



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book:

11<sup>th</sup> Annual International Conference on  
**Global Studies: Business, Economic,  
Political, Social and Cultural Aspects**  
18-21 December 2017,  
Athens, Greece

Edited by  
Gregory T. Papanikos

2017



Abstracts  
11<sup>th</sup> Annual International  
Conference on  
Global Studies: Business,  
Economic, Political, Social and  
Cultural Aspects  
18-21 December 2017  
Athens, Greece

Edited by Gregory T. Papanikos

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## Preface

This book includes the abstracts of all the papers presented at the *11th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects (18-21 December 2017)*, organized by the Athens Institute for Education and Research (ATINER).

In total 46 papers submitted by 51 presenters, coming from 27 different countries (Albania, Australia, Austria, Brazil, Canada, Colombia, Georgia, India, Iran, Iraq, Israel, Italy, Japan, Malaysia, Norway, Poland, Romania, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Turkey, UAE, UK and USA). The conference was organized into 10 sessions that included a variety of topic areas such as finance and trade, international business, digital global society, and more. A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER 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 to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into seven research divisions and 37 research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

**Gregory T. Papanikos**  
**President**

**11<sup>th</sup> Annual International Conference on Global Studies**  
**18-21 December 2017, Athens, Greece**  
**Organizing and Academic Committee**

All ATINER's conferences are organized by the Academic Committee (<https://www.atiner.gr/academic-committee>) of the association.

This conference has been organized with the additional assistance of the following academics, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. Thomas G. Papanikos, President, Institute of Local Development (ITA@AII), Sardinia, Akarnania, Greece.
3. Panagiotis Petratos, Vice-President of Information Communications Technology, ATINER & Fellow, Institution of Engineering and Technology & Professor, Department of Computer Information Systems, California State University, Stanislaus, USA.
4. Peter Koveos, Head, Accounting and Finance Unit, ATINER & Professor of Finance, Syracuse University, USA.
5. Paul Contoyannis, Head, Health Economics & Management Unit, ATINER & Associate Professor, McMaster University, Canada.
6. Theodore Trafalis, Director, Engineering & Architecture Division, ATINER, Professor of Industrial & Systems Engineering and Director, Optimization & Intelligent Systems Laboratory, The University of Oklahoma, USA.
7. Yannis Stivachtis, Director, Social Sciences Division, ATINER and Professor & Director, International Studies Program, Virginia Polytechnic Institute and State University, USA.
8. Mary Ellis, Director, Human Development Division & Senior Lecturer, National Institute of Education, Singapore.
9. Valia Kasimati, Head, Tourism Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
10. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor in Marketing, University of Glasgow, UK.
11. George V. Priovolos, Academic Member, ATINER & Professor, Iona College, USA.
12. Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.
13. Marlene Reed, Senior Lecturer/Professor Emeritus, Baylor University/Samford University, USA.

14. George Angelopulo, Professor, University of South Africa, South Africa.
15. Dien Phan, Professor, St. Cloud State University, USA.
16. Nathalie Homlong, Professor, Volda University College, Norway.
17. Elisabeth Springler, Program Director, University of Applied Sciences BFI Vienna, Austria.
18. Monir Morgan, Assistant Professor, Alvernia University, USA.
19. Charu Nautiyal, Academic Member, ATINER & Principal, Dunnes Institute, India.
20. Siddharth Mohapatra, Academic Member, ATINER & Assistant Professor, Indian Institute of Management Kozhikode, India.
21. Manuel Portero Henares, Professor, University of Castilla-La Mancha (UCLM), Spain.
22. Irina Yarygina, Member of the Scientific Board of the National BRICS Committee, 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.
23. Mihalis Kuyucu, Academic Member, ATINER & Lecturer, Istanbul Aydin University, Turkey.
24. Utku Özer, Research Fellow, ATINER.
25. Olga Gkounta, Researcher, ATINER.
26. Hannah Howard, Research Assistant, ATINER.



**FINAL CONFERENCE PROGRAM**  
**11<sup>th</sup> Annual International Conference on Global Studies, 18-21**  
**December 2017 Athens, Greece**

**PROGRAM**

Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

**Monday 18 December 2017**

**08:00-08:30 Registration and Refreshments**

**08:30-09:15 Welcome and Opening Address**

Gregory T. Papanikos, President, ATINER.

**09:15-11:00 Session I: Business and the Economy I**

**Chair:** Olga Gkounta, Researcher, ATINER.

1. Wayne Stewart, Professor, Clemson University, USA, Whitney Peake, Vitale Professor of Entrepreneurship, Western Kentucky University, USA & Amy Ingram, Assistant Professor, Clemson University, USA. Core Self-Evaluation and Entrepreneurial Orientation.
2. Yuko Oki, Professor, Toyo University, Japan. Creating Commodities Based on the Design Thinking.
3. George V. Priovolos, Professor, Iona College, USA. In Business Education, too, small can be Beautiful: Micro-Credentials Help B-Schools Survive and Fulfill their all Important Mission.
4. Nathalie Homlong, Professor, Volda University College, Norway & Elisabeth Springler, Program Director, University of Applied Sciences BFI Vienna, Austria. Are Chinese Multinationals Exporting Bad Labor Conditions to Europe?
5. Christos Kelepouris, Assistant Professor, American University of Ras Al Khaimah, UAE. Franchising in Emerging Markets: McDonald's Expansion into Moldova – A Case Study.
6. Ahmadreza Ghasemi, Assistant Professor, University of Tehran, Iran. Data Pluralism in Quantitative Method of Research in Social Science.

**11:00-12:30 Session II: Finance and Trade**

**Chair:** George V. Priovolos, Professor, Iona College, USA.

1. Dien Phan, Professor, St. Cloud State University, USA. IT Project Development Methodology in a Very Large Global Enterprise Project: A Case Study.
2. Ana Paula Lopes, Associate Professor, Polytechnic of Porto (P.PORTO) / ISCAP – CEOS.PP, Portugal. Audit Quality and Earning Management: Evidence from Portugal.
3. Nucharee Nuchkoom Smith, PhD Student, Western Sydney University, Australia & Angayar Kanni Ramaiah, Lecturer, University Technology Mara (UiTM), Malaysia. FTA Mania in ASEAN.
4. Robert Smith, Independent Consultant/Adviser, Australia & Nucharee Nuchkoom Smith, PhD Student, Western Sydney University, Australia. Bilateral Investment Treaties – a Potential Trap for Developing Economies: A Lesson from Thailand.

### **12:30-14:00 Session III: Corporate Social Responsibility and Governance**

**Chair:** Dien Phan, Professor, St. Cloud State University, USA.

1. George Angelopulo, Professor, University of South Africa, South Africa. An Appraisal of the Influence of Corporate Social Responsibility (CSR) on Society and its Institutions.
2. Cui Meadows, Assistant Professor, East Carolina University, USA. Cultural Factors and Corporate Social Responsibility (CSR): A Comparative Analysis of Fortune 100 Companies' Websites in the U.S. and China.
3. Siddharth Mohapatra, Assistant Professor, Indian Institute of Management Kozhikode, India & Pratima Verma, Professor, Alliance University, India. Bhoodan-based Corporate Citizenship: Corporate Accountability based on Serving and Empowering Land-Owners and Users.
4. Benedict Valentine Arulanandam, Senior Lecturer, Sunway Education Group, Malaysia. Corporate Governance as a Face of Corporate Anthropology.

### **14:00-15:00 Lunch**

### **15:00-16:30 Session IV: Digital Global Society, Technology and Innovation Economy**

**Chair:** Nathalie Homlong, Professor, Volda University College, Norway.

1. Robert Hand, Professor, National Defence Academy of Georgia, Georgia. Political Science Integrated Analysis Model (PSIAM): A Holistic Model of Decision-making and Policy Implementation.
2. Hiroshi Koga, Professor, Kansai University, Japan. On the Significance of Sociomaterity in Information Systems Research.
3. Dorjana Feimi, Lecturer, University of Vlora "Ismail Qemali", Albania. Internal Environment and Innovation in Service Sector. The Evidence from Albanian Context.

### **16:30-18:00 Session V: Tourism**

**Chair:** Valia Kasimati, Head, Tourism Research Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.

1. Aleksandra Djukic, Associate Professor, University of Belgrade, Serbia. Iron Gates Region in Serbia as a Role-Model for Sustainable Cultural Landscape.
2. Vincenzo Asero, Assistant Professor, University of Catania, Italy. Partnerships and Business Network among Tourism Enterprises: The Case of Italy.
3. Mikhail Peppas, Research Associate, Durban University of Technology, South Africa & Sanabelle Ebrahim, Master's Graduate, University of KwaZulu-Natal, South Africa. Space Identity Place: The Aesthetics of Habitat.
4. Tuangkarn Watthanaboon, PhD Student, Tokyo Metropolitan University, Japan and Tetsuo Shimizu, Professor, Tokyo Metropolitan University, Japan. An Overview of Factors Influencing the Tourists' Risk Perceptions and Behavioural Intentions in the Context of Political Crises.

### **18:00-20:00 Session VI: Local to Global**

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

1. Yosef Jabareen, Professor, Technion – Israel Institute of Technology, Israel. Minority Spatial Status as Reflected in State National Policies: Minorities in the Global South vs. Global North.
2. Octavian-Dragomir Jora, Associate Professor, The Bucharest University of Economic Studies, Romania, Matei-Alexandru Apăvăloaei, Teaching Assistant, The Bucharest University of Economic Studies, Romania & Mihaela Iacob, Assistant Professor, The Bucharest University of Economic Studies, Romania. The (Inter) Nationalization of Cultural Heritage. *Freedom of Expression “and” or “versus” Freedom of Trade.*
3. Yaffa Moskovich, Head of Behavioral Science, Zefat Academic College; Haifa University, Israel & Orna Achrai, Lecturer, Zefat Academic College; Haifa University, Israel. Clan Cultural Attributes in a Kibbutz Industry after Privatization, an Israeli Case Study - Lesson Learned.
4. Francesca Guerrucci, PhD Architect, University G. D’Annunzio Pescara, Italy. The Isthmus of Corinth - Guidelines for a Specific Masterplan, a Program of Actions aimed at the Study of the Area, the Reconstruction of the Identity and the Recognition of the Corinthian Canal as a Unique and Unrepeatable Work of the Human Genius.

**20:30-22:30 Greek Night and Dinner (Details during registration)**

## **Tuesday 19 December 2017**

### **07:45-11:00 Session VII: An Educational Urban Walk in Modern and Ancient Athens**

Group Discussion on Ancient and Modern Athens.  
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)  
(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

### **11:00-13:00 Session VIII: Teaching, Learning and Education**

**Chair:** Monir Morgan, Assistant Professor, Alvernia University, USA.

1. Ali Abusalem, Dean: Teaching and Learning, Lyons College, Australia, Sheikh Rahman, Professor, Lyons College, Australia & Dimitra Antonelou Abusalem, Kent Institute, Australia. Engaging Students in a Learning Partnership: Some Evidence from Australian Higher Education.
2. Hind Aljuaid, Vice-Dean, College of Arts, Taif University, Saudi Arabia. Students' Motivation to Learn English as a Foreign Language in the Context of Saudi Arabian Learners.
3. Bernard Badiali, Associate Professor, Penn State University, USA & Carlos Esteban Perez Rojas, Vice Principal, Gimnasio Vermont, Colombia.

Arboretum: Case Study of Organizational Change.

4. Marlene Reed, Senior Lecturer / Professor Emeritus, Baylor University / Samford University, USA. Exploration of the Efficacy of the Case Method of Teaching.
5. Hanie Okhovat, Assistant Professor, University of Tehran, Iran. Comparison of the Effectiveness of Workshop and Theoretical Teaching Methodology for Master of Architecture Students (Research Methodology Course).
6. Celeste Thirlwell, Director, Sleep Wake Awareness Clinic Toronto, Canada & Sara Thirlwell, Program Manager, Sleep Wake Awareness Clinic Toronto, Canada. The Essence of Learning: Education beyond a Cognitive Dualistic Approach.

**13:00-14:00 Lunch**

**14:00-16:00 Session IX: Business and the Economy III**

**Chair:** Marlene Reed, Senior Lecturer / Professor Emeritus, Baylor University / Samford University, USA.

1. Bob Barrett, Professor, American Public University, USA. Creating Finance Management Learning Simulations for Non-Financial Human Resource Managers.
2. Fumihide Takeuchi, Professor, Tokai University, Japan. Economic Development and Structural Transformation Revisited.
3. Ho-Won Jung, Professor, Korea University Business School, South Korea. Combining Predictive and Prescriptive Analytics: Case Studies.
4. Basant Potnuru, Assistant Professor, FORE School of Management, India. Domestic and International Supply of Indian Medical Doctors: What is the Way Forward?
5. Mihalis Kuyucu, Lecturer, Istanbul Aydin University, Turkey. Global Economy and E-Commerce: Development of E-Commerce in Turkey and Its Global Position in Today's Global Environment.
6. Malgorzata Sulimierska, Teaching Fellow in Banking, University of Sussex, UK. The Economic Growth and Financial Instability as Determinants of Capital Control - Cross-Country Analysis.

**16:00-18:00 Session X: Special Topics**

**Chair:** Charu Nautiyal, Academic Member, ATINER & Principal, Dunnes Institute, India.

1. Krystyna Tuszynska, Professor, Adam Mickiewicz University at Poznań, Poland. The Place of Rhetoric in the Process of Democratization of Political System of Athens.
2. Cristiani Kobayashi, Professor, Universidade Paulista (UNIP), Brazil. The Impact of Chronic Pain on Professional, Social, Emotional and Cultural Aspects of Life.
3. Monir Morgan, Assistant Professor, Alvernia University, USA. The Psychological Impact of Discrimination on the Mental Health of Egyptian Christian Students.
4. Maria Isabel Montserrat Sanchez-Escribano, Assistant Lecturer, University of

the Balearic Islands, Spain. Analysis of Life Imprisonment Penalty under Revision from the Point of View of Penitentiary Law.

5. Halil Kanadikirik, PhD Student, Uludag University, Turkey. Patrimonialism in Modernization: Russian and Turkish Case.
6. Panagiotis Petratos, Vice-President of Information Communications Technology, ATINER & Fellow, Institution of Engineering and Technology & Professor, Department of Computer Information Systems, California State University, Stanislaus, USA. Management Strategies for Active Learning.
7. Abbas Fadhil Mohammed, Professor, Al-Qalam University College, Iraq. The Map of Forced Displacement of Iraqi People and Succession of the Immigration Waves: Foreseeing a Third Wave of Immigration.

**21:00- 22:30 Dinner (Details during registration)**

**Wednesday 20 December 2017**

**Delphi Visit: (Details during registration)**

**Thursday 21 December 2017**

**Cruise: (Details during registration)**

**Ali Abusalem**

Dean: Teaching and Learning, Lyons College, Australia

**Sheikh Rahman**

Professor, Lyons College, Australia

&

**Dimitra Antonelou Abusalem**

Kent Institute, Australia

## **Engaging Students in a Learning Partnership: Some Evidence from Australian Higher Education**

An active style of student learning has gained increasing attention from educators and educational researchers in recent years. This emphasis on the active engagement of students with the learning and teaching discourse stems from the increased understanding of the critical role of certain emotional, behavioural, psychological and social factors play in the learning process and social development. There seems to be a tacit acceptance of the fact that the days of “compulsive learning” are over, and the goals of learning and teaching are better achieved through a shared and “participative learning”. This paper attempts to reflect on the state of student engagement in Australian universities and describes the benefits and challenges of engaging university students in the learning process. It then presents the results of an experiment using palm-based technology in the classroom in keeping students engaged and making them active learners rather than passive listeners.

**Hind Aljuaid**

Vice-Dean, College of Arts, Taif University, Saudi Arabia

## **Students' Motivation to Learn English as a Foreign Language in the Context of Saudi Arabian Learners**

This paper will examine the type of English language learning motivation of undergraduate English-Language major students at Taif University in Saudi Arabia. Data will be gathered through administering a motivational factors questionnaire adapted from Wen's (1997). The questionnaire will consist of three main parts. In Part I, there will be questions aiming to collect some demographic information about the participants. Part 2 will consist of three subscales measuring the factors of integrative motivation, instrumental motivation, and effort. Whereas Part 3 will consist of three subscales measuring the factors of valence, expectancy, and ability. The collected data will be analyzed by using SPSS statistical package. Frequency, mean, independent t-test, ANOVA and Pearson Correlation analysis will be used to analyze the data. Based on this study's results, some relevant and applicable motivational learning suggestions will be recommended for enhancement and improvement of the students' motivation towards English learning. Relevant language improvement programs will also be discussed in accordance with the students' learning experiences at Taif University in Saudi Arabia.

**George Angelopulo**

Professor, University of South Africa, South Africa

## **An Appraisal of the Influence of Corporate Social Responsibility (CSR) on Society and its Institutions**

From its origins at the periphery of business ethics and social engagement, Corporate Social Responsibility (CSR) has become central to business practice and organisational functioning. Its centrality in the perceived function of organisations of all kinds means that it has become embedded in corporate strategy and now offers a logical framework for much of its planning and execution. In strategy it is evident in a number of areas: in stakeholder identification and relations, goal alignment and the generation of value. Communication and reputation strategy often extend from a company's CSR strategy and the bottom line, with the bottom line extended to the broader conceptualisation that includes finance, society and environment. CSR is now a common consideration in the planning and implementation of overall strategy and many of the functions of the enterprise.

The establishment of CSR as a guiding principle in business practice is largely the result of the proposition that companies ensure their success by doing good in all they do. The proposition is, in its logic and consequence, self-evident. But as with all propositions that appear to be entirely true and, as a consequence, countenance no opposing discourse or opposition, it would appear that the CSR edifice may indeed be flawed.

This paper assesses and arranges key arguments for and against CSR, the philosophies, theories and principles at its core, and it explores a number of unintended consequences that result from its centrality in the strategy and functioning of the organisation and the broader environment of the organisation. The paper strives for a balanced assessment of CSR, evaluating and balancing the arguments for and against it.

**Benedict Valentine Arulanandam**  
Senior Lecturer, Sunway Education Group, Malaysia

## **Corporate Governance as a Face of Corporate Anthropology**

The motivation of this study began by identifying the corporate governance issues faced by practitioners in the public listed companies of Malaysia. These practitioners comprise of those holding the position of senior manager and above in public listed companies, listed in the Malaysian Stock Exchange (Bursa Malaysia). This study provides an evaluation of the issues faced by the current corporate governance practitioners in the light of socio and cultural anthropology. It was exploratory and took an epistemological and realist stance. This study involved a qualitative approach with face-to-face in-depth interview with the respondents. It has allowed a better means to acquire the perspective and the paradigms of the participants. It reflects the reality on the understanding of corporate governance among practitioners.

The results, after using a thematic analysis, revealed twenty-five issues noted by the practitioners. These findings can be further categorised into social and cultural anthropological perspectives. It was found that these issues mainly concur with that of cultural anthropological perspective rather than other fields within anthropology. This study demonstrates empirical evidence on what is faced by the practitioners of public listed companies in Malaysia, which provides an opportunity for regulators and policy makers to address these issues at a higher pedestal.

This study contributes to an understanding of the issues prevalent in current corporate governance within the public listed companies in Malaysia. This study also highlights corporate anthropology, in particular, challenges in the area of cultural capital, as noted in the studies of Pierre Bourdieu, that are faced by practitioners and provide opportunities to the necessary authority to address such challenges.

Perhaps future research could target a larger sample size. Furthermore, a cross border study between other Asian countries could strengthen this research. This study is also limited by the scope of the demographic distribution. The sample was taken from senior members of public listed companies who are members of the Main Board of Bursa Malaysia within Klang Valley. Hence, the sampling for future research could be broadened with the inclusion of public listed companies from other states within Malaysia and within the region.

**Vincenzo Asero**

Assistant Professor, University of Catania, Italy

## **Partnerships and Business Network among Tourism Enterprises: The Case of Italy**

The globalization of markets creates the need for partnerships among enterprises. The various relationships and transactions involved are usually described using the concept of network, which is certainly not a recent model in economics. Business networks among small and medium sized enterprises (SMEs) improve efficiency and competitiveness, mitigating their size disadvantage. Networks are not always naturally established and therefore need to be fostered sometimes. Among networks, formal networks subjected to law, regulations and contracts, are perceived as safer and more reliable from third parties' perspective. These factors are even more true if applied to Italy. This paper examines tourism entrepreneurship, highlighting the empirical solutions arising from the experience of Italy where law push entrepreneurs to bind themselves to a special kind of formal network: Business Network Contracts. This contract created in Italy and in continuous evolution is a model of aggregation used to bind entrepreneurs to a formal network.

**Bernard Badiali**

Associate Professor, Pennsylvania State University, USA

&

**Carlos Esteban Perez Rojas**

Vice Principal, Gimnasio Vermont, Colombia

## **Arboretum: Case Study of Organizational Change**

Problem-based learning (PBL) is both a teaching method and an approach to the curriculum that is similar to, but also different from traditional case pedagogy. It consists of carefully designed problems that challenge students to use problem solving techniques, self-directed learning strategies, team participation skills, and disciplinary knowledge. While it originated in medical education, PBL methodology was adapted by Bridges and Hallinger (1995) to provide a structured framework for preparing educational leaders in many contexts. Based on the realities of practice, PBL facilitates connecting theory in ways that classroom pedagogies do not. Furthermore, PBL has been used as a methodology for research in master's theses and doctoral dissertations.

Our paper presents a detailed summary of the process and architecture of PBL and presents the results of a case study of organizational change using authentic problems of practice. *Arboretum*, a PBL simulation for school transformation, was created, used and studied within a Pre-K-11, comprehensive English immersion school in Bogota, Colombia. This paper presents the results of using PBL in a field setting. Our findings support the use of PBL to enhance teacher empowerment, collaborative problem-solving, improved leadership skills and substantial change in organizational culture. The case results illustrate the promise of PBL as a methodology that can transform leadership preparation broadly.

**Bob Barrett**

Professor, American Public University, USA

## **Creating Finance Management Learning Simulations for Non-Financial Human Resource Managers**

As technology continues to impact the financial, economic, social, managerial, and political elements of today's business world, finance plays the key component for the continuity of organizations and the utilization of key human capital. Consequently, the role and function of today's Human Resource Manager (HRM) has changed quite dramatically over the past few decades. Today's HRM professional has to be a master of all trades and keep up with technology, while being strategically centered and engaged with all departments. Equally important is the role of today's business and management instructors, particularly in the instruction of HRM courses. One key area identified through benchmarked studies has been the use of teaching finance with non-finance majors, namely, HRM students. Why is this critical in today's multi-faceted, technologically-engaged environment with an ongoing struggle to recruiting and retain quality human quality? Simply noted is the need for more employees to be able to perform a number of job duties to enhance the current skills sets, as well as helping organizations to be better prepared for a number of economic and managerial events which might alter or change the framework of the human capital. Therefore, a number of HRM professionals are becoming more engaged as strategic partners and participating in more managerial endeavors, such as budgeting and management.

The purpose of this paper is to overview how academic institutions are creating more "real world" courses to help HRM students to become more academically prepared, as well as adding to their current skills sets, by learning more about other areas of business and management, such as creating and implementing a simple to a more complex organizational budget. The paper will overview the instructional approach to a practical online simulation of the budgeting process, as well as creating the framework for other instructors learn different instructional strategies and techniques in engaging and motivating graduate HRM and MBA students in learning more about this once "tightly-held" task held mainly by upper-managerial personnel. The final outcome will be the lessons learned by the teaching of this particular course over the course of 9 years with an online university.

**Aleksandra Djukic**

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**Tamara Radic**

MA Student, University of Belgrade, Serbia

&

**Branislav Antoni**

Research Assistant, University of Belgrade, Serbia

## **Iron Gates Region in Serbia as a Role Model for Sustainable Cultural Landscape**

Iron Gates is the longest gorge and probably the most picturesque area along the Danube. In Serbia, this region is known as Đerdap and it is appreciated by its incredible and unique landscape. Bearing the myriad of cultural and natural assets, the whole area is protected at national level as a national park. However, Đerdap region has bigger, European significance and it possesses many features to be considered as an exceptional cultural landscape thereof. Despite this view, it is still underestimated internationally and it is not officially included in the list of cultural landscapes by UNESCO.

This obstacle has left an impact on the current state of Đerdap region, which has faced negative socio-economic problems for decades. For comprehensive regional development, the most noticeable problem is that the protection of the area has been adequately supported with sustainable space-related regional development. As a consequence, the region is marked with the sharp decline of population, overall isolation and the weak interconnection of its main localities.

The aim of this paper is to research possibilities to enhance the spatial dynamics of Đerdap through the implementation of the postulates of sustainable cultural landscape. This concept will be examined by using the different strategies for the sustainable development of cultural landscapes. The most important are based on the mixed-use of territory, rational protection of space, proper integration of different stakeholders into decision-making process and decentralisation of territorial governance from state to region. The final intention is to determine how these postulates can uphold local socio-economic perspective. Even more, Đerdap can become a role model for the development of regions in Serbia that are recognised by cultural and natural heritage. It will be given in the form of recommendations to shape the better future of the Đerdap region.

**Valentin Florentin Dumitru**

Associate Professor, Bucharest University of Economic Studies, Romania

**An Analysis of the Information Technologies used in the  
Accounting Department in Romania: Evidence before and  
after the Economic Crisis**

In this research we established the impact of information technologies on the Romanian companies' accounting department. We distributed questionnaires in two different moments in time: 2007 and 2014 (before and after the economic crisis). Our investigation focuses on: (i) the types of technologies used, (ii) the reasons of implementation of specific technologies, (iii) the benefits brought by the use of IT, (iv) the difficulties met during the implementation process and (v) the future effects of the IT. We came to the conclusion that there is a change in the degree of implementation of the information technologies in the Romanian enterprises.

**Dorjana Feimi**

Lecturer, University of Vlora "Ismail Qemali", Albania

### **Internal Environment and Innovation in Service Sector: The Evidence From Albanian Context**

This paper aims to identify the connections between the various innovative practices with the microenvironments in the services sector in a developing economy. The study will specifically focus on the Albanian services sector including banking and telecommunication. According to the purpose of this study there are the following qualitative and quantitative methods. Secondary data is retrieved from an extended literature review on management and innovation, which has also served as a basis for the hypothesis of this study. Meanwhile primary data is retrieved from the surveys distributed and completed by 170 companies in the banking and telecommunication sector. The data are empirically tested using multiple linear regressions. Results showed that alliance and collaboration are not statistically significant to innovation practices. Whereas, market orientation, management orientation, technology and learning orientation are not only statistically significant but also have a positive impact on innovation. As result, by improving those internal factors, innovation practices within the services sector can grow healthily.

**Ahmadreza Ghasemi**  
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## **Data Pluralism in Quantitative Method of Research in Social Science**

Despite the increase in pluralism approaches, these are rarely used in data pluralism methods. In this research, a data pluralism approach (which is one of quad dimensions of pluralism) is introduced in quantitative researches. As a case study, we collected data on a MCDM problem. The weight of each evaluation criterion has determined using Entropy technique. Data pluralism by crisp, fuzzy and grey values was different from each other. Since all these aggregation methods produced the same rankings, we considered it as the final ranking. The main result of this research is a redefinition about data pluralism in quantative researches and development of body of knowledge in this field.

**Francesca Guerrucci**

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**The Isthmus of Corinth - Guidelines for a Specific  
Masterplan: A Program of Actions aimed at the Study of the  
Area, the Reconstruction of the Identity and the Recognition  
of the Corinthian Canal as a Unique and Unrepeatable Work  
of the Human Genius**

The territory of the Isthmus of Corinth can boast centuries of astonishing history. Its glorious past is actually visible in the high-value archaeological and cultural land marks: in this area we can found the Corinth Canal, the great work of history and engineering, the ruins of the ancient Corinth and its Acropolis, the Acrocorinth with the Temple of Apollo, the Roman forum, the Peirene Fountain, the remains of the Sanctuary of Isthmia with the Temple of Poseidon, the ancient Stadium for the Isthmian games, the Heranion of Perachora with the temple of Hera, the presence of thermal springs, the artistic tradition of pottery, objects and techniques connected to the local community. All of them are elements of the amazing landscape we talk about.

Today, in the territory of the Isthmus of Corinth, monuments, sites and knowledges are in danger by physical degradation and cultural disinterest. And it's not just a place itself to be threaten, it can be a story lost forever. The proposal comes to envision an innovative configuration for the future of the area of the Isthmus, a tourism development plan able to include all the heritage sites, linked them into an educational network and makes them relive in a cultural park. Promote the Heritage, use the open space for meeting and transmitting knowledges, preserve the identity of the area, improve the natural and human signs, plan new patterns and offer a tourism of quality are some of the main activities involved in the local strategy for a new global scenario. The new strategic plan of the territory of the Isthmus requires the participation of local community, political organizations, private stakeholders and international academic systems. The strategic plan for tourism development plays an important role in the territory of the Isthmus and the corinthian landscape's uniqueness can be the vehicle for the economic and social renaissance of the place.

**Robert Hand**

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**Political Science Integrated Analysis Model (PSIAM):  
A Holistic Model of Decision-making and Policy  
Implementation**

Based in a Positivist perspective, this paper advocates and justifies using modern communications theories, social networks, decision trees, contingencies, vector mechanics, and temporal theory to create an integrated model that can analyse and forecast political decision-making and policy implementation. It improves on the current state of modelling in that it establishes a unified, framework that can be easily understood, logically validated, and readily applied to the political decision-making and policy implementation processes regardless of their length and complexity. The proposed model also explains and leads to a more thorough evaluation of independent variables such as contingencies, policy traction, process inertia, momentum, quality of a decision, level of dedication to policy implementation, and implementation trajectory. The proposed model facilitates congruence testing, process tracing, and outcome predictions for the political decisions and policy implementation processes being examined and may lead to a more consistent interdisciplinary method of analysis for political decision-making and policy implementation.

**Nathalie Homlong**

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&

**Elisabeth Springler**

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## **Are Chinese Multinationals Exporting Bad Labor Conditions to Europe?**

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. China has repeatedly received attention for bad labor conditions in its manufacturing industry. Long working hours, underage workers, unpaid work, poor workers' housing and other issues have led to riots and mass suicides at some factories. Currently the Asian Development Bank (2016) outlined policy mixes to improve labor market flexibility and labor conditions in China. While international organizations and companies become more sensitive to this aspect when investing in China - especially inflows of FDI - the impact of labor conditions of Chinese FDI outflows lacks considerable research.

In the last decades China has become increasingly an investor abroad in its own right. Case studies collected for the African Labor Research Network (Baah/Jauch, 2009) give evidence to bad labor conditions of Chinese companies abroad and lead to the impression of a neo-colonial style of Asian Multinationals towards African developing economies. As the investment strategy of Chinese Multinationals includes in the last years not just neighboring countries in Asia and in Africa but is directed towards Europa this paper is investigating the question whether China is exporting poor labor conditions when conducting FDI in Europe.

The theoretical framework for the paper is the concept of Southern versus Northern Multinationals with a focus on labor conditions. Based on this theoretical framework, variables for labor conditions are derived on the bases of experiences from less developed economies (mainly African economies). This manifestation of neo-colonialism is compared with experiences from industrialized nations, with a focus on European Economies.

**Yosef Jabareen**

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## **Minority Spatial Status as Reflected in State National Policies: Minorities in the Global South vs. Global North**

The literature on spatial planning has acknowledged that planning and space production are affected by politics, ethno-politics, and power. Consequently, this proposed study assumes that spatial planning is political, strategic, and populated with ideologies and thus reflects also relations between states and minorities, and has the great potential to contribute to our understanding of these complex relations. Incontrovertible, planning presents a unique platform for investigating reciprocal relations between states and minorities.

Furthermore, while scholars from various disciplines explore the *legal status* or *political status* of minorities, this study examines the status of minorities through the lens of national policies and spatial planning and seeks to conceptualize the concept of *spatial status* of minorities. The expected conceptual framework of *spatial status* could be very innovative since it looks at minority status as dynamic, not fixed in time and stagnant, and constantly interrogates the reciprocal state-minority evolutionary arena.

At the present, there is a lack of theorizing that illuminates the contribution of spatial planning in understanding state-minority relationships and helps us trace minority status through the lens of State territorial policies and spatial planning over the years. This paper will focus on the case minorities in the western countries. Eventually, this study aims to conceptualize the minority-state relations that have emerged from the spatial planning arena, and theorize the *spatial status* of minorities. This paper presents status of minorities in various cities around the world: five cities in each the Global South and Global North. The analyses of master urban plans and national territorial and spatial policies in these cities revealed a rich comparative data regarding status of minorities around in the global context.

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**The (Inter) Nationalization of Cultural Heritage:  
Freedom of Expression “and” or “versus” Freedom of Trade**

“Substantial” matter is the inescapable infrastructure for any kind of goods and services, including those that engrave in themselves the cultural “symbols” of their producers/creators. In the social – economic and political – world, the property rights structure overriding the distribution of resources is as natural as the atomic structure of matter in physics and chemistry. Property/ownership rights have the “property” to orderly alleviate the conflictual propensity stemming from the societal scarcity of resources. As well, the efficient allocation is prepared. The cultural landscape illustrates this philosophy; in a sense, maybe more than any other field, because culture is the very embodiment of pure subjectivity, owned and shared only willingly. The freedom to express oneself (in cultural production) and to trade cultural crafts (voluntarily) are hypostases of the freedom to choose, within the range of your own belongings. However, in the same time, there is the fear that if left at the mercy of market forces, cultural life will be distorted to the detriment of those expressing culturally in the logic of small numbers. This paper strives to provide a praxeological and proprietarian refutation of the allegation that trade undermines culture instead of enriching it. Culture is not what cultural central planners proclaim it is, but a spontaneous order whose both bridges and borders depend on personal considerations, disciplined by natural rights rather than by artificial protectionism instruments.

**Ho-Won Jung**

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## **Combining Predictive and Prescriptive Analytics: Case Studies**

Big data analytics is becoming an essential tool for improving better decisions and developing new products and services. Recently, Gartner (2015) developed the capabilities framework of analytics evolution stages, which includes descriptive (what happened?), diagnostic (why did it happen?), predictive (what will happen?), and prescriptive analytics (what should I do?). These evolution stages depend on how much analytics practices are automated and how much human input is required. Gartner's framework is similar to the "analytic services" question in INFORMS Analytic Maturity Model (AMM) that excludes the diagnostics.

The goal of this study is to address the implementation of predictive and prescriptive analytics in industrial settings. This study utilized a big data analytics engine called EmcienPatterns™ developed on the basis of a co-occurrence graph and data mining techniques. Because the platform is a fully automated one, no human inputs or interventions are required. The algorithms provide prescriptive analytics (i.e., "what should I do" to make the predictive outcome) aligned with predictive analytics. This can be considered as an approach "combining predictive and prescriptive analytics" in Gartner (2016).

This study provides two cases studies: One in health diagnostics and the other in loan services of poor-credit customers. The size of data ranges between several thousand and several hundred thousand transactions. In addition, this study would address how to establish processes (best practices) to support "big data analytics", including INFORMS AMM and Data Management Maturity Model (DMM) from CMMI Institute.

**Halil Kanadikirik**

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**Patrimonialism in Modernization:  
The Russian and Turkish Cases**

Patrimonialism in modern states has recently begun to attract academic interests. Here the scholars began to separate patrimonialism of historical structures with its effects on their modern institutionalizations, from neo-patrimonialism of mostly failed states. A comprehensive description of patrimonialism as a type of legitimacy is given by Max Weber regarding traditional social structures. Distinction of the concept from the other traditional authority types is not only its extensive power attribution to the ruler, but also its sophisticated and imperial administrative instrument, which can be observed in each pre-modern world-system-in-itself. Russia and Turkey are the examples of such political structures. Their modernization processes have begun on such a base and state-building processes, mainly modern political institutionalizations in these countries went along with patrimonial mechanisms because of their historical political orientations. There are some important similarities between both countries, which make them convenient for a comparative study. Both have a past of late-modernization and a similar position like being Eurasian. Both have a revolution that led the societies into radical transitions. Both emphasized a distinction between their modern structures and the ancient regimes. In both countries although the politics of radical transitions of the politicians and whole the process of changes, the patrimonial factor of political authority and of the people's acknowledgments on that have continued. In the 100<sup>th</sup> anniversary of Soviet Revolution, a comparative study on Russia and Turkey framed by modernization on a traditional legitimacy way, patrimonialism may provide a comprehensive understanding of their political problems in modern times, especially on democratic issues. It may also show that modernization can go with traditional.

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**Tamara Schwartz**

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&

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**Franchising in Emerging Markets:  
McDonald's Expansion into Moldova - A Case Study**

There are various methods to assess entering an emerging market. Typically, a PEST analysis (political, economic, social and technological) is used to investigate the macro-environmental factors of an emerging market. This case study explores public information on the Republic of Moldova in the early 1990's when McDonald's considered whether or not the country PEST conditions were favorable for entry into the market. And, if so, under which mode of entry that McDonald's business model follows?

McDonalds first entered Moldova in April of 1998 by opening its own company owned store in the capital Chisinau. Now currently in 2017 there are four McDonald's locations in the capital city of Chisinau.

There is always uncertainty when entering a foreign market yet conducting a thorough PEST analysis and compiling other available data affords entities the opportunity to make informed decisions that can lower the risks and help reap large rewards. Most students who have completed this case study seem to find that the evidence suggests that it was not the correct time for McDonalds to enter Moldova. But, being the largest global fast-food franchise with a vast amount of resources, it appears that McDonalds viewed the risks differently.

**Cristiani Kobayashi**

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## **The Impact of Chronic Pain on Professional, Social, Emotional and Cultural Aspects of Life**

Chronic Pain is “an unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in term of such damage” (International Association for the Study of Pain, 1979). Cicely Saunders (1991) defined Total Pain as a composition of the physical, emotional, social and spiritual dimensions increased by the financial, interpersonal, familiar and mental aspects. Studies indicate an increase in the frequency of chronic pain with epidemic proportions all over the World. About 50 to 60% of patients with chronic pain become partially or totally incapacitated for work and social life, generating high social, labor and individual costs. Epidemiological data from IASP (2014) indicate that 1 in 5 people will develop some type of chronic pain. The stress of modern life style is a significant point on the increasing of chronic pain cases. Stress is “the adaptive, organic and psychic reactions that the body emits when it is exposed to any stimulus that excites, irritates, frighten or makes you very happy” (Lipp, 1996). Stressor is everything that causes a break in internal homeostasis: factual or imagined environmental changes. So, the same stressor can be the cause of a good (eustress) or a bad stress (distress) on the interpretation of the patient.

In chronic pain patients, depression, anxiety, reactions of hopelessness, anger, denial and dependence are commonly observed. Uncertainty about the future, the severity of the pathology, current and future implications, fear of death and mutilation, loss of dignity, and socioeconomic status are causes of aggravation of despair.

The purpose of this study was to obtain information that could help to understand the impact of pain at the patient life and in the family members lives. A phenomenological qualitative approach was used to analyze the data. Four patients with chronic pain were interviewed. They could speak freely about their lives and about the pain and its impact on their lives and on their family, work and social relations. About 30 hours of recording were obtained.

The analysis of the interviews pointed out difficulties in establishing a feeling of trust between patients and the health professionals causing low adherence to treatment; the experience of many losses (friends, family, social position, professional identity, economic, among others) and the necessity for mourning them. All data illustrated the suffering exacerbated by the feeling of being misunderstood by everyone and mostly, by every health care givers they have met. Every patient has told long stories involving many doctor’s appointments, physiotherapy, a big list of painkillers and

its side effects, etc. All the reports showed the necessity of a careful listening of their needs. An intense feeling of helplessness was presented in all account. It's important to modify their coping strategies in the coexistence with chronic pain. Among these strategies, it seems necessary to strengthen the good stressors and modify the bad ones. It is necessary to build a social network that contributes to a sense of security, care and protection. Patients who can count on a more effective family structure showed greater adherence and better prognosis.

**Hiroshi Koga**

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## **On the Significance of Sociomateriality in Information Systems Research**

The main purpose of this study is to describe and analyze the interaction between technology and organization. The academic significance of this study is to consider from the perspectives of sociomateriality which has attracted attention in recent years. Therefore, this study is organized as follows.

First, I will outline the perspectives of sociomateriality. In short, it is a concept of not understanding each technology and organization as an independent entity but rather understanding them through complicated and intertwined relationships in practice. In this section, outlines are mainly focused on differences from actor network theory.

Next, as an example, Japanese socks wholesale company "Tabio" will be introduced. Tabio is a company that has made excellent achievements in the industry when it is in a difficult time due to the entry of low-priced foreign products. In this section, an explanation will be given focusing on cases of introduction of information system in Tabio.

Finally, the significance of sociomateriality is considered. Specifically, the following points will be clarified; Specifically, (1) the significance of reconsidering the plan while utilizing the information system rather than discriminating between planning and execution, (2) importance of improvisational performance and organizational citizen behavior, and (3) complementarity of institutional efforts.

**Mihalis Kuyucu**

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## **Global Economy and E-Commerce: Development of E-Commerce in Turkey and Its Global Position in Today's Global Environment**

The more the internet sector improves, the more web applications develop and improve as well. After simple web pages, applications like E-commerce, B2B, B2C, M-Commerce etc. which have more advanced technological infrastructure took place. Nowadays, database processes are used on a lot of webpages. Today, a new name of commerce influenced by technology, Electronic Commerce, may be defined as buying, selling, ordering and sometimes delivering of products electronically through a network in general. Popularization of retail sales via developed internet medium caused e-commerce concept to be mentioned more frequently. Internet enhances market share of companies with development of new marketing strategies and opportunity of marketing their products all around the globe in an economic and quickest way by enabling to access a lot of people simultaneously and quickly.

Developments in information technologies enable companies to sell their products on virtual environments. E-commerce states both business to customer and business to business commerce in virtual environment. There are nearly 48 million internet users in Turkey and 41.5 million people which also constitutes 87% of these users are using internet absolutely every day. Most frequent action of that population is searching product information other than reading e-mails and logging in social networks. When only 1 month of the e-commerce user count for Turkey is viewed, 52% of internet users look for products or services, visit an online retail store to purchase online and 43% of those users make that purchase (e-commerce magazine, 2017).

So, where is Turkey's place in the global economy and global e-commerce around the globe? Within this scope, this study is consisted of two different parts. In first part, global economy and contribution of e-commerce to global economy topics are viewed. Literature search has been conducted in part where historical progress of E-commerce in Turkey and the world has been viewed. In the second part of the study, a survey about perspective of Turkish internet users to e-commerce has been conducted and advantages of e-commerce usage taken by Turkish internet users according to uses and gratification theory have been studied.

**Ana Paula Lopes**

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### **Audit Quality and Earning Management: Evidence from Portugal**

Accounting manipulation is a current problem, reported in many different contexts. Several audit quality studies indicate that there is a relationship between the quality of the audit and the manipulation of the results. These also show that accruals reduce when the auditor is independent or the audit company is large, and suggest that *Big 4 Audit Firms* present higher levels of audit quality, when compared with other companies.

The aim of this paper is to examine if there is a relationship between the manipulation of results and the quality of the audit, based on the study of the behavior of discretionary accruals in Portuguese non-listed companies. Collected on the SABI (Iberian Balance sheet Analysis System) database, the sample is composed of 4723 companies from 2013 to 2015.

The empirical model of this study consists of a multiple linear regression in order to explain the relationship between the discretionary accruals and the firm size, debt, volume business and profitability, based on the Modified Jones Model. The results suggest that there is a relationship between audit quality and earnings manipulation. The level of earnings management is significantly lower among companies contracting a Big 4 audit firm, as compared to companies using a non-Big 4 audit firm.

**Cui Meadows**

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## **Cultural Factors and Corporate Social Responsibility (CSR): A Comparative Analysis of Fortune 100 Companies' Websites in the U.S. and China**

Despite CSR being a primary component of U.S. corporates' websites, little is known about the degree to which CSR is featured on their Chinese counterparts. This study revealed the differences of CSR presentation through a content analysis of 140 corporate websites in the U.S. and China. Based on the CSR literature, the following research questions and hypotheses are proposed: RQ1: What are the most frequently mentioned dimensions of CSR on Fortune 100 companies' U.S. and Chinese websites? RQ2: How different were the presentations of CSR dimensions of Fortune 100 companies in the U.S. as compared to those in China? RQ3: Is there any difference in the CSR categories (economic, ethical, legal, philanthropic) on the U.S. and China corporate websites? H<sub>1</sub>: Chinese website CSR statements are more likely to display collectivist corporate values than U.S. website CSR statements.

The findings showed that the English Fortune 100 corporate websites demonstrated superior CSR representation than their Chinese versions. Generally, it was easy to navigate CSR information on both the U.S. and Chinese corporate websites. Most CSR statements could be found either under the CSR tab or under company information. More Chinese websites put CSR statements under about us/company information tabs than their U.S. counterparts. The U.S. version of the company websites used more multimedia format and provide more downloadable reports than their Chinese counterparts. A wide variety of CSR themes, including charitable giving, human rights, and volunteerism were featured on the English websites, whereas only a limited number appeared on the Chinese websites. The findings demonstrated a significant relationship between power distance cultural dimension and stakeholders. In particular, the U.S. CSR statements on corporate websites were more likely to address the responsibility to employee stakeholders than their Chinese counterparts. The findings also demonstrated significant differences in terms of individualist/collectivist cultures. Chinese websites were more likely to demonstrate emotional attachment to the group than their U.S. counterparts. The findings suggest that communication practitioners need to take a closer examination of how CSR is implemented in non-English versions of their websites and what CSR themes are impacting both local and international reputation.

**Abbas Fadhil Mohammed**

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## **The Map of Forced Displacement of Iraqi People and Succession of the Immigration Waves: Foreseeing a Third Wave of Immigration**

The beginning of drawing the dimensions and features of this map, which adopted two scales of drawing one sectarian scale of displacement and one ethnic scale of displacement, came with the 2005 constitution (that was still controversial and objectionable). The preface of the constitution stated that there is a tyrannical sect (i. e. Sunni Arabs) that had assumed power and administration in the country before 2003, and this sect is spread in areas that have been geographically defined and mixed with other communities in several places in Iraq. The constitution also established the process of establishing regions in article (119); and because the cities of Iraq, as believed, are distributed in a sectarian form, the declaration of regions will make them monolithic and mono-national areas and the experience with Kurdish region had shown attempts to continue to annex several areas beyond the borders of the Kurdish territory.

The attempts to establish monolithic and mono-national areas, which had been salient features of the political map so far, have been and will be the source of many tensions and conflicts. As far as mono-national areas, as one Shiite leader (leader of a political bloc) put it after 2003 in response to the grievances of Shi'a tribal leaders in Diyala province that they did not feel safe and were afraid to continue living and working with other communities, the areas are no longer suitable for them and they must choose areas belonging to the other sect (i. e. the Sunnis) in areas where the Shiites are dominant, and the government will confiscate Sunni lands for them.

The sectarian conflict, which erupted in 2006-07, led to the possibility of implementing the so-called map with more rapid steps. Accordingly, this sectarian conflict was accompanied by the killing of thousands on the basis of sectarian identity. Such event represented displacement and immigration of tens of thousands of families. Hence, the sectarian violence that specifically targeted young people has made thousands of families save their children from murder (who were publicly burned and slaughtered in public streets as scapegoat in the Shiite congregations - most of them were innocent), kidnapping and torture by smuggling them abroad. The sectarian mobilization have continued throughout the years preceding the emergence of the Islamic State Organization (ISIS); and some even argue that one of the main reasons behind the rise of this extremist organization was due to the fanatic, successive governments adopted power after 2003.

The construction of the boundaries of mono-national areas on the basis that other tyrannical communities were responsible for the grievances which some communities suffered from was no longer sufficient to legitimize governance and to continually cover the failure of the government in its policies. Thus, another element is added that this tyrannical sect is a sponsor of terrorism and an incubator of terrorist organizations such as al-Qaeda and the Islamic state. This was clearly instantiated by most of Qais al-Khazali's (the leader of the armed Shiite militia Asa'ib Ahl al-Haq) statement: "the sons of Mosul today (Sunni areas) are the descendants of Shammar (the most hateful figure in the Shiite heritage) who killed al-Hussein (one of the most influential imams of the Twelvers Shi'a) 1,400 years ago".

In addition to the looting of their property, the burning and bombing of their homes, the villages of the Sunni Arabs removed from the map and the notes on the walls in the areas that have been destroyed during the proclaimed liberation under such slogans as "O Hussein, we are your servant" and "the revenge for Hussein", which suggest that burning, destruction and looting had been a response to al-Hussein's orders and retaliation for his murderers 1,400 years ago. At this point, the second wave of immigration began on a sectarian basis. What is interesting in the second wave is that the areas claimed to have been liberated were not allowed to return their inhabitants to, despite the fact that more than two years have elapsed since their liberation from ISIS. In view of that, we conduct a field survey of three IDP camps with tens of thousands of displaced people. The survey focused on three points, including the social living conditions of displaced people before and after displacement, the forces believed to be behind the destruction, burning and looting their homes and farms, bulldozing their orchards in order not to return to their homes and the third point is what do they intend to do?

A random sample of 300 displaced persons from the camps and outside of the Sunni areas that prevented their families from returning to it was taken. The ages ranged between 18 and 50 years. The survey results showed that more than 96.4% of the respondents were living in a stable social situation with good individual incomes (whatever the nature of the work they were doing). Since the answers to the second question were different, the question was divided into three sections:

The first section refers to the forces that destroyed Arab Sunnis' homes and blasted them. The answers were as follows:

12% of the sample responded that it was ISIS who destroyed and bombed their houses.

17% of the sample confirmed that the military operations destroyed their homes.

71% responded that Shiite militias (Popular Mobilization Forces 'PMF') blasted their homes.

The second part of the question concerns looting Arab Sunnis' property, and burning and draining their farms and orchards. The result was as follows:

92.2% believed that it was Shiite militias.

7.8% have no certain information about the groups that have done so.

The third section of the question has to do with the authorities and forces that prevent Arab Sunnis to return to their homes. The answer was as follows:

83% had confirmed that Shiite militias (most of the militia leaders were members of the Islamic Revolutionary Guard Corps 'IRGC') were the potential reason behind the destruction of Arab Sunnis' houses.

11% believed that Iran prevented Arab Sunnis to return to their regions, and the presence of Iran was more evident in the answers of the IDPs in Diyala and in the areas of quarrels of the Shiite areas (around Al-Amarli, where Qassim Sulaimani was dancing triumphantly in Salah al-Din and Jurf al-Sakhr in Babylon). Iran presence was also evident in the areas that constitute a strategic objective for Iran, especially in its efforts to secure geographical contact with Hezbollah in Lebanon and Syria through Iraq, and then I chaired the Negotiating Committee with Al-Amarli for the purpose of reconciliation and normalization of relations between them and the Sunni areas surrounding them, but the negotiations did not achieve any results. The reason was, as told by one of the negotiation members, that there are certain parties that refuse reconciliation and the return of the people of these areas. However, this confirms the fact that when one of the Iraqi parliament members presented Al-Amarli situation with the surrounding Sunni areas during his meeting with officials of the Iranian government in Tehran. In view of that, he told me that the Iranian government rejected the possibility regarding the return of Arab Sunnis (almost numbered 105,000 people) to their villages in the areas surrounding Al-Amarli.

6% of the sample showed that their villages - especially in Diyala - were confiscated by Hezbollah militia. This represents the same opinion of the villagers of Salah al-Din - located on the "Silk Road" that Iran seeks to pave. Moreover, those 6% see that the Lebanese Hezbollah had offered large sums of money to buy lands and orchards in of Sunnis' areas.

As for the question: what do they intend to do? The results were as follows:

82% of the sample said that they are living in an unbearable situation where the frustration and despair to return to their territories, after two

years of liberation, became impossible. In addition, they had lost everything, such as their property, orchards and lands. What is more, they stated that it is unbelievable to start their lives from scratch again.

1 to 4 of the sample show that one in each of their sons or brothers had immigrated.

97.6% of young people 18 – 35 years old confirmed their intention to leave Iraq to any other part of the world. This answer is almost a general phenomenon for most young people in Iraq, because of the unsecure conditions and rampant corruption in all the departments of the Iraqi government especially looting the national wealth. Conditions such as the increase in unemployment rates, the existence of people living below the poverty line (nearly 6 million people) and the bad news most of the satellite channels and social media daily convey, most young people confirmed that if the government is powerless, corrupt, does not want to give us our rights and unable to achieve our demands, it must (i. e. the government) denationalize Iraqi oppressed citizens and displace them to any part of the world in order for Iraqi politicians' endeavors to assume power.

The second measure, which aims at defining mono-nationalism, was embodied in the declared map of the future state of Kurdistan. It also indirectly contributed to the flow of immigrants and could directly contribute to immigration of post-ISIS age, specifically in the disputed areas between Kurds and Arabs. After 2003, Kurds presented a map of their future state with several nationalities within it. Kurdish officials declared that the areas in which these nationalities are spread are historically Kurdish areas (the historical right), and that these nationalities had no existence in the so-called areas.

On such basis, attempts to normalize the situation afoot began restating the situation to its normal state, and specifically before the year 1968, by returning expatriates (who came within the policies of demographic change of the government before 2003) to their authentic areas through certain means (financial inducements, financial compensation, restrictions on their right to own property, preventing them from this right and narrowing their employment opportunities) and other means of financial coercion (forcing many Arabs and Turkmen - especially businessmen, entrepreneurs, doctors and engineers - to immigrate from these areas and there are kidnappings and arrests targeting Arabs and Turkmen in the so-called disputed areas).

The normalization attempts have been dominated by nationalism (kurdifying nationalities), which has led to a change in the national character of many of these areas as part of a wider and deeper policy of demographic change than the policies adopted by the previous government before 2003, instigating others to demand a dual normalization in these areas by normalizing the situation to its proclaimed normal state after 2003 and then normalizing the situation to its proclaimed authentic state before 1968.

In order to equalize the national border with the political one in a similar manner to the destruction, burning and looting of property in the Sunni areas by the armed Shiite militias, Kurds wiped out entire Arab villages from the disputed areas (as reported by international organizations including International Amnesty 'IA', and many other press reports) that fall within the borders of their future state map. Thus, the second scale, which is intended to map a new map, will be one of the potential sources of conflict of post-ISIS age and will be a direct cause that the third wave of immigration will be entirely outward-oriented. As a result, there will no longer be a place for Arab Sunnis to live in Iraq.

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&

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**Bhoodan-based Corporate Citizenship:  
Corporate Accountability based on Serving and Empowering  
Land-Owners and Users**

Instances of land acquisition related corporate irresponsibility are growing in the global economy (e.g., Bardhan, 2011). This paper outlines a corporate citizenship framework to address the current contentious issue of land acquisition for business in India. On the one hand, land-owners and users are getting only suboptimal benefits while transferring land to business; owing and using land are not offering better prospects too. Business is facing social and political unrests, incurring economic losses, arising out of land acquisition related sustainability challenges, on the other. This hampers sustainable development. A similar situation existed in the immediate aftermath of India's independence. Vinoba Bhave (1895-1982), an ardent follower of Mahatma Gandhi and a prominent Indian freedom fighter, attempted to address that situation through the *Bhoodan* (land-gift) movement. Drawing similarities between India then and India now, employing the tenets of social entrepreneurship (e.g., Dees, 1998), servant leadership (e.g., Greenleaf, 1970), and extended corporate citizenship (Matten & Crane, 2005), the *Bhoodan*-based corporate citizenship framework is proposed to streamline the land acquisition for business in India, which is discussed under the rubric of justice as fairness (Rawls, 1971, 1993, 1999, 2001). Implications for research and practice are discussed.

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## **The Psychological Impact of Discrimination on the Mental Health of Egyptian Christian Students**

Egyptian Christian students, as a religious minority, are negatively stereotyped by Egyptian majority students, teachers, and administrators based on an assumed range of activities, characteristics, or behaviors. They are discriminated against and treated less favorably on the grounds of their religious background. Literature suggests that the frequency of perceived discriminatory practices results in negative health outcomes. This qualitative study is the first of its kind to investigate how negatively stereotyping Egyptian Christians students, as a religious minority in the monoculture Egyptian education system, causes them to face discrimination on a daily basis. It also discusses how the discriminatory educational practices and policies, curriculum and textbook, and school environment in Egypt have resulted in many mental health problems. The study analyzed the relevant constructed meanings that emerged from all interviews in an attempt to reach an in-depth understanding of the lived mental health experiences of Egyptian Christians students.

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&

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### **Clan Cultural Attributes in a Kibbutz Industry after Privatization, an Israeli Case Study - Lesson Learned**

This article focuses on one privatized kibbutz factory. The research question was: How did this factory preserve clan cultural features after the process of privatization, while most other privatized kibbutz factories discarded their communal nature and became bureaucratic and highly hierarchic?

While most privatized kibbutz factories experienced worker alienation and frustration, this case study describes an organization with a strong culture of commitment and solidarity among workers. Management, on its part, invests in the workers and encourages them to develop with the factory.

The research utilized the case study methodology, with 21 ethnographic interviews and document analysis practice. The findings indicate that a double social control mechanism maintains the factory's success. Within a family-like working environment, internal control demands cultural codes as: professionalism, commitment, integrity, quality, and innovation. External control from the surrounding kibbutz community reinforces communal values.

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&

**Angayar Kanni Ramaiah**

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### **FTA Mania in ASEAN**

The Association of Southeast Asian Nations (ASEAN) and its ten-member states are part of the world-wide trend to negotiate bi-lateral and plurilateral Free Trade Agreements (FTAs). This paper focuses on the reasons for such an approach and analyses the approaches of three of ASEAN's most developed economies, namely Thailand, Malaysia and Singapore as well as ASEAN itself. These three countries each have around 30 FTAs which are either in force or under negotiation. Singapore has implemented 20 with Malaysia and Thailand each having 13 agreements in force. All three countries are, of course, parties to the ASEAN Economic Community (AEC) and to the "bilateral" FTAs that ASEAN has negotiated with its dialog partners as well as the more comprehensive plurilateral Regional Comprehensive Economic Partnership that is under active negotiation.

As all of the ASEAN partners are highly dependent on international trade one of the prime reasons for this FTA mania is clearly the delays in the Uruguay round of trade negotiations under the auspices of the World Trade Organization (WTO).

The paper analyzes the approach adopted by each of the ASEAN countries, Thailand, Malaysia and Singapore, to understand trends in each of their approaches, compare their approaches and attempt to ascertain why they have adopted different approaches. At times it seems that a balanced, considered approach has been swept up in the mania, as appears to be the case in Thailand.

**Hanie Okhovat**

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## **Comparison of the Effectiveness of Workshop and Theoretical Teaching Methodology for Master of Architecture Students (Research Methodology Course)**

The importance of research in architecture is not something new. This kind of research plays a very crucial role in success and survival of architecture. It can be pursued for either personal interests or common purposes. Architecture research requires learning of various applied sciences, theoretical approaches and dominance over different mental models and assumptions.

Therefore, the researcher has to master and apply a wide range physical and chemical properties of materials as well as visual perception principals. The only course of architecture uses research is “research methodology” in post-graduate and doctorate levels, meanwhile students and instructors of architecture don’t consider it as basic course. Research methodology has been of great importance in developed countries and they present new strategies to teach the course. In this intervening study, students of architecture engineering were selected from Islam Azad University and Farabi Campus (affiliated to University of Tehran, Iran) in the first semesters of educational years 2014 - 2015 and 2015 - 2016. Two groups in each university were thought separately in research method course, using theoretical and workshop methods. The final term scores of subjects were recorded in the two groups and the statistical independent t-test was applied to analyzed data. The confidence interval was 95% and the study deviation was  $p < 0.05$  in SPSS software. The results of this analysis revealed no meaningful difference between the two groups in University of Tehran, but a significant statistical difference was observed in Islamic Azad University.

In addition, at the end of semester some questionnaires were designed based on the Likert’s scale, and distributed among the subjects, in order to evaluate their satisfaction of the two teaching methods. The research experts and instructors confirmed the questionnaire’s validity and its reliability was calculated based on the Cronbach’s alpha as 0.84. Analysis of the independent T-Test showed that the mean scores of student’s satisfaction were higher for workshop method. Regarding the development of the architecture-related sciences and the required basics derived from research methodologies in designing, the efficient teaching of “research methodology” course should be considered more seriously and make students interested in the course, using workshop-teaching method. In this way, one may expect profound changes in teaching research methodology.

**Yuko Oki**

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## **Creating Commodities Based on the Design Thinking**

This paper examines the contribution of Rosanjin for the development of Japanese porcelain culture. Rosanjin is known as a seal-engraver, calligrapher, gourmet, chef, potter, painter, lacquer artist and space producer. He had managed the membership restaurants where he cooked himself, and for its reputation most of the cultural people in that age gathered there. As he pursued perfect hospitality for the guests, he wanted tableware to match with the foods. He believed that beautiful dress, which is tableware, is necessary to the highest cooking. Porcelains produced by Rosanjin fascinated the guests and actually his porcelain looked better with foods than porcelain itself. Generally ceramics were divided into daily ware and art, but Rosanjin developed new possibility of ceramics as highly respected and usable wares.

This is based on our research project about porcelain industrial clusters; "The transition phase of handmade industrial cluster." This project focused on the role of art producers in the cluster of Jingdezhen (China), Arita (Japan) and Icheon (Korea). This paper is about Rosanjin in Japan. Experimental studies were conducted by interviews to the persons who are concerned in the porcelain clusters.

In Japanese porcelain history, two important art producers influenced the improvement of art market. Sennorikyu introduced artistic ceramics to his guests through tea ceremony in the 16<sup>th</sup> century, and as a result the value of tea bowls was raised. Rosanjin combined foods and ceramics through his restaurant, and as a result Japanese foods culture became artistic.

Rosanjin was an innovator who established a new category of art through his aesthetic filter. He also educated *vis-à-vis* cultural guests who comes to his restaurant for their judgment eye of beauty, and contributed to raise the art value of porcelains.

The present ceramic industrial clusters have not enough art producers who drive to create new productions with their dynamic view. While succeeding the accumulation of the traditional craft-art technology, the existence of art producers who lead the market to new era is indispensable in all ages.

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&

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## **Space Identity Place: The Aesthetics of Habitat**

'Aesthetics of habitat' is a mapping system that taps into the pulse of a city. The system applies theoretical discourse to activations in the physical city that mould a happy citizenry. Measurement factors such as happiness, forwardness, evocability, vibrancy, walkability, rhythms, visceral mood, and city image are key elements in shaping and future-fitting a great city.

The Green Heart Movement is piloting a project that focuses on the 'aesthetics of habitat.' The core of the project is an interactive !AH app that incorporates an !AH Index to chart the sensual landscape of a city. The !AH Index ranks a city according to ecological 'friendly' indicators.

The app is weighted towards arts, culture, and ecology. A prime purpose is to pinpoint and stimulate interest in creative areas where the City has uniqueness and opportunity. The app has scalable capacity and is designed to be adaptable in great cities keen to strengthen their branding and identity propositions in pursuit of making place.

The focus is on the film industry as an exemplar, but the app has an expandability into literature, music, languages, hospitality, theatre, maritime, and the informal trading sector. Buy-in from creatives, cultural entrepreneurs and civic authorities is essential to the foregrounding of what is intended to become a major tool for branding and city making.

In 2017 Durban was declared the first UNESCO City of Literature in Africa. The accolade will enhance the storytelling and scriptwriting potential of the City with linkages back to the !AH Index.

Multicultural inner-city neighbourhoods appear "resilient" to the unhappiness that their income levels would suggest indicating that quality of life is not always based on financial output. In the light of unity in diversity, Durban is well-positioned to take advantage of this thinking as it advances to becoming a great city of the world.

**Panagiotis Petratos**

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**Management Strategies for Active Learning**

The positive influence of active learning methods for Higher Education is widely studied and is well documented in the research literature. However, there is very little research on active learning impact on AACSB accredited business programs which include a STEM discipline such as computer information systems. For this study, we focus on campus-level data particularly how active learning influences student learning in introductory College of Business computer information systems courses focused on information technology for management. In this study, we investigate whether a relationship exists between the method of learning and the student reactions to instruction and courses. The survey instrument of choice for eliciting student feedback is *IDEA* and the time period that the surveys have been collected and analyzed is more than a decade approximately 12 years. The results of the statistical analysis indicate that there is a significant positive impact for the student feedback reported with active learning methods compared to significantly lower results reported with traditional learning. The results provide important information to practitioners, researchers and educators on the positive impact of active learning methods on AACSB accredited business programs which include a STEM discipline such as computer information systems.

**Dien Phan**

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## **IT Project Development Methodology in a Very Large Global Enterprise Project: A Case Study**

Selection of methodology is an important decision in the success of IT projects. While modern projects are leaning toward agile methodology, many large projects still follow the traditional Systems Development Life Cycle (SDLC) methodology.

This paper presents a case study of a very large ERP project at an international corporation in the U.S. using the traditional methodology. The project involved over 1,000 workers worldwide with an estimated cost of over \$1 billion USD, and a duration of 12 years. The paper ends with insights for trends in project methodology.

**Basant Potnuru**

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## **Domestic and International Supply of Indian Medical Doctors: What is the Way Forward?**

There is an acute shortage of doctors in India, especially in rural areas. It does not even meet WHO's 2008 benchmark of minimum 25 health care professionals per 10,000 population. These shortages are expected to become more acute in future with rise in demand for healthcare owing to both increase in incomes of people and growing dual burden of communicable and non-communicable diseases. However, even since 1960s, India has been one of the most important source country for international recruitment of doctors for the advanced countries like the US and the UK. Recently, other advanced countries such as Canada, Australia and New Zealand have also joined the bandwagon. The stock of Indian doctors abroad has increased from about 12,000 in 1970s to more than 90,000 in 2013-14. Owing to shrinking health workforce and rising proportion of old age people in the advanced countries populations, the size of future demand for international doctors is further going to rise.

Under such scenarios of increased domestic and international demand for doctors, would India be able to meet the composite demand adequately with the existing capacities and policy and what could be way forward.

The paper critically reviews the current capacities of production, distribution, retirement and emigration of doctors with their growth prospects and projections until 2030 and highlight concerns of Indian health workforce to ensure timely intervention towards achieving the objective of 'health for all' by 2030.

**George V. Priovolos**  
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## **In Business Education, Small can be Beautiful: Micro-Credentials Help B-Schools Survive and Fulfill their all Important Mission**

Rapid technological, economic, and socio-cultural change throughout the world raises questions about the viability of the traditional B-School business model. Experts seem to agree that there is a need to rethink higher business education and make university/college teaching, learning, and creative inquiry more relevant, agile, and accessible.

The concept of micro-credentials is based on the idea that knowledge/skill acquisition doesn't necessarily have to be packaged into rigid, multi-year blocks at a price tag that only a few can afford to pay; it can also be made available in smaller, more nimble chunks within reach of "oi polloi."

This paper explores the potential of micro-credentials as a strategic option for today's (and tomorrow's) business schools – a potential solution to their quest for increased revenue that could also help them satisfy multiple educational needs and fulfill their overall mission. To that end, the paper examines key trends that may facilitate acceptance of micro-credentials in business education and identifies challenges impeding their adoption. Next, strengths and weaknesses of micro-credentials as an educational/learning tool from the perspective of learners, institutions, and employers are reviewed. The paper concludes with a number of suggestions regarding how micro-credentials can be incorporated into a B-school's Strategic Plan for sustainable growth.

**Marlene Reed**

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**Exploration of the Efficacy of the Case Method of Teaching**

Socrates (470-399 B.C.) practiced a method of teaching which fostered critical thinking by pushing the student learner to defend a position in a lively educational debate. One legacy of the Socratic Method has been the employment of case studies in the modern-day classroom to foster student-centered learning. In recent years, research has been undertaken to compare the outcomes of this type of teaching methodology with the more prevalent lecture method utilized in post-secondary education. This paper will explore the evolution of this method over time and analyze the findings of research on the efficacy of the case method of teaching in a variety of academic settings.

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## **Analysis of Life Imprisonment Penalty under Revision from the Point of View of Penitentiary Law**

The Organic Law 1/2015, of 30 of march, introduced in the Spanish Criminal Code the penalty of life imprisonment under revision. The European Court of Human Rights has stated that this punishment is not contrary to Human Rights as long as it can be revised and, thus, the prisoner maintains a reasonable expectation of liberty.

However, from the perspective of penitentiary law, this implies the establishment of a new and longer period of security until the end of which it is not possible to grant to the prisoner conditional release, even when his personal evolution advises his progressive incorporation into society. That also applies, of course, to the subsequent consequences that arise for the concession of the permissions and other penitentiary benefits. In my opinion, the extension of that period contradicts the possibility of progress towards the return to liberty, that in many cases does not exist anymore, and it is based on the non refutable presumption that certain convicts, enemies of the State, must remain in prison because they are socially irrecoverable.

This criteria totally abolishes the re-socializing and re-educating ideal that the Spanish Constitution proclaims in its article 25.2 as the ultimate and fundamental purpose of punishment, and also disfigures the system of scientific individualization, evolving towards an objective and general model of strict retribution that is dangerously inflexible according to the personal progression of the convict.

In this sense, this proposal focuses on the analysis of life imprisonment penalty under revision from the point of view of penitentiary law, placing special emphasis on how does the new periods of security affect to the penitentiary classification and to the prognosis of criminal danger, on both sides from the perspective of re-socialization principle.

**Robert Smith**

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&

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## **Bilateral Investment Treaties – a Potential Trap for Developing Economies: A Lesson from Thailand**

In 1989 Walter Bau entered into a concession agreement to design, construct, operate and maintain the Don Muang Tollway in Bangkok. In 2005 Walter Bau filed an arbitration case under the Germany-Thailand Bilateral Investment Treaty against the Thai Government alleging the lack of Fair and Equitable Treatment (FET) in relation to its investment due to the Thai government reducing tolls; continuing to improve roads in the vicinity of the toll road thus affecting traffic volumes and subsequently closing the Bangkok International Airport at Don Muang. Arbitral proceedings were conducted in Switzerland and resulted in a significant award to Walter Bau. The Thai Government declined to settle so Walter Bau took enforcement action in New York and received a final judgement for the payment of the award. Thailand gave notice of appeal to the Circuit Appeals Court but lost the appeal. Thailand then challenged the award in Germany.

The paper describes the circumstances that led to the government's actions and the lessons that have been learnt from them. Walter Bau provides a significant lesson for government's developing PPP projects which can have multiple investors at both the construction and operations stages. These investors are often foreign companies who have no other interest other than their return on capital from their investment. Without going into the merits of the case, it is clear that the Tollway Project was negatively impacted, or had the potential to be impacted, by subsequent planning decisions. These included traffic management on the existing road corridor, the development of an alternative airport with the initial closure and then down grading of Don Mueang.

Finally the paper discusses how these issues have been addressed in Investor State Settlement in recent Free Trade Agreements entered into by Thailand.

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**Whitney Peake**

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&

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## **Core Self-Evaluation and Entrepreneurial Orientation**

A firm's entrepreneurial orientation (EO) is a strategic posture characterized by proactiveness, innovativeness and risk-taking (Miller, 1983), which influences its ability to compete to enhance performance (Rauch, Wiklund, Lumpkin & Freese, 2009). As such, EO represents an important intersection between strategy and entrepreneurship, but despite its longstanding interest to both fields, research on how and why EO emerges is sparse (Wales, Monsen & McKelvie, 2011), particularly in entrepreneurial ventures. Because entrepreneurs are the wellspring of strategy in their ventures, understanding them can inform the study of EO.

We propose that core self-evaluation (CSE) can help explain the adoption of EO in entrepreneurial ventures. CSE is a broad dispositional trait that encompasses self-esteem, generalized self-efficacy, locus of control and emotional stability, and addresses a person's sense of worth, capabilities and effectiveness across situations (Judge, Locke & Durham, 1997). Although some of these characteristics are prominent in entrepreneurship research, and CSE has been associated with corporate CEO's choice of EO (Simsek, Heavey & Veiga, 2010), the construct of CSE is scarce in entrepreneurship.

We use a sample of 505 U.S. venture owner/managers to test a partial mediation model, where there is both a direct effect of CSE on EO, and an indirect effect between the two via entrepreneurial self-efficacy (ESE), which entails the entrepreneur's confidence in performing the principle tasks of the venture (Chen, Greene & Crick, 1998). Hierarchical OLS multiple regression supported the model: higher levels of CSE were significantly associated with higher EO, and ESE also significantly mediated this relationship such that those higher in CSE, who also had higher ESE, were more likely to pursue an EO. We address future research opportunities suggested by these findings, including avenues that overcome the limitations of this study, in forging a better understanding of entrepreneurial strategy.

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## **The Economic Growth and Financial Instability as Determinants of Capital Control – Cross Country Analysis**

Over the years a majority of researchers have been interested in what can drive and trigger capital control events. As a result of this, a significant number of analyses were developed but there are all not extensive studies, the crisis macroeconomic factors and economic growth existences that determinate the decisions of the removals of capital controls regulations. It is also suggested that there is a significant problem of endogenous characteristic of these factors. The effect of Capital Account Liberalization is investigated through a discussion of two main channels of economic performance: financial instability or distract and economic allocations.

In the first step, all determinants of the effectiveness of capital controls are analyzed, with results showing that they are statistically significant. Then, the analysis investigates the causality effect between economic growth and the CAL and financial crisis. This chapter is another attempt to understand the mechanism of determinants which can interact with Capital Account Liberalization's interaction as economic growth, fiscal government policy, macroeconomic and political stability, trade openness, structural and political changes and financial instability. Empirical evidence from a sample of 89-75 countries were observed between 1995 and 2005 showing statistical evidences for trade openness, monetary independence and financial interest rate integration effects. Also, the results suggest that there is no conclusive answer to the impact of economic growth and financial instability on adopting of CAL process in this country.

**Fumihide Takeuchi**  
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## **Economic Development and Structural Transformation Revisited**

This study analyses the mechanism of structural transformation, which is defined as the reallocation of economic activity across the broad economic sectors of an economy, namely, agriculture, manufacturing and services. The macroeconomics and growth literature decomposes this reallocation into three components: a demand-side effect due to the low income elasticity of demand for agricultural products (income change effect) and two supply-side effects, one due to differential sectoral total factor productivity (TFP) growth rates and the other due to differential capital deepening (relative price effect). In the supply-side effects, the consequent lower labour productivity of the non-tradeable (service) sector relative to the tradeable (agricultural and manufacturing) sectors leads to its higher price level and thus to its higher nominal value-added share in economic development.

We use an accounting framework focussing on the second effect and assess the empirical importance of changes in the two supply-side effects on developing and developed countries globally. The focus is put on the stylised fact of development that the value-added share of the service sector tends to be stable in developing economies and starts to increase in advanced economies. These differences, between the first and second developing phases, cannot be observed clearly in the case of sectoral labour share changes.

The results show that in advanced economies, the differential capital deepening between the tradeable and non-tradeable sectors contributes immensely to structural transformation and economic growth. Meanwhile, the other factor, the differential sectoral productivity growth rate, does not play a major role. Many developing economies are now approaching the second phase in terms of GDP per capita. They are required to accumulate productive capital much more in the tradeable sectors and lift the capital deepening rate relative to the service sector to make the transition from the first to second phase and to continue to develop along structural transformation.

**Celeste Thirlwell**

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&

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## **The Essence of Learning: Education beyond a Cognitive Dualistic Approach**

Education. A powerful word in depth of its meaning; however as humans we have misguided the true essence of learning. Education is not only a vital part in the development of our children. Furthermore it is influential in the awareness and consciousness of future generations as a whole. In other words, *what* and *how* we teach the younger generations within our education system will determine their growth and wellbeing, as well as the future state of our world. This seems to be a very clear point that is addressed in most places however it is not followed by concrete, constructive action and application. We must understand in order to create a greater change within society and the consciousness of our future generations; we must address and fulfill a newer evolution within our education systems. In addition, the key to this evolution is quality education. Allowing children to learn and expand their awareness beyond mere cognitive academic material into experimenting with consciousness and gaining insight into greater development of oneself and mankind. In other words, not only teaching our future generations the cognitive subjects such as math, science, e.c.t, but furthermore, guiding the minds of these children through positively challenging and constructive environments, which will contribute to their own self-awareness and greater understanding of their impact on society.

In order to create a path of peace and wisdom within the state of the world, we must understand how the stagnation of education and narrow-minded socioeconomic pressures have misguided students, teachers, and societies and this must be changed in order to change the state of our future. Quality education is the foundational seed, which plants the mindset and knowledge of our future generations. Therefore, we must understand the power of our mindset as citizens. In other words, how we not only perceive ourselves, moreover how we perceive others and the world as a whole. Taking this into account, we can understand our mindset directly affect our actions, beliefs as well as intentions. Furthermore, the seeds of learning develop into the mindset by which we live and are dependent on the environment that surrounds us. Therefore, we must ask ourselves as teachers and as leaders, what environment are we creating for the future generation?

The definition of a non-dualistic approach is non-duality, thus “not two”. In other words, this signifies having a mentality of non-separation, whether it be by religion, by class, by ethnicity, or by country. The moment in which we separate one another as humans, we objectify one another, and it is this mentality of separation which creates a disconnect between human beings, in which conflicts arise and linger for as long as we allow them to. The difference that could be made in our world within all aspects of academia, business, economic, politics, social, and culture by the choice we make as leaders in *how* and *what* we teach within our education systems, furthermore, a quality education system could be evolutionary. I have been researching on the topic of a non-dualistic approach within society in achieving peace through quality education. Through my research I have had several encounters within the United Nations and several non-profit international organizations, such as UNICEF, who are attempting to address the pressing, global issue that before we can change the state of our roots within society, we must adjust the core. These organizations are looking at possible means of bringing about this core change and evolution through quality education. The initial starting point of this greater change starts with quality education. In conclusion, we must realize that the current needs of our society today are due to how we have developed the minds of our society within the educational system. At the end of day, it is the essence of our students and the development of greater awareness and consciousness, which will determine the fate of our world.

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## **The Place of Rhetoric in the Process of Democratization of Political System of Athens**

As has been said by Demosthenes, the great orator of the fourth century B.C. that 'Democracy is a constitution of speech-making'. While these words are easy to prove for political rhetoric (the Assembly was the area where policy decisions of state were publicly debated) and forensic rhetoric (the law courts were a forum for competition in status between male elites), we meet more difficulties when concerning Demosthenes' words in the subject of epideictic rhetoric.

In my opinion the epideictic rhetoric in its roots gave the orator possibilities for competition, thus not restricting itself only to the less meaning full matters of public life. The particular role belonged to the sophists, the teachers of the art of rhetoric and men who offered public display lectures or distinct type of performances before numerous audiences in public places such as buildings in Athens, e.g. theater, Gymnasium, Lyceum or even in private houses. For the purposes of these occasions the sophists adopted the purple robes of poets, as though they were trying to emphasize the great legacy of poets in the oral culture. The most important figure in my regard was the sophist Gorgias who made a famous appearance in Athens in 427 B.C. as a leader of an embassy from a native city Leontini in Sicily, to persuade the Athenians into forming an alliance with his city against Syracuse. The Assembly admired his rhetorical skill and so his position as the founder of artistic style in Greek prose was recognized.

The other important foundation of the meaning of epideictic rhetoric in public life was the old Athenian custom to deliver public speeches during funerals of fallen soldiers emphasizing their deeds in battle.

There are in my opinion two sources which are presenting us with an opportunity to talk about the great meaning of all three rhetoric genres (political, forensic, and also epideictic) in the process of democratization of public life in Ancient Athens and - by extension - in the whole Western tradition. Of course, the influence of the rhetoric as the art was possible only due to the transition of the oral culture into the written culture.

In the end I would like to shortly present what the rhetoric owes to oral culture.

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## **An Overview of Factors Influencing the Tourists' Risk Perceptions and Behavioural Intentions in the Context of Political Crises**

The tourism industry is in the crisis as the result of ongoing political uncertainty and interrelated violence. The protest occurred in Bangkok, Seoul, Hong Kong, Kuala Lumpur, Istanbul and so on. The concern of safety and security from North Korea's missile tests which create a tension among the countries around Korean Peninsula. Terrorist attacks in London, Manchester, Paris and many cities in Europe. In many countries where political instability and conflict occurred, the tourism industry has been affected negatively which discourage direct marketing of tourism therefore, countries affected by political unrest certainly experience a decline in the number of international tourist arrivals and tourism revenue. Tourists' risk perceptions and behavioural intentions have been investigated in many studies for decades. Moreover, scholars have examined mediating variables between risk perceptions and intentions to travel.

This study attempted to systematically review previous researches of tourism risk perception and travel intention in the context of a political crisis. The results are: (1) Most studies on tourists' risk perception of political risks related to terrorism or international political conflicts from different perspectives rather than domestic political crisis. (2) The quantitative research with mathematical analysis was the main research methodology to analyse both in the multi-dimensional model and the two-factor model. (3) The variables included past travel experience, socio-cultural, psychographics, personality, and information seeking were main variables to examine tourists' risk perception.

In addition, this study suggests new variables to examine the tourists' risk perception and travel intention in the context of political crises, which are: (1) Crowd size of the protest/mob. (2) The location where political crisis take place for example in the city centre nearby tourist attractions. (3) The duration of political crisis event. (4) The activities of the protest for instance march (rally), blockade etc.