations were first systematically exposed by J. C. L. Sismondi in 1819. Since then, many different theories have been developed, all of which try to explain why periods of rapid economic growth are followed by periods of decline, and when and why they occur. In modern macroeconomics, different macroeconomic models, for example AD-AS, IS-LM, and many others, are used to predict and/or prevent crises. However, they all failed to predict/prevent the crash in 2008.

In this paper, we show that the main reason for the recurring crises is built into the very foundation of capitalism. The reason lies in the basic premise of capitalism that capital must yield profits. This premise demands a constant growth (e.g. 2% per year) of real economy, which actually means exponential growth. We explain why such growth is impossible in the long run - even in theory. Constant exponential growth sooner or later yields lack of demand and/or lack of natural resources resulting in economic and/or ecological crisis and/or war.

In this context, the profit gained from financial capital represent an even bigger problem. All money, also newly created one, is loaned for interests. This means that interests must be paid for all the money in circulation. The largest portion of the money in circulation (about 95%) is actually in the form of credits of commercial banks that make profit out of the money they literally create from nothing. In the present paper, we demonstrate that the debt arising from interests cannot be repaid. This is the main reason why all the countries in the world are in fact indebted, with the public debt ranging from 75% to 260% of BDP. These debts also grow exponentially, which sooner or later first results in debt and financial crisis and later on in a crisis in the real sector. This causes the bankruptcy of many companies and even countries, followed by their debts being totally cancelled or partly cancelled and partly reprogramed.

Profit-based economy also has a built-in positive feedback. As is well known in system theory, systems with positive feedback are unstable, meaning that profit-based economy is also unstable.

Last but not least, we discuss the moral aspect of the profit itself. We show that a profit of one entity necessarily brings a loss to some other entity. From this point of view, any profit is unjustified and immoral.

The only way to make a stable, sustainable and fair economic system is thus to slowly start reducing profits and begin building an

economy that is not driven by profit. The first steps that can be taken in this direction are monetary reforms, reforms of the banking system and progressive taxations of profits. The latter is especially vital in this respect, as progressive taxation not only reduces the negative effects of profit on the general economy, but also introduces negative feedback into the economic system, thus stabilizing it in the long run.

Philip Tsai

Professor, Wenzao Ursuline University of Languages, Taiwan
&

Yu-Fang Yen

National Quemoy University, Taiwan

**A Study of the Relationship of Workplace Person-
Environment Fit, Country Identification and Affective
Commitment - Evidence of Chinese Immigrant Wives in
Taiwan**

Because of rapid global development, firms generally use a multiple-faceted strategy in the application of human resources. Immigrant wives have been a source of complementary manpower. Compared with the common problems of culture and life, adjustment to these jobs may be more difficult for them. Most immigrant wives in Taiwan are originally from China and experience the additional challenge of national identification. All of these difficulties in workplace decrease their commitment to firms, affect their job performance, reduce their willingness to contribute their capabilities, and eventually increase social costs. To manage the critical HRM issue, this study initially explored P-E fit and affective commitment by conducting empirical research on 300 Chinese immigrant wives in Taiwan. The findings reveal that their P-E-Fit positively affects their affective commitment to firms; similarly, their national identification to Taiwan strengthens the stated results. However, sub-aspects of P-E fit had different influence effects. The implications of this study will benefit future research on immigrant employees and HRM practices.

Rama Venkatasawmy

Lecturer, University of Newcastle, Australia

The Offshore Delivery of Australian Transnational Higher Education (TNHE) in South East Asia: Some Challenges

The delivery of transnational higher education by Australian universities across South East Asia injects annually into the Australian economy many millions of dollars in revenue. Getting an internationally recognized and reputable Australian university degree without leaving one's home country to physically go to Australia remains an attractive proposition for thousands of international students - which has ensured the continued profitability of transnational higher education operations by many Australian universities in South East Asian countries. But differences in the practices pertaining to teaching and learning and to quality assurance between exporting universities and importing countries of transnational higher education programs inevitably emerge and impact on student experience, as such creating some challenges for staff on both sides of transnational program delivery operations to tackle.

Irina Yarygina

Head of Programs, Professor, Financial University under the Government of the Russian Federation, MGIMO (U) under the Ministry for Foreign Affairs of the Russian Federation, Russia

Harmonization of Regulation as a Driver for International Finance

In the context of geo-political and geo-economics risks it is reasonable to follow the path of securitization of economic and financial cooperation, that contributes to the harmonization of regulation in the aim of:

- countering the external shocks by improving and increasing efficiency of trade, economic and financial relations for the economic security enforcement;
- enhancing capacities of states and monetary authorities for coordination of financial sector regulation for the purpose of promoting economic growth of member countries, reducing systemic risks, ensuring market agents transparency for the financial security enforcement;
- promotion of multilateral projects and entering business entities to international markets;
- development of economic cooperation on the basis of better funding attraction advices as well as expanding appropriate tools available for investments;
- assistance to the effective and long-term cooperation.
- In the scope of trade, economic and financial cooperation guidelines it seems appropriate to harmonize regulation for markets and its participants, that will contribute at legislative level to:
 - harmonization of legal framework, governing international trade, economic and financial sphere;
 - streamlining of interaction procedures between partners;
 - provision of benefits and preferences to create a comfortable and secure environment for economic entities;
 - securitization and facilitation of interaction.
- At executive level to promote development within:
 - improvement of spatial infrastructure;
 - securitization of financial and economic relations on the basis of general and harmonized principles of interaction;
 - generation of mutual communication network for the secure and effective economic and financial cooperation and information exchange.

Following the mentioned road map, it is worth, while taking into consideration that a prominent role is played by international financial institutions, which provide support for economic entities, which create favorable conditions for the expansion of economic and financial cooperation as well as methodological assistance for partnership enforcement. Banks for development, export insurance agencies and other intergovernmental institutions are to be supported in solving common issues for better cooperation based on universal rules and regulations.

Zhang Ying

Professor, Beijing Forestry University, China

Forest Employment Security, Industrial Structure and Poverty Alleviation in China

This paper uses the method of comparative analysis and the Petty-Clark Theorem to analyze the impact of unemployment and structural change in China's forestry industry. The total number of registered forestry employees in China decreased from 2.49 million in 1990 to 1.28 million in 2013, the forestry registered unemployment rate also decreased from 13.9% to 11.37%. The average income of forestry employees increased to 16.45 times, to 13.45 times the poverty line in China. The proportions of workers in the primary, secondary and tertiary industries of the forestry sector changed, but not as predicted by the Petty-Clark theorem. The GNP impact of forestry unemployment loss also increased. Forestry sector employment in China is insecure. We suggest that the definitions of the poverty line, unemployment should be consistent with international standards, policies and measures to reinforce forestry's role in poverty reduction should be enhanced in China.