THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book:

14th Annual International Conference on **SMEs, Entrepreneurship and Innovation** 24-27 July 2017, Athens, Greece

Edited by
Gregory T. Papanikos

2017

Abstracts

14th Annual International Conference on SMEs, Entrepreneurship and Innovation

24-27 July 2017, Athens, Greece

Edited by Gregory T. Papanikos

First Published in Athens, Greece by the Athens Institute for Education and Research.
ISBN: 978-960-598-169-3

8 Valaoritou Street
Kolonaki, 10671 Athens, Greece
www.atiner.gr

TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the 14th *Annual International Conference on SMEs, Entrepreneurship and Innovation, 24-27 July 2017*, organized by the Athens Institute for Education and Research (ATINER).

In total 29 papers were submitted by 36 presenters, coming from 18 different countries (Australia, Belgium, Canada, Cyprus, France, Israel, Italy, Mexico, Philippines, Portugal, Romania, Saudi Arabia, South Africa, South Korea, Spain, Turkey, UK and USA). The conference was organized into 10 sessions that included a variety of topic areas such as branding, business technologies 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

14th Annual International Conference on SMEs, Entrepreneurship and Innovation, 24-27 July 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. Peter Yannopoulos, Vice President of Global Communications, ATINER, Co-editor, Athens Journal of Business and Economics & Professor, Brock University, Canada.
3. George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.
4. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Senior Lecturer of Marketing, University of Glasgow, U.K.
5. Samuel Seaman, Professor, Pepperdine University, USA.
6. Maudos Villarroya, Professor, University of Valencia, Spain.
7. Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia.
8. George Saridakis, Professor, Kingston University, UK.
9. Nazif Durmaz, Assistant Professor, University of Houston - Victoria, USA.
10. David Woodger, Lecturer and Programme Convenor, University of London Goldsmiths, UK.
11. Aineias Gkikas, Research Fellow, Birmingham City University, UK.
12. Vassilis Skianis, Research Fellow, ATINER.
13. Olga Gkounta, Researcher, ATINER.
14. Hannah Howard, Research Assistant, ATINER.

FINAL CONFERENCE PROGRAM

14th Annual International Conference on SMEs, Entrepreneurship and Innovation, 24-27 July 2017, Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

C O N F E R E N C E P R O G R A M

Monday 24 July 2017

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B-10th Floor) Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:30-11:00 Session I (Room B-10th Floor): Branding

Chair: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Senior Lecturer of Marketing, University of Glasgow, U.K.

1. Patrick Vyncke, Professor, Ghent University, Belgium. Walking the Thin Line between Socially Conscious and Effective Branding. The ad-Likeability Impact of Including Ethnic Diversity, Breaking Gender Stereotypes and going against the Supernormal Beauty Ideals in Advertising Campaigns.
2. Andre Le Roux, Associate Professor, University of Poitiers, France, Marinette Thebault, Associate Professor, University of Poitiers, France & Henry Ralambondrainy, Professor, University of Reunion Island, France. An Exploratory Research of Consumer Boycott Profiles.
3. Natalia Yannopoulou, Reader in Marketing, Newcastle University, UK. Towards a Better Understanding of Information Processing in Social Media.
4. Emete Toros, Faculty Member, Kyrenia University, Cyprus & Nilufer Turksoy, Faculty Member, Eastern Mediterranean University, Cyprus. City Branding: Residents' Perceptions of Kyrenia and Famagusta.

11:00-12:30 Session II (Room A-10th Floor): Education I

Chair: Nazif Durmaz, Assistant Professor, University of Houston - Victoria, USA.

1. Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia. Principals as Leaders of Reading: Sustaining the Momentum.
2. Arnel Joven, Assistant Professor and Chair, History Department, University of Asia and the Pacific, Philippines. Making Use of Medical Social Sciences in Medical Education in the Philippines: Case Studies and Action Research.
3. Isabel Moodley, Senior Lecturer, University of South Africa (UNISA), South Africa. Free Higher Education in South Africa: A Financial and Educational Conundrum.
4. Marco Mazzocca, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. Educate through Debate. The Project "A Suon di

11:00-12:30 Session III (Room B-10th Floor): Business & Economics - Technology I

Chair: Maudos Villarroya, Professor, University of Valencia, Spain.

1. Olimpia Neagu, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania, Doru Ioan Ardelean, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania & Vasile Lucian Lazar, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania. Analysis of Sustainable Investment Possibilities Meant to Improve the Agricultural and Aquatic Ecosystems from the Depression of Oaș, County of Satu Mare, Romania.
2. Perla Arianna Allegri, PhD Student, University of Turin, Italy. The Privatisation of Social Control in the Era of Electronic Monitoring Technologies.
3. Giulia Boi, PhD Student, University of Cagliari, Italy. The Influence of Entrepreneur's Social Network on Investor's Decision Making.

Parole".	4. Gulden Turhan, Lecturer, Marmara University, Turkey. Product Goals Evaluation for Smart Socks by using Laddering Method and Expectancy Value Model.

12:30-14:00 Session IV (Room A-10th Floor): Education II	**12:30-14:00 Session V (Room B-10th Floor): Business & Economics - Technology II**
Chair: Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia.	**Chair:** Aineias Gkikas, Research Fellow, Birmingham City University, UK.
1. Nicole Vadino, Associate Professor, Community College of Philadelphia, USA. Teaching Tolerance and Acceptance in Online Sociology Courses. 2. Asharaf Abdul Salam, Assistant Professor, King Saud University, Saudi Arabia. Education's Impact on Fertility: The Case of King Saud University Staff Women, Saudi Arabia. 3. Eti Gilad, Lecturer, Achva Academic College, Israel & Liliane Steiner, Lecturer, Hemdat Hadarom Academic College, Israel. On the Threshold of the Public Sphere: Mothers, Daughters and Higher Education.	1. Demos Vardiabasis, Professor, Pepperdine University, USA, Samuel Seaman, Professor, Pepperdine University, USA & Yury Adamov, Pepperdine University, USA. The Subtleties of Crowd-funded Projects: Part 2. 2. Ayla Ogus Binatli, Professor, Izmir University of Economics, Turkey & Alper Duman, Associate Professor, Izmir University of Economics, Turkey. Efficiency of SMEs in the Plastics Sector in Izmir. 3. Mercedes Gumbau Albert, Associate Professor, University of Valencia, Spain & Joaquin Maudos Villarroya, Professor, University of Valencia, Spain. Entrepreneurial Intentions and Economic Conditions: Differences by Size of Business and Technological Intensity. 4. Jose Carmen Garcia Flores, PhD Student, Universidad Autónoma del Estado de México, Mexico, Jesus Gastan Gutierrez Cedillo, Research Professor, Universidad Autónoma del Estado de México, Mexico, Miguel Ángel Balderas Plata, Professor, Universidad Autónoma del Estado de México, Mexico & José Isabel Juan Perez, Professor, Universidad Autónoma del Estado de México, Mexico. Systematization of the Traditional Peasant Knowledge at South of State of Mexico.

14:00-15:00 Lunch

15:00-16:30 Session VI (Room B-10th Floor): Special Topics I
Chair: Samuel Seaman, Professor, Pepperdine University, USA.
1. Eunjeong Kim, Professor, Pukyong National University, South Korea. Characteristics of Social & Family Service Provision in Korea. 2. Susan Solecki, Assistant Clinical Professor, Drexel University, USA. The Overuse of Digital Technology and Emerging Antisocial Behaviors of Youth.

21:00-23:00 The Pragmatic Symposium of the Conference as Organized in Ancient Athens with Dialogues, Food, Wine, Music and Dancing but fine tuned to Synchronous Ethics

Tuesday 25 July 2017

07:30-10:30 Session VII: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

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)

11:00-12:30 Session VIII (Room B-10th Floor): Business & Economics - Technology III

Chair: George Saridakis, Professor, Kingston University, UK.

1. Dae Seung Choi, Research Fellow, Korea Institute of Science &Technology Evaluation and Planning (KISTEP), South Korea. The Effect of R&D Subsidy and Tax Reduction during Economic Recession. (SME)
2. *Joao Miguel Cotrim, PhD Student, ISCTE Business School, Portugal. Sharing Economy: Crafting Temporal Identity and Legitimacy Claims as an Emergent Category. (SOSECO)

12:30-14:00 Session IX (Room B-10th Floor): Business & Economics - Technology IV

Chair: George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.

1. George Saridakis, Professor, Kingston University, UK, Yanqing Lai, Edinburgh Napier University, UK, Rebeca I. Munoz Torres, Westminster University, UK & Anne-Marie Mohammed, The University of the West Indies, Jamaica. Actual and Intended Growth in Family Firms and non-Family Owned Firms: Are they Different? (Tuesday) (SME)
2. Fulya Tasel, Assistant Professor, Maltepe University, Turkey & Ebru Beyza Bayarcelik, Assistant Professor, Istanbul Gelisim University, Turkey. Mysterious Relation between Innovation and Export Behaviour.

14:00-15:00 Lunch

15:00-16:30 Session X (Room C-10th Floor): Special Topics II

Chair: David Woodger, Lecturer and Programme Convenor, University of London Goldsmiths, UK.

1. Jim Clark, Professor, University of Winnipeg, Canada. More on the Scientific Nature of the Social Sciences.
2. Cecile Gardies, Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France & Laurent Faure, Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France. Co-teaching between Librarians (-Teachers): Mediation of Information Knowledge and the Professional Development.
3. Laura Green, Senior Lecturer, Bath Spa University, UK. Prison Mantras and Prisoner Narratives: Game Design and Discourses of Choice with Young Offenders.
4. Nancy Ellen Dodd, Academic Editor, Pepperdine University, USA & Doreen E. Shanahan, Lecturer, Pepperdine University, USA. The Phenomenon of Social Change: A Unified Framework for Evaluation.

21:00- 22:30 Dinner

Wednesday 26 July 2017
Educational Island Tour or Mycenae and Epidaurus Visit

Thursday 27 July 2017
Delphi Visit

Perla Arianna Allegri
PhD Student, University of Turin, Italy

The Privatisation of Social Control in the Era of Electronic Monitoring Technologies

In the last few decades, Electronic Monitoring (EM) technologies have increasingly been deployed as an effective tool for criminal justice.

EM has been embraced over 30 countries worldwide thanks to its capability to reduce prison overcrowding and contain the costs of new buildings by acting as an alternative to prison.

Although Electronic Monitoring has been managed by private sector agencies in several countries, though, punishment remains a quintessential function of governments. This is the reason why some could criticise the privatisation of penal control.

The proposal of this paper is to analyse the issue of the increasing privatization of whole fields of criminal justice systems and to understand if this privatisation could be one of the causes of the increasing expansion of social control.

Private companies have developed a huge amount of electronic devices and software to monitor offenders' lives, in order to contribute in creating the so called net-widening phenomenon.

EM was originally designed to provide an alternative to incarceration but it has entailed a widening of the penal net: not only by creating new forms of punishment but also by including an ever wider group of citizens in the "prison archipelago".

The research will point out the role of private entrepreneurs in the development of new forms of social control and how they contributed to the expansion of the crime control system by central governments.

Ayla Ogus Binatli
Professor, Izmir University of Economics, Turkey
&
Alper Duman
Associate Professor, Izmir University of Economics, Turkey

Efficiency of SMEs in the Plastics Sector in Izmir

This paper analyzes the efficiency of SMEs in the plastics sector in İzmir, Turkey. The data is from the İzmir Labor Market Research Project which was carried out by a partnership between the İzmir Chamber of Commerce, İzmir University of Economics, The Turkish Statistical Institute-İzmir and the Turkish Employment Agency (İŞKUR) during the months of June through August of 2010. A household survey was complemented by a survey of local businesses with the aim of obtaining a map of both the supply side and the demand for labor. 75 SMEs operating in the plastics industry in Izmir responded to the survey. A cluster analysis is undertaken on this ample of 75 SMEs. The average age of the SMEs is 7.55 years. The average number of employees is 13. The SMEs in the sample will be clustered according to efficiency levels based on capacity utilization rates and the future investment expectations of the clusters will be analyzed.

Giulia Boi
PhD Student, University of Cagliari, Italy

The Influence of Entrepreneur's Social Network on Investor's Decision Making

Previous studies on venture capital investment criteria have mainly focused their attention on how factors related to the product, team's (personal and human capital) characteristics, and market influence the investor's decision making process. However, despite the wider interest in the role of social capital in general and networks in particular in entrepreneurship, there is a scarce literature about the role played by the entrepreneur's social network in this decision. The analysis of entrepreneurial social network may have an impact on the investor's decision for two reasons. Firstly, it increases the probability of new ventures' survival providing them access to fundamental resources such as financial funds, emotional support, or knowledge at lower cost. Secondly, it contributes to reducing the asymmetry of information regarding the entrepreneur's managerial and leadership skills. This study explores the extent to which investors conduct an entrepreneur's social network analysis. If they do so we determine with which methodologies and what are the most valuable characteristics of the start-up network for the investors. The study participants are Scottish investors who operate as private and government venture capitalists and business angels, and were selected through purposive sampling. The content analysis of semi structured interviews suggests that entrepreneur's social network analysis is conducted by investors and that some ties are considered differently according to investor's experience and background.

Dae Seung Choi
Research Fellow, Korea Institute of Science &Technology Evaluation and Planning (KISTEP), South Korea

The Effect of R&D Subsidy and Tax Reduction during Economic Recession

Background

- R&D investment is characterized as public good that has positive externality, thus R&D investment in the private market tends to be less than the optimal level (market failure).
- The objectives of R&D related subsidy and tax reduction in Korea is to boost R&D among the private firms and correct the market failure.
- Subsidy is primarily provided through government R&D programs such as royalty payment. However, it can cause market distortion because only selected firms benefited.
- Tax reduction has less market distortion, but start-up firms may not have benefit if no earnings for the period.
- And according to Schumpeter, the economic cycles are caused by technological innovation. Fluctuation in innovation cause fluctuation in investment and those cause cycles in economic growth. Thus, he argues that firms should expand R&D investment during the recession to increase productivity.
- While most OECD countries showed the decrease of innovation activities during the 2008-09 recession, some countries including Germany increased R&D investments.

Hypothesis

1. During the recession, government R&D incentives stimulate private R&D investments, and its effect is stronger than the normal period.
2. During the recession, the effect of government R&D-related subsidy and tax reduction differs by the types of firms such as large, SME(including start-up companies).

Data and Econometric Model

- Panel data from 2,751 firms that received both subsidy and tax reduction from 2007 to 2009. 7,038 firm-year samples (large - 1,338, SME – 5,700)

- Due to the possible endogeneity issue between tax reduction and R&D investment, 2SLS (Two-Stage Least Squares) is used

Results

The direct subsidy is conducive for the private R&D investment during 2008~2009 crisis, yet the coefficient of complementarity decreases. The fact demonstrates that although the size of subsidy decreased, Schumpeterian innovative activities which is countercyclical are supported. On the contrary, tax credit leads to crowd-out effect proving that tax support during the crisis does not complements private R&D investment.

Jim Clark
Professor, University of Winnipeg, Canada

More on the Scientific Nature of the Social Sciences

Previous work has demonstrated marked differences among the social sciences in one indicator of their scientific nature, namely, the proportion of pages in introductory texts that contain empirical findings in tables and figures. By this measure, psychology and sociology were more scientific than anthropology and political science. The present research applies this technique to other disciplines that claim a social science orientation, and also examines whether the scientificity of a discipline extends equally to sub-areas, including both applied and basic specializations. The research has implications for the classification of academic disciplines in the social sciences and related areas, for the determination of distribution requirements in academic programs, and for ongoing debates about evidence-based treatment and the relationship between basic research and practice.

Joao Miguel Cotrim
PhD Student, ISCTE Business School, Portugal

Sharing Economy: Crafting Temporal Identity and Legitimacy Claims as an Emergent Category

Typically involving the use of information technologies to link different stakeholders with the goal of using surplus resources in the creation of valuable products and services, the sharing economy (SE) is growing at an impressive rate across the globe (Cohen & Kietzmann, 2014). However, in general there is a lack of common understanding of SE and its underlying mechanisms (Knote & Blohm, 2016). Despite this ambiguity, SE represents a clear change in how businesses are organized, and many established companies are looking at SE businesses as sources of inspiration to undertake improvements in their own business models. In this context, SE is raising a number of questions related to conventional management theories. As an emergent category, SE should be an important resource for the establishment of organizational identity and legitimacy, especially in new business. As innovative organizations, SE entities are coming up with divergent business models whose characteristics are only partially described. In this research, we address these by studying how has the category of SE evolved, that is the processes by which external audiences are giving identity legitimacy to SE as a category. To answer this research question, were conducted two studies: 1) a literature review on how new categories emerge and legitimacy is construed; and 2) an historical analysis of the expression SE or its equivalents, which implicated the collection of secondary data. More precisely, content analysis was conducted to identify the mechanisms used by different actors to establish SE as a legitimate category. This paper presents a more robust framework and detailed understanding of the sharing economy field in its nascent dimension.

Nancy Ellen Dodd
Academic Editor, Pepperdine University, USA
&
Doreen E. Shanahan
Lecturer, Pepperdine University, USA

The Phenomenon of Social Change: A Unified Framework for Evaluation

Social innovation does not always occur as a planned response to needs. Sometimes it occurs serendipitously by unexpected means from unexpected sources and with unexpected outcomes. This study explores the case of Skateistan and how a social innovation in a war-torn country can have rippling effects globally. We will discuss how a chaos theory model can evolve into social change models and whether these can offer a framework for replicating this phenomenon. When Oliver "Ollie" Percovich traveled to Kabul, Afghanistan, he did not know that riding one of his three skateboards through the streets of this restricted society would change his life and open opportunities for educating hundreds, even thousands, of poverty-stricken street children. Skateboarding became the means of bringing together street children with privileged children, of giving girls, who had previously been sequestered and not allowed to participate in sports, to receive an education and to develop into leaders. Skateistan, a combination of the words skateboarding and Afghanistan, provides a safe, indoor skatepark as the draw, while combining education, health, and arts programs and developing leadership skills.

Currently, operating in four locations, Kabul and Mazar-e-Sharif in Afghanistan, Phnom Penh, Cambodia, and most recently Johannesburg, South Africa, Skateistan has received more than two dozen global requests for new skate school sites. However, replicating this successful model has not been without its problems. While the central organization provides structure, training materials, personnel, funding, and other resources, the goal has always been for local ownership to develop and to be responsible for each skate school. The top-down central organization structure has not been conducive to developing that local ownership. Based on the skateboarding ethos of the non-comformist and the tempered radical of a global traveler and entrepreneur, the questions is whether this successful program can be replicated, or whether what needs to be replicated are local leaders with the sacrificial entrepreneurial efforts and the ethos of Skateistan's founder. This paper uses Skateistan as a case for examining a social

innovation through the lens of various conceptualizations and theoretical perspectives conceptualized as a unified framework in an effort to better understand how such phenomena arise, evolve, and scale as agents for social change.

Jose Carmen Garcia Flores
PhD Student, Universidad Autónoma del Estado de México, Mexico
Jesus Gastan Gutierrez Cedillo
Research Professor, Universidad Autónoma del Estado de México, Mexico
Miguel Ángel Balderas Plata
Professor, Universidad Autónoma del Estado de México, Mexico
&
José Isabel Juan Perez
Professor, Universidad Autónoma del Estado de México, Mexico

Systematization of the Traditional Peasant Knowledge at South of State of Mexico

The aim of this paper is to present a case of application of a Theoretical and Methodological Model for systematization of peasant knowledge about agriculture practice of family orchards, it is a proposal that involve the social participation, community organization and environmental education, in three localities of the State of Mexico. The methodology proposed is, through participatory workshops, obtain the ecological knowledge from farmers that is related to the management of agroecosystems with family orchards. With the gathered information, make the analysis for interpretation, so that permit identify aspects to origin, application, evolution and transmission of traditional knowledge. As a last step for the systematization of knowledge consist an important reflection that includes the confrontation of empirical experience with the theoretical formulations that exist. The importance of this research about the knowledge associated with family orchards, is due to they provide products for family subsistence, allow the conservation of germplasm in situ, favors the integration of the family, community integration and consider bring of environmental goods and services. Their management is based on the vernacular and rational experience to use natural resources available, and represent an alternative for sustainable local development. However, these systems are in a process of disappearance that is caused by urban growth, migration, loss of traditional knowledge for orchard management, lack of maintenance, among other problems that lead to the abandonment of family orchards. The study is based on theoretical framework of Agroecology, Environmental Education and Systematization

Cecile Gardies
Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France
&
Laurent Faure
Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France

Co-teaching between Librarians (-Teachers): Mediation of Information Knowledge and the Professional Development

The librarians (-teachers) in France teach the concept of "information" as "*communicated or communicable knowledge*" (Meyriat, 1981) to students at several moments of their education. This institutionally prescribed instruction does not go without saying as the mastery of the knowledge composing this concept is still sometimes unclear for the librarians – teachers) themselves (Gardiès, 2006, 2012). But global demands for information literacy have grown exponentially, as several authors like Woody Horton, Virkus or Johnston and Webber "the adoption of informational behavior that makes it possible to identify, whatever channel or medium is used, information that is adapted to the needs and leads to a reasonable and ethical use of Information in society "(Johnston, Webber, 2002) or "*the information-literacy movement in European countries, similar to other countries, has evolved from precursors such as library instruction, bibliographic instruction and user/reader (…) Although the majority of information literacy initiatives and programmes in Europe have been initiated in recent years. ..*" (Virkus, 2003) have shown. It is from this paradox that an experiment of co-teaching has been set up between two librarians (-teachers) to teach the concept of information (Fauré, 2017). We propose in this paper to analyze this practice of co-teaching from the mediation of the produced information knowledge to understand the process of professional development. We consider that the mediation of knowledge as an intermediary potentially creates alternatives spaces (Régimbeau, 2011) which authorizes joint productions. Mediation covers technical, linguistic and symbolic dimensions (Gardiès, 2012). Professional development is often collaborative and can be defined as "*any form of professional learning in which teachers engage freely within a collaborative group ... .the collaborative process is linked to the quality of the relationship and to communication* "(Dionne, 2003).

Three categories emerge: self-vision (personal prism and colleague's prism), learner posture (motivation for learning and openness to

transformation) and critical reflection. In a first step, a theoretical exploration of the notions of information, mediation and professional development will allow to pursue an analysis of this practice of co-teaching. From a methodological point of view, we will rely on a co-teaching system on a pedagogical session on information and on ante and post-session interviews with the two librarians (-teachers). Therefore, we question the mediation of information knowledge and the professional development of librarians.

Eti Gilad
Lecturer, Achva Academic College, Israel
&
Liliane Steiner
Lecturer, Hemdat Hadarom Academic College, Israel

On the Threshold of the Public Sphere: Mothers, Daughters and Higher Education

Women have been in the public sphere for several decades. Still, women are confined by motherhood. Motherhood designs their future as well as their choices regarding their careers. This study probes the correlation between mothers' professions and daughters' choice in education. The study was conducted in a qualitative method as a case study in order to obtain insights about occurrences in the contexts and actual locations in which they transpired. Central themes in the data were content analyzed and a triangulation between the researchers was performed. 23 pre- service teachers were asked to interview their mother about their conception on women's careers. The findings show that though the mothers broke through prejudices at the time, got higher education, and worked outside the home for years, their conceptions regarding women's careers are deep- seated in patriarchal perceptions of motherhood. The findings demonstrate that the postmodern daughter stagnates in terms of self- realization and chooses to remain on the threshold of the public sphere because of motherhood. Three main models were deduced from the findings: the threshold model, the duplication model and the stagnation model. The research recommendations are as follows: gender issues should be taught and discussed both in schools and in colleges, pre- service teachers should be involved in activities in the external public sphere reserved to men, they should be encouraged to run projects that promote change and advancement of girls and women in society.

Laura Green
Senior Lecturer, Bath Spa University, UK

Prison Mantras and Prisoner Narratives: Game Design and Discourses of Choice with Young Offenders

The special positioning of young offenders within the British Youth Justice System as separate from adult offenders, feeds and is fed by a swath of competing and contradictory discourses (Fergusson, 2007; Muncie, 2006; Muncie and Goldson, 2006). Legally identified as children, young offenders carry differentiated status and are therefore categorised separately to adult offenders. The youth justice system in the UK evolved to variously conceptualise, and therefore serve, young offenders as simultaneously victims of circumstance (passively at risk); and agents of choice (actively deviant). Historically, children found in breach of the law were conceptualised within a discourse of victimhood, as subjects of psychological and social issues, resulting in approaches to practice in youth justice that reflected a '*welfare*' stance. More recent policy shifts, described by Muncie (2008) as a 'punitive turn', refocus approaches towards '*justice*' with an emphasis on personal responsibility and punishment. The simultaneous application of these contradictory discourses results in a welfare/justice binary within young offender institutions.

Project Tech worked with five young men (aged 14-17 years) imprisoned at a large secure children's home in the north of England. The project aimed to equip the young men to design and develop narrative based video games of their own choosing. The researchers introduced the young men to the concept of game design and held workshops where participants designed and created narrative games using a design program called Twine®. In addition, the young men engaged with focus group discussions exploring their experiences of the project and researchers observed aspects of prison life. This paper considers the ways in which this project offered a discursive exploration of choice-making in young offenders. Findings suggest that young offenders negotiate competing discourses of youth justice and take up myriad subject positions influenced by shifting, competing, hierarchical and contextual structures.

Muncie, J. (2008) 'The `Punitive Turn' in Juvenile Justice: Cultures of Control and Rights Compliance in Western Europe and the USA'. Youth Justice, August 2008, vol. 8 no. 2, pp. 107-121

Mercedes Gumbau Albert
Associate Professor, University of Valencia, Spain
&
Joaquin Maudos Villarroya
Professor, University of Valencia, Spain

Entrepreneurial Intentions and Economic Conditions: Differences by Size of Business and Technological Intensity

In recent decades the phenomenon of entrepreneurship has become very important for the development of the regions since some of the benefits that could be derived from this are the growing level of employment, poverty reduction and the development of new technologies and innovation.

For this reason, in this paper entrepreneurship of the Spanish regions using an indicator of entrepreneurial capital of the autonomous communities is analyzed. Macroeconomic conditions such as demand behavior or the degree of economic stability determine the context in which entrepreneurs identify opportunities and decide if they are going to undertake. Furthermore, the probability of finding adequate funding and different cultural aspects such as social assessment of the country to the entrepreneur and attitudes to risk failure are fundamental factors affecting the formation of vocations to undertake. However, in situations of crisis like the current great recession, there may be other various reasons such as lack of work.

Therefore, this paper analyzes the impact of the crisis on the differences in the rate of entrepreneurship of the Spanish Autonomous Communities. For this, the behavior of the rate of entrepreneurship in the expansion and in the crisis period is compared, specially putting emphasis in companies of different sizes and different technological intensity sectors. The results show the strong impact of the crisis on the rate of entrepreneurship in all regions but particularly in those traditionally more entrepreneurial. In addition, the crisis period is accompanied by an increase in the rate of entrepreneurship in low-technology sectors reflecting an increase of entrepreneurship by necessity and not by the existence of technological opportunities.

Arnel Joven
Assistant Professor and Chair, History Department, University of Asia and the Pacific, Philippines

Making Use of Medical Social Sciences in Medical Education in the Philippines: Case Studies and Action Research

Since the beginning of medical education in the Philippines in the Spanish colonial period, and throughout the succeeding American colonial period, focus has always been on western scientific medical curriculum. In the succeeding decades leading to the twenty-first century, the medical curriculum has primarily been organized in which the medical profession is presented as purely a hard physical science. According to research findings conducted by medical anthropologists in the Philippines, there exists a cultural and psychological gulf between medical professional and the patients that they serve in the real world. In recent times however, efforts have been made in Philippine medical universities to incorporate medical social sciences into the education of medical, nursing, and technical students. There is much that would-be medical professionals need to be equipped with in order to prepare them in the medical field.

In this regard, this study has taken a look at the joint collaboration of medical anthropology, medical sociology, medical geography, history of medicine, health politics, and social psychology with medical science in order to create better awareness and understanding of patients. In the case of medical professionals, the urgency comes with the fact that patients are human persons who belong to cultural and social backgrounds that pure laboratory-based science cannot address. The study examined selected medical universities and the various programs that has incorporated medical social sciences into the medical education curriculum. Following selected models in medical anthropology and history, this research has taken a look at the urgency of "humanising" medical professionals in the hospital and clinical field settings in the Philippines. Action research, through case studies present promising developments in enabling and encouraging an academic partnership between the physical and social sciences, at least in the medical academia.

Eunjeong Kim
Professor, Pukyong National University, South Korea

Characteristics of Social & Family Service Provision in Korea

This study investigates the current features of social service provision system focusing on the core institutional traits of the system and community environment. Specifically, the study analyzes the differences in the contents and characteristics of social service provision, according to the community types, such as metropolitan area, medium size cities, and rural area. Also, this study examines social services for the family, with the specific focus on the service provision system. Since service provision structures or types may vary according to the provision environment, the comparative analyses were also conducted based on the regional characteristics, such as big city, small/mid-sized city, and rural areas. The study utilizes the raw data from '2015 Social Service Demand and Provision Survey', which interviewed 4,100 social service organizations.

The major findings from this study are two-folded. Firstly, results from analyses show that the gap among metropolitan area, medium cites, and rural area is not so much bigger at the services by ‘organization with government subsidy' than in those of both of 'social voucher organization' and of 'profit organization'. ‘Social voucher organizations’ show the distinct differences in terms of the focus points on the users, while profit organizations do in terms of the policy demands to the public sector. In rural area, social voucher organizations act like organizations with government subsidy whereas they do profit organizations in the urban area. Research findings show that the social service provision types utilizing market mechanism (such as social voucher and profit organization) are not so well fit into the characteristics of rural area. Secondly, results suggest that family social services differ from general social services in terms of provision subsystems and their relationships. In addition, the regional differences were found in the characteristics of service provision system as a whole. These results may serve as useful basic information for the future development of Korean social service policies or programs more suitable to the specific regional characteristics.

Andre Le Roux
Associate Professor, University of Poitiers, France
Marinette Thebault
Associate Professor, University of Poitiers, France
&
Henry Ralambondrainy
Professor, University of Reunion Island, France

An Exploratory Research of Consumer Boycott Profiles

Boycott is a major issue for organizations. It can target any organization: producers, retailers, banks, financial institutions, non-profit-making organizations, governments, TV networks, utilities (Friedman, 1985). Boycott affects firms through their products, their corporate or product brands, either directly or indirectly in a lobbying strategy.

The variety of definitions shows that the concept of boycott is very rich. Boycott may be spontaneous vs organized, consumerist vs political, preventive vs punitive, local vs global, expressive vs instrumental, direct vs indirect, demonstrative or not, contagious or not (Friedman, 1991, 1995 ; Davidson, 1995 ; Simon and Joffre, 1997). Besides, research consider boycott mostly as an organized group phenomenon and focus on a single case of boycott.

This research defines and explores different forms of consumer boycott. It proposes a typology of consumer boycott that combines different facets of the behavior and the type of transaction according to Berne theory (1977).

A quantitative research investigates the individual behavior of 250 boycotters against products, brands, firms, and/or states, either organized or spontaneous. Data are analyzed using Multiple Correspondence Analysis and Hierarchical Clustering method.

Six consumer boycott profiles are identified based on target, goal, argument, geographical extent, degree of organization, proselytism, contagion and activism, kind of transaction. Results confirm that boycott is multidimensional and firms face different types of boycott. Two boycott profiles target corporate brand specially meanwhile two others target country brand with producers and distributors being boycotted through indirect boycott. Besides, one profile, spontaneous-individual-silent boycott, challenges definitions that limit boycott to a collective and organized phenomenon.

This research attempts to capture the depth and variety of boycott. Thanks to its multidimensional approach, it differentiates different forms of organized boycott and highlights individual, spontaneous and silent boycotts. The results may help policymakers to design plans of action and communication adapted to a boycott profile.

Marco Mazzocca
PhD Student, University of Padua, Italy
&
Paolo Sommaggio
Associate Professor, University of Trento, Italy

Educate through Debate: The Project "A Suon di Parole"

The paper introduces the educational project on the debate named "A suon di parole". It is a project born in 2010 from the collaboration between the Faculty of Law of the University of Trento and IPRASE (provincial institute for research and educational experimentation of the Autonomous Province of Trento, Italy) in which, over the years, have joined the City of Trento and Rovereto.

The project aims to develop, in a fun and competitive manner, the ability of high school students to argue and counter-argue. To do this, real tournament where to play games structured arguments and counter-arguments, have been organized. Thereby, it was possible to notice how the dialectical confrontation, joined as a sporting competition, was able to promote in young people the desire and the capacity to compare their own reasoning with those of others in an independent manner. Thus, through careful selection of issues, it was possible to notice how each student, regardless of his/her personal history, has had the opportunity to learn, understand, and, occasionally, change his/her beliefs through the dialectical confrontation with other students.

Indeed, the purpose of the game is not to present pre-reasoned formulas to students in order to impose them a specific way to think or to speak, but rather to create a game field where they are free to compete with each other. In this sense, therefore, in order to develop the autonomy of their thinking and, at the same time, increase the integration and social cohesion, teaching takes place through the experience of judicial debate (in which two parties clash in Court) and not through the lectures. In this way students approach the world of rules (legal, logical and ethical) through a kind of "trial game", thus developing the ability to support their ideas through the oppositional comparison.

Isabel Moodley
Senior Lecturer, University of South Africa (UNISA), South Africa

Free Higher Education in South Africa: A Financial and Educational Conundrum

In South Africa, in 2015, students engaged in protest action demanding free higher education. The revolt was sparked by an announcement issued by the Administration of one of South Africa's leading public higher education institutions (viz. the University of the Witwatersrand (Wits)) that it would be increasing tuition fees by 10.5% in 2016. The prolonged and sometimes violent protests resulted in President Jacob Zuma declaring a moratorium on the increase of tuition fees for all public higher education institutions for the 2016 academic year.

Under South Africa's Constitution[1] 'further education' (which includes 'higher education'), is not an absolute right. In fact the relevant provision[2] is subject to the standards of reasonableness and progressive availability and accessibility. In my paper, I will evaluate the viability of providing free higher education in a developing country like South Africa. Some of the issues discussed will be:

(a) A significantly high drop-out rate;
(b) A decreasing budget for higher education; and
(c) Whether the interventions put in place by universities (as organs of state)[3] to assist needy students for the 2017 academic year are enough to sufficiently resolve issues of access and availability.

In this context, it will also be important to investigate whether the completion of a university degree is the only option available to South Africa's government to meet its constitutional obligations in terms of section 29(1)(b)? Could the government not consider other higher education alternatives like artisanal or technical colleges as a way of providing higher education to students and increasing access?

---

[1] The Constitution of the Republic of South Africa, 1996 (hereinafter referred to as "the Constitution).
[2] Section 29(1)(b) of the Constitution provides that:
(1) Everyone has the right-
(a)…; and
(b) to further education, which the state, through reasonable measures, must make progressively available and accessible.
[3] See section 239(b)(ii) of the Constitution.

Olimpia Neagu
Associate Professor, ″Vasile Goldiş″ Western University of Arad, Romania
Doru Ioan Ardelean
Associate Professor, ″Vasile Goldiş″ Western University of Arad, Romania
&
Vasile Lucian Lazar
Associate Professor, ″Vasile Goldiş″ Western University of Arad, Romania

Analysis of Sustainable Investment Possibilities Meant to Improve the Agricultural and Aquatic Ecosystems from the Depression of Oaş, County of Satu Mare, Romania

Humankind development and wellbeing are supported by the natural capital, consisting of natural ecosystems which provide the basis of material production (goods and services).

The aim of the study is to analyze possibilities of sustainable investments aimed to improve the condition of agricultural and aquatic ecosystems located in the Romanian geographical area called "Țara Oașului". This area situated in the northwestern part of Romania is very rich in un- and bad exploited natural resources due to the massive migration abroad of the labour force.

The ecosystems' services are meant to ensure increased fishery resources and protection against floods, and to provide water reserves for the irrigation of agricultural crops. All these are contributing to the sustainable development of the area, in order to meet the requirement of the local population food safety by ensuring a qualitative and quantitative increase of the food resources (increased agricultural - vegetal and fish- productions).

There are four investment possibilities: 1. Fish restocking of rivers; 2. Fish restocking of Călinești lake; 3. Establishment of stationary fish farms on Călinești lake; 4. Establishment of fish farms on the polders newly created near the river bed which also protect against flood and treats against nitries the water source dedicated to agricultural irrigation; 5. Re-swamping of dead arms of Tur River concomitantly with the their fish restocking.

After applying a mathematical model of multiple liniar regression to estimate the impact of each investment alternative depending the water quality, we conclude that even if the water quality is improving, the increase of the fish resource on the Tur River is not significant. Another

conclusion is that the condition of aquatic ecosystem is not significantly improved meaning that their services are not high enough to contribute to the sustainable development of the area, which leads us to the idea that investment in polders and re-swamping, and in intensively fish farming are more effective in order to ensure the local population food safety, as well as supplementary ecosystems services such as protection against floods and qualitative water reserves.

Asharaf Abdul Salam
Assistant Professor, King Saud University, Saudi Arabia

Education's Impact on Fertility: The Case of King Saud University Staff Women, Saudi Arabia

Saudi Arabia has a less favorable position to demographic transition due to the traditions, culture, and norms. But with modernization, urbanization and industrialization leading to educational improvement and lifestyle changes, values of children erodes. Thus, a study to investigate the value of education on fertility, entertained to capture this mere fact, specifically to analyze the role of education on fertility; variations created; economic variables; and contraception. This is based on a random sample drawn from a Riyadh based university, taking ever married Saudi Arabian women employees. Linear regression, logistic regression, one-way ANOVA, and chisquare analyses were carried out to depict the role of education on number of children and other related variables. Education has high predictive value on age at marriage, age of husband at marriage, ideal family size, and contraceptive use; although not predictive, it creates variations on number of children, years lived with husband and intended number of children. Education's association with economic variables – type of job, home ownership, and income as well as age of contraceptive users shows its prominence as a catalyst in the future of fertility in the Kingdom. Thus, the improving educational levels at current pace shall bring down fertility remarkably warranting attention, policy measures and population programs to retain it above replacement level.

George Saridakis
Professor, Kingston University, UK
Yanqing Lai
Edinburgh Napier University, UK
Rebeca I. Munoz Torres
Westminster University, UK
&
Anne-Marie Mohammed
The University of the West Indies, Jamaica

Actual and Intended Growth in Family Firms and non-Family Owned Firms: Are they Different?

Drawing on the literature that deals with motivation theory and family theory, we argue that the small business owner-manager's beliefs and attitudes towards growth embrace family oriented values that affect the growth strategy of family-owned firms. We investigate the growth behaviours of family-owned small firms that are managed by the family member(s) and by a professional manager, as well as non-family businesses in the UK. We find a negative combined effect of family ownership and management involvement on small business growth in workforce size and turnover. Specifically, we find that family firms that involve externally sourced managers in the day to day control of the business are no different from non-family owned firms, in terms of reporting actual growth in employment size and turnover during the 12 months before as well as expecting growth in workforce size and turnover in the 12 months after. We also observe a significant difference in anticipating sales growth between family-controlled and non-family-controlled firms. However, this difference is not explained by management regime.

Susan Solecki
Assistant Clinical Professor, Drexel University, USA

The Overuse of Digital Technology and Emerging Antisocial Behaviors of Youth

Due to the heavy use of technology, youth are losing their skills for real interactions and social skills that actually require them to talk to someone in-person or on the phone (Rosche, 2015). Recent research found that 25% of people spend more social time on Facebook© and Twitter© than in real life or in-person (Rosche, 2015). Exposure to violence in the digital media has been shown to have biosocial effects on children. Violent media can impact a child's heart, brain, andcentral nervous system, subsequently effecting cognition which in turn can have untoward effects on the child's attitude and social behavior (Caban, 2008; Jarrett, 2005). Of most concern, suppression of chemicals governing cognitive rationale and human reasoning predisposes the child to little or no empathy toward either individuals and/or to society. Youth excessively exposed to violent video games are singularly similar to soldiers engaged in battle potentially impacting children's social role within society (Caban, 2008; Jarrett, 2005; Jipguep & Phillip-Sanders, 2003). The purpose of this presentation is to discuss the potential behavioral and developmental problems in youth related to technology use and media exposure and the implications for setting limits for children with technology by demonstrating to them that there is more to life through the development of human relationships as opposed to technological connections.

Fulya Tasel
Assistant Professor, Maltepe University, Turkey
&
Ebru Beyza Bayarcelik
Assistant Professor, Istanbul Gelisim University, Turkey

Mysterious Relation between Innovation and Export Behaviour

This paper examines the relationship between innovation and export behavior in firm level. Main assumption of this study is that innovation such as opening new markets, increasing productivity, creating new products has a positive effect on firm competitiveness in micro level. In addition to this trade openness behavior of firms catalyze and transform knowledge and increase innovation performance. From a macroeconomic viewpoint, this U directional relationship causes to improve the trade balance as well as to increase economic growth. Based on the theoretical background, the primary purpose of the paper is to analyze the relationship between innovation performance of firms and their export behavior, and also the other specific factors that influence this relationship. In the study data will going to collect from Turkish firms which combines different questions related to innovation, structural characteristics and export behavior of companies.

Emete Toros
Faculty Member, Kyrenia University, Cyprus
&
Nilufer Turksoy
Faculty Member, Eastern Mediterranean University, Cyprus

City Branding: Residents' Perceptions of Kyrenia and Famagusta

Place branding literature commonly evaluates the image, identity and perception of popular places, in particular, those located in the competitive industrialised Western world (Gartner 2011; Zenker & Beckmann 2013; Acharya & Rahman 2016; Oguztimur & Akturan 2016), with a few exceptions in the far east (Chan & Marafa 2016). Most of these studies emphasize the challenge of place branding arising because of its multitude of stakeholders. The challenge of different stakeholders is heightened further because of the existing diversity within the stakeholders, such as residents, since they are shaped by "a multiplicity of groups of people that are bound to have varying and conflicting preferences, desires or attitudes" (Braun, Kavaratzis & Zenker 2013: 25). Residents, additionally, are indicated as the most influential target group of the places in question, since they have a key role in establishing a solid brand and acting as ambassadors for the locations (Zenker & Beckmann 2013).

Despite the abundance of academic articles, no progress has been made to evaluate empirically the residents' own brand perceptions of cities located on an island. However, residents with an island mentality are worthy of consideration precisely because they are isolated, since they perceive themselves (to a certain degree) as special compared with the rest of the world. Departing from this line of thinking, the aim of this research is to examine perceptions of city branding belonging to two different groups of residents living in two cities on the island of North Cyprus. We focus on the following question: What is the city brand perception of the different groups of islander residents of Kyrenia and Famagusta? Through applying in-depth interviews with (1) *professionals* and (2) *graduate students*, our empirical study will present evidence from Kyrenia and Famagusta, which are both on the sea front and famous for their universities.

Anthony Townsend
Professor, Griffith Institute for Educational Research, Australia

Principals as Leaders of Reading: Sustaining the Momentum

Since 2010 more than 1000 school leaders from across Australia have undertaken the professional learning called Principals as Literacy Leaders (PALL). The program of five one day modules over the course of a school year was designed to provide school leaders with the content knowledge about six key areas of reading – oral language, vocabulary, phonological awareness, letter-and-sound knowledge, comprehension and fluency – that are called the BIG 6, together with an understanding of strategies of distributed leadership that would see teachers as well as leaders, leading interventions in reading. The paper will provide an overview of the PALL program and how it is implemented over the course of a school year. There have now been 5 dedicated research studies related to the implementation of the program to identify its efficacy and to look at how it changes leader and teacher behaviours as they relate to the teaching of reading. Three of these studies were quantitative in nature, one from the original pilot project, another from cohorts supported by the Tasmania department of Education and a third that focused particularly on leadership of reading within indigenous communities. Two other studies were qualitative and collected data through case study research of 5 Tasmanian and 4 Victorian schools where the principal had completed PALL in the previous year. The researchers involved in these studies have subsequently written a book on the experience, *Leadership and Literacy: Principals, Partnerships and Pathways to Improvement*, which will be published by Springer in 2017.

In November of 2016, six schools, where PALL and the BIG 6 format have been used for three or more years were visited once again by the author of this paper. The purpose of this latest piece of research, using the case study approach with data collection including interviews, student achievement data and school records and documents, was to establish what, if any common factors existed when the PALL/BIG 6 approach was able to be sustained over time and to establish what if any hard evidence could be provided that such an approach had impacted positively on student learning, student engagement, and ultimately student achievement in reading. The current paper addresses the data that was collected during these case study visits. The methodology of the research is described and the findings and

conclusions will be addressed. In brief, the main conclusion is that a concerted effort using the PALL/BIG 6 approach, if used consistently over a period of time has a positive impact on improved teacher practices, improved student engagement and improved student learning. A number of common factors that helped to sustain the momentum over time were identified, including an absolute passion showed by the principal and leadership team, the development of a common language and common practices across the school, more focused and uncluttered classrooms, teachers taking on responsibility for implementing and managing change, and the consistent use of evidence and research as justification for any changes to curriculum, practice or assessment strategies in the school.

Gulden Turhan
Lecturer, Marmara University, Turkey

Product Goals Evaluation for Smart Socks by using Laddering Method and Expectancy Value Model

To emphasize "why" and "how" a product is important in individuals' life, it's necessary to understand consequences of product attributes, named product goals. Laddering known as research interview technique was used to undercover the underlying goals for purchase or use of the product. Also, Expectancy Value Model was used to explore how consumers evaluate product goals, referring the multiplicative function of the importance and the probability of the goals occuring. A smart socks product is administered by conducting 80 persons studying in Nottingham Trent University, UK, in 2016. Corresponded to each product attribute, a complied list of product goals is reported and their expected value to consumers are weighed.

Nicole Vadino
Associate Professor, Community College of Philadelphia, USA

Teaching Tolerance and Acceptance in Online Sociology Courses

Connecting with students and teaching aspects of identity can be difficult within a classroom setting however with more virtual classrooms, teaching techniques need to go beyond passive learning and make learning about race, class, gender, ability, religion, orientation, etc. more hands on. While utilizing problem-based learning techniques in online learning environments, students are able to work with each other to build trust, share ideas and identify with different learning styles. Using a variety of online group assignments to teach tolerance has created a comfort zone to discuss difficult topics related to race, class, gender, orientation, religion, etc. Group learning situations provide a framework for online students to learn from each other in meaningful ways and improve understanding of race, class, gender, ability, religion, orientation and other aspects. Reviewing student learning outcomes with assessment and qualitative analysis show these techniques have had an impact on learning as well as comfort levels in student class experiences.

Demos Vardiabasis
Professor, Pepperdine University, USA
Samuel Seaman
Professor, Pepperdine University, USA
&
Yury Adamov
Pepperdine University, USA

The Subtleties of Crowd-funded Projects: Part 2

"Crowd-funding" has become a prevalent source of venture capital, amongst innovative entrepreneurs seeking relatively small contributions from many individuals, and in return, promising early access to new products or a small stake in the enterprise/philanthropy. We examine the subtleties of success (or failure) for a representative sample of Indiegogo campaigns…campaigns that vary greatly in terms of scope, ambition, complexity, geographic location, and perceived value. Our results provide important insights into the complexion of crowd-funding endeavors and should add to the literature on social-media finance. In addition, we will provide a comparative analysis with a sample of Kickstarter campaigns described in earlier research.

Generally speaking, Indiegogo campaigns tend to be much less ambitious than Kickstarter promotions. In both cases, the failures never really had a chance and we have been able to uncover some of the flaws in those campaigns. The success of a crowd-funding ventures (Kickstarter and Indiegogo) depends it seems, on perceived quality of project, size of the "entrepreneurs" social network, demographics of the geographic location, and scale of the desired project goal.

Patrick Vyncke
Professor, Ghent University, Belgium

Walking the Thin Line between Socially Conscious and Effective Branding: The ad-Likeability Impact of Including Ethnic Diversity, Breaking Gender Stereotypes and going against the Supernormal Beauty Ideals in Advertising Campaigns

In the modern business world, no entrepreneur can afford to take the ethical perception of his or her company lightheartedly. On the contrary, signs of being an ethically correct company must be sent continuously to the stakeholders via all kinds of touchpoints: from the company's mission statement to its recruitment policy, from its production processes to all its more orchestrated communication efforts.

For many companies – especially those with a high social visibility – displaying cues of an outspoken social consciousness is often an essential part of trying to create an image of being an ethically caring company. Within these communication campaigns, corporate communication media are the first and foremost channels to project this image of social consciousness. Yet, corporate communication efforts (focusing on the company as such) and marketing communication campaigns (focusing on the products of the company) go hand in hand and reinforce each other during this branding process.

In this paper, we investigate whether showing cues of being a socially conscious company via implicit aspects of advertising campaigns also pays off in terms of advertising effectiveness. Especially, we will investigate the ad-likeability impact – a common predictor of the advertising effectiveness to be expected – of (a) cues of being sensitive to the fact that our contemporary society is a highly multicultural and ethnically diverse one (e.g. by including non-white models in the brand's advertising campaigns), (b) cues of being willing to break down traditional gender role portrayals (e.g. by depicting women in dominant and men in submissive intersexual roles in the brand's campaigns), and (c) cues of the brand's courage to go against the supernormal beauty ideals typically found in ads (e.g. by including non-perfect male and female models in its campaigns).

The results of a large-scale experiment (N=600) in which respondents had to indicate their preferred ad in sets of two similar advertisements – with one ad version including the cues of the brand's social consciousness and the other ad version not including this type of cues –

show that there is a thin line between socially conscious branding efforts and still staying or no longer being communicatively effective. Indeed, in the best-case scenario, cues of being a socially conscious company didn't have any ad-likeability impact at all. However, in the worst-case scenario, much cues of being a socially conscious brand seemed to decrease the likeability of a company's branding efforts significantly.

Natalia Yannopoulou
Reader in Marketing, Newcastle University, UK

Towards a Better Understanding of Information Processing in Social Media

Adopting the distributed cognition approach this exploratory study examines how and what brand information is created and processed among consumers through social media. With the use of a case study method and by focusing on the particular features of social media, this study systematically identifies the newly emerged types of brand information that become important to consumers, and how they then promote more of interactive and coordinative communication which consequently reach information transparency. The contributions are as follows. First, this research reveals that in the era of social media brand information is more an emergent property of interaction and coordination (between internal and external material) than a property of the top-down projection of a branded company. Second, this study highlights the view that the conventional information processing approach is less useful in informing brand information management. Finally, social media's unique features initiate co-construction of brand knowledge and a holistic approach to brand information through critical inquiry, self-reflection, and a shift from passively receiving and consuming brand content towards proactive activities in pursuit of authenticity, which subsequently contributes to desirable brand transparency. This paper also proposes a brand information transparency framework incorporating findings in respect to the coordination and interaction in social media.