THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects
20-23 December 2018, Athens, Greece

Edited by
Gregory T. Papanikos

2018

Abstracts
12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects

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(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the *12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects (20-23 December 2018)*, organized by the Athens Institute for Education and Research (ATINER).

In total 37 papers were submitted by 39 presenters, coming from 18 different countries (Austria, Brazil, Bulgaria, Canada, China, Ecuador, FYROM, Indonesia, Norway, Portugal, Russia, South Korea, Spain, Thailand, Turkey, UAE, UK, and USA). The conference was organized into 10 sessions that included a variety of topic areas such as Business and Economics, Law, Teaching, Learning and Education in a Global World, Marketing, 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

12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects 20-23 December 2018, Athens, Greece

Scientific Committee

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. 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.
3. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.
4. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA.
5. George V. Priovolos, Professor, Iona College, USA.
6. Peter Koveos, Head, Accounting and Finance Research Unit, ATINER & Professor of Finance, Syracuse University, USA.
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9. Mary Ellis, Director, Human Development Research Division & Senior Lecturer, National Institute of Education (Nanyang Technological University), Singapore.
10. Valia Kasimati, Head, Tourism Research Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
11. Nathalie Homlong, Professor, Volda University College, Norway.
12. Bob Barrett, Professor, American Public University, USA.
13. Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA.
14. Ying Zhang, Professor, Beijing Forestry University, China.
15. Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand.

FINAL CONFERENCE PROGRAM
12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects
20-23 December 2018, Athens, Greece

PROGRAM

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

Thursday 20 December 2018

08:00-08:30 Registration and Refreshments

08:30-09:00 Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:00-11:00 Session I: Teaching, Learning and Education in a Global World

Chair: Gregory T. Papanikos, President, ATINER.

1. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA. Globally Networked Learning in the University Classroom.
2. Ronald Harris, Distinguished Faculty Associate, Department of English, University of Wisconsin-Madison, USA. Digital Mythology, Place-based Writing, and the Built Environment.
3. Angelica Carvalho Di Maio, Professor, Universidade Federal Fluminense, Brazil, Kellen Milene Gomes e Santos, Teacher/Undergraduate Student, Universidade Federal Fluminense, Brazil, Luis Augusto Koenig Veiga, Professor, Universidade Federal do Paraná, Brazil, Juliana Marques de Souza, Undergraduate Student, Universidade Federal Fluminense, Brazil, Elizabeth Santos Pereira, Undergraduate Student, Universidade Federal Fluminense, Brazil, Juliana Magalhães Menezes, Professor, Universidade Federal Fluminense, Brazil & Hullysses Sabino, Graduate Student, Universidade Federal Fluminense, Brazil. Collective Construction and Sharing of Information and Products from the Brazilian Cartographic Olympiad: Data Acquisition, Access and Availability.
4. Mariana Dias, Professor, Escola Superior de Educação do Instituto Politécnico de Lisboa and UIDEF, Instituto de Educação, Universidade de Lisboa, Portugal. The Complex Role of Priority Education Policies in Portugal (1988-2018).

11:00-12:30 Session II: Business and Economics I

Chair: Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA.

1. Nathalie Homlong, Professor, Volda University College, Norway & Elisabeth Springler, Program Director, University of Applied Sciences BFI Vienna, Austria. Challenges and Potentials of Multinational Companies for the Socio-Ecological Transformation in India.
2. Ying Zhang, Professor, Beijing Forestry University, China. Research on the Evaluation and Management of China's Forest Carbon Sinks from the Perspective of Economics.
3. Maria del Carmen Ramos Herrera, Researcher, University Complutense of Madrid, Spain & Eduardto Acosta Gonzalez, Researcher, University Complutense of Madrid, Spain. A Causality Analysis between Public Debt and Economic Growth based on the Flexible Fourier Form VAR Model.
4. Eleni Eleanna Nemesis Piteli, Teaching Fellow in International Business, University of Sussex, UK, Mario Kafouros, Professor, University of Leeds, UK & Christos Pitelis, Professor, Brunel University London, UK. Migrant Remittances and FDI in Emerging Economies: Entrepreneurial International Management Foundations of Country-level Determinants and the Moderating Role of Institutions.

12:30-14:00 Session III: Special Topics I

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

1. Myungho Park, Professor, Hankuk University of Foreign Studies, South Korea. New Happiness Indicator for Unhappy Korean.
2. Robert Smith, Academic Advisor, Walailak University, Thailand. Sustainability: Lenders know Best: A Practitioner's View.
3. Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA. Educating Tomorrow's Global Leaders for a Sustainable Future: Using Writing Courses to Foster Ecological Literacy.
4. Olugbenga Ayeni, Associate Professor, Eastern Connecticut State University, USA. The Shifts in Student Orientations and Perception of Global Field Studies and their Place in the World.

14:00-15:00 Lunch

15:00-16:45 Session IV: Marketing

Chair: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.

1. George V. Priovolos, Professor, Iona College, USA and Vincent F. Maher, Professor, Iona College, USA. The Role of Core Values in the Strategic Planning and Branding Processes in Higher Education: A Critical Analysis.
2. Georgios Graikousis, Associate Professor, Sun Yat-Sen University (SYSU), China. Customer Segmentation utilizing Geographic Information Systems and Fuzzy Logic.
3. Michelle Silva de Oliveira Cedraz, Professor, Federal Institute of Education, Science and Technology of Brasília, Brazil. Retail Banks in Brazil: A Study on University Consumer Satisfaction.
4. Li Shen, Assistant Professor, Juniata College, USA, Mohammad N. Elahee, Professor, Quinnipiac University, USA & Saeb Farhan Al Ganideh, Visiting Researcher, Yale University, USA. Reading the Minds and Winning the Hearts of Consumers via Social Media Platform: A Cross-Cultural Study of adult Female Consumers' Attitude towards Luxury Brand Burberry.
5. Tri Wismiarsi, Lecturer, Universitas Bakrie, Indonesia, Muchsin Shihab, Lecturer, Universitas Bakrie, Indonesia, Holila Hatta, Lecturer, Universitas Bakrie, Indonesia & Nathalia Tjandra, Associate Professor, Edinburgh Napier University, UK. Online Stores Branding in Indonesia.

16:45-18:00 Session V: A Symposium on the Global Economy and Society: Current Challenges and Future Prospects

Chair: 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.

1. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA. The Economics of the Study Abroad Experience for American University Students.
2. Trevor W. Chamberlain, Professor of Finance and Business Economics, McMaster University, Canada. Achieving Sustainable Growth.
3. Ying Zhang, Professor, Beijing Forestry University, China. The Challenges of Evaluation and Management of Ecosystem Services in China.
4. Ronald Harris, Distinguished Faculty Associate, University of Wisconsin-Madison, USA. "Immigrants" and "Natives" Sharing Public Spaces in an Urban Setting.

20:30-22:30 Greek Night and Dinner

Friday 21 December 2018

07:45-10:45 Session VI: 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)

11:00-12:30 Session VII: Business and Economics II

Chair: Ying Zhang, Professor, Beijing Forestry University, China.

1. Joseph VanVo, Adjunct Professor, California State University, Sacramento, USA. U.S. Initiated Human Resource Accounting Evolvement and Selection of Available Worldwide HRA Applied Companies on Their Employees' Morale and the Quality of Worklife.
2. Bob Barrett, Professor, American Public University, USA. Creating Meaningful SWOT Analytic Applications for Innovative Approaches to Global Business Dilemmas.
3. Pablo Garces, Assistant Professor, Instituto de Altos Estudios Nacionales, Ecuador. The Ends and Means of International Cooperation Programs: Human Development and Multiple Causality.

12:30-14:00 Session VIII: Law, Institutions and Economics

Chair: Bob Barrett, Professor, American Public University, USA.

1. Iyad Jadalhaq, Professor, Abu Dhabi University, UAE. Civil Liability for Nuclear Damage in UAE Law - Analytical Study.
2. Alaeldin Ababneh, Associate Professor, Abu Dhabi University, UAE. Notes on the New UAE Arbitration Act.
3. Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand. Has Thailand Learnt any Lessons from the Bowring Treaty and the Treaty of Amity?
4. Alexander Pakhalov, Research Fellow, co-Head of Marketing Master's Program, Lomonosov Moscow State University, Russia. Import of Institutions as an Approach to Investment Climate Reform: Evidence from Russia.
5. Chuanmin Mi, Assistant Dean, Nanjing University of Aeronautics and Astronautics, China & Runjie Xu, Graduate Student, Nanjing University of Aeronautics and Astronautics, China. Systemic Risk Clustering of China Internet Financial Based on t-SNE Machine Learning Algorithm.

14:00-15:00 Lunch

15:00-16:45 Session IX: Business and Economics III

Chair: Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA.

1. Neslihan Kahyalar, Lecturer, De Montfort University, UK. The Impact of Financial Crises on the Informal Economy: The Turkish Case.
2. Athanasia Kalaitzi, Quantitative Skills Tutor, Queen Mary University and Visiting Research Fellow, London School of Economics, UK & Trevor Chamberlain, Professor, McMaster University, Canada. Causality between Fuel-mining Exports and Economic Growth: Empirical Evidence from U.A.E (1981-2012).
3. Ehsan Latif, Professor, Thompson Rivers University, Canada. Health Outcomes Before, During and After the Great Recession in Canada: A Longitudinal Analysis.
4. Mustafa Demirok, Graduate Student / Doctoral Program in Financial Economics, Yeditepe University, Turkey. Secular Stagnation as a Common Tragic Affair for Advanced Economies.
5. Shan Li, Associate Professor, Nanjing University of Aeronautics and Astronautics, China & Chenglin He, Nanjing University of Aeronautics and Astronautics, China. Research on Identifying Opinion Leaders Based on Online Word-of-Mouth.
6. Qingmei Tan, Professor, Nanjing University of Aeronautics and Astronautics, China. The *New Sunan Model* in the Urbanization of China.

16:45-18:30 Session X: Special Topics II

Chair: Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand.

1. Ying Wang, Professor, Nanjing University of Aeronautics and Astronautics, China & Jiaxi Chen, Graduate Student, Nanjing University of Aeronautics and Astronautics, China. International Capacity Cooperation of EMI under BRI: A Two-dimensional Decision Matrix Approach.
2. Ulluminair Salim, Assistant Professor, The Honors College of the University of South Florida, USA. Explorers, Pioneers, and Prosthetists: Brave New Worlds in the Humanitarian Mobility Arena.
3. Daniela Celleri, Associate Professor, Instituto de Altos Estudios Nacionales, Ecuador. Venezuelan Immigration in Ecuador: How Growing Globalization and the Economic and Political Crisis Affected this Phenomenon.
4. Kristina Jovanova, National Programme Officer, OSCE Mission to Skopje, FYROM. Sustainable Governance and Knowledge-Based Economy – Prerequisites for Sustainable Development of the Developing and Transitional Economies.

5. Pelin Hamurabi Sozen, Language Instructor, Başkent University, Turkey. Effects of Cultural Awareness in Curriculum Design.
6. Nikolay Ivantchev, Assistant Professor, South-West University "Neofit Rilski", Bulgaria & Stanislava Stoyanova, Professor, South-West University "Neofit Rilski", Bulgaria. Athletes and non-Athletes' Life Satisfaction.

20:00- 21:30 Dinner

Saturday 22 December 2018 **Educational Island Tour**
Sunday 23 December 2018 **Delphi Visit**

Alaeldin Ababneh
Associate Professor, Abu Dhabi University, UAE

Notes on the New UAE Arbitration Act

The paper aims to shed light on the new UAE Arbitration Act of 2018. We can observe from the first sight that the new law is a step forward in comparison with the previous one. It has removed ambiguities about many ambiguous concepts, such as the principle of independence of the arbitration clause and the principle of competence in competence. However, looking deeply in the new law could lead us to the result that there is several points that have not addressed, in the new law. Moreover, there is several points, which could raise problems in practice.

Olugbenga Ayeni
Associate Professor, Eastern Connecticut State University, USA

The Shifts in Student Orientations and Perception of Global Field Studies and their Place in the World

UNESCO added muscle to the clamor for international education through its focus on "education for international understanding." Among many of the lofty objectives of this were the mandate to provide accurate knowledge of other countries and culture with a view to enhancing mutual understanding and friendly relationships. It also sought to teach about the universal human rights, enhance knowledge of other countries, and human morality.

The UNESCO executive Board describes the task this way: **'It is not easy to find the right kind of education to enable the peoples of the world to understand each other and work together for the common good. Seen globally, the world has shrunk, but the world of each individual has expanded enormously, and this has left him exposed to strains and anxieties that may seriously affect his attitudes towards other men, particularly those beyond his own national borders…."**

Eastern Connecticut State University, where I have taught for 16 years, made international education a pivotal input as part of its strategic goals to render meaning to the liberal arts education goals of the university. The Global Field Course was offered as part of the curriculum and faculty members were encouraged to design diverse courses that address those needs for lobal education.

This led me to develop a course in International Advertising and Public Relations for Junior and seniors in our communication program to avail students the opportunity of global education that UNESCO fervently stresses in many of its publications. Over a period of five years data was collected on factors such as level of knowledge of global issues in general, level of understanding of other countries and their cultures and how a two-week trip to two European countries shaped their world-view after the exposure.

My general findings were that the students benefitted immensely from the experience especially in areas such as personal growth and fulfillment, career preparation in foreign country, cultural awareness, and bolstered their individual confidences.

This paper brings to attention the shifts in student orientations and perception of global field studies and how that shapes their place in the world around them.

Bob Barrett
Professor, American Public University, USA

Creating Meaningful SWOT Analytic Applications for Innovative Approaches to Global Business Dilemmas

While business, both domestic and global, experience a variety of issues and challenges, it can be equally a challenge for instructors to teach adult learners how to view business situations and gather information in order to make informed decisions, as well as creating strategies that will help improve the situation and/or create a more meaningful working relationship for all stakeholders, as well as obtain the organizational goals. However, the traditional methodology used to teach certain business applications and principles may be limited in school, which, in turn, may limit the learning experience and overall dynamics of the potential business outcomes if the learners cannot fully realize the impact of some pending internal and external factors that affect organizations in a variety of daily events. Traditional, the SWOT analysis method has been used by business and management instructors to help students learn about the strengths, weaknesses, opportunities, and targets/threats of a situation being viewed on the various levels of an organization, as well as through the eyes of internal and external stakeholders. However, the teaching of such an analysis has been limited at times, and perhaps linear in nature, which does impact the overall learning for the learner. Rather, it equally important for the instructors to go a step further with this teaching of the SWOT analysis and create meaningful applications in which the student has to look deeper at the given set of situational factors and offer more comprehensive analysis of the problems at hand, rather than focus on the typical construction of a 2x2 matrix of the SWOT elements. Consequently, this presentation will provide an overview of how an online university is teaching their Masters of Business Administration (MBA) students to dig deeper for facts and supporting elements that may enhance a typical SWOT analysis, but be more innovative in the presentation of the analysis in terms of their approach, analysis, recommendations/suggestions, as well as future evaluative measure which could enhance the organization's current and future goal obtainment.

Angelica Carvalho Di Maio
Professor, Universidade Federal Fluminense, Brazil
Kellen Milene Gomes e Santos
Teacher/Undergraduate Student, Universidade Federal Fluminense, Brazil
Luis Augusto Koenig Veiga
Professor, Universidade Federal do Paraná, Brazil
Juliana Marques de Souza
Undergraduate Student, Universidade Federal Fluminense, Brazil
Elizabeth Santos Pereira
Undergraduate Student, Universidade Federal Fluminense, Brazil
Juliana Magalhães Menezes
Professor, Universidade Federal Fluminense, Brazil
&
Hullysses Sabino
Graduate Student, Universidade Federal Fluminense, Brazil

Collective Construction and Sharing of Information and Products from the Brazilian Cartographic Olympiad: Data Acquisition, Access and Availability

On the one hand information and communication technologies (ICT) are facilitators in the process of information sharing, since they can provide resources for interaction, organization and access to large-scale data, on the other hand, Education is the foundation of a society that practices citizenship, and the Information society is the building block for Knowledge Society. It is in this sense that the present work sought the diffusion of cartographic knowledge, as a mobilizing way for citizens formation. Thus, this work discusses the diffusion of spatial representations through maps, the new tendencies of cartography and its technologies associated to the role of education as a basis for reality transformation. The cartographic learning provides approximation with places and thus provides conditions of access to knowledge and skills for the exercise of citizenship, in this way it is considered fundamental to contribute to the democratization of knowledge, from the availability of cartographic material specially for school environment. Information and communication technologies favor access to a very large amount of information, even those that are distant from the reality of the students and also stimulate the generation of scientific knowledge. In this perspective, the two editions (2015 and 2017) of the Brazilian Cartographic Olympiad (OBRAC) were held. The OBRAC (www.olimpiadadecartografia.uff.br) had national coverage and was focused on high school students, aged between 13 and 19 years, from public and private schools. Each school participated with a team of 4 students and a teacher, the team leader. OBRAC (DI MAIO et al., 2015) is performed in stages and phases, with theoretical and practical

tasks (carried out at *Moodle* distance Learning platform) and, in addition to on-line tests, students and teachers from the three finalist teams participate in a face-to-face orienteering competition. This helps the competitors to develop a perceptive correlation between the real environment and their cartographic representation. OBRAC, as a national project, covered a large number of participants throughout Brazil, a huge country with distinct characteristics, and the collection and analysis of the data produced by the students and teachers made it possible to verify differences in the way they developed the proposed activities.

Considering the volume of educational material generated in the two editions of the competition, which counted with the participation of all the Brazilian states with a total, in the two editions, of 1,500 participating schools, that is, 1500 teams of 5 components, totalizing a participation of 6000 students and 1500 teachers, there is a very relevant contribution in the construction of new activities, geared towards the promotion and enrichment of geospatial knowledge in the school community. The OBRAC 2015 and 2017 editions gathered a very large collection of activities, with the production of about 1000 videos, hundreds of maps and other materials such as measuring equipment and models, issues with real situations of application and use of spatial knowledge, and the creation of manuals and guides for the use of geotechnologies integrated into teaching. The objective of this work was to organize and select relevant materials generated in OBRAC, such as the creation of cartographic instruments, maps and models and share the access, for example, through the website www.olimpiadadecartografia.uff.br and Youtube OBRAC's channel.

The activities proposed by OBRAC, such as the construction of cartographic instruments using recyclable material, the Fernando de Noronha Archipelago Model, the elaboration of the Map with the theme "the Palms of Brazil" and the activities in the world of digital maps, were selected and organized by themes for public access, since it could contribute to enrich students knowledge in aspects related to the country and its regions and further aroused students' interest in Cartography.

It is hoped that the proposal of activities and challenges related to the specialization of important environmental, historical and cultural aspects of the diverse and heterogeneous regions of the country, addressed in the scientific Olympiad, and executed with great ownership by the participating teams, can promote and encourage the appropriation of Science and Technology for citizenship and geospatial knowledge. And also stimulate school interest in mapping science, promoting socialization of teachers and students through group activities and also foster the interest to work in the field of Cartography.

Daniela Celleri
Associate Professor, Instituto de Altos Estudios Nacionales, Ecuador

Venezuelan Immigration in Ecuador: How Growing Globalization and the Economic and Political Crisis Affected this Phenomenon

In the context of growing globalization and the economic and political crisis in Venezuela, the Andean Region and specially Ecuador, face increasing immigration flows. Venezuelan immigration in Ecuador presents several challenges related to access to basic rights and regulation on the labor market. Based on an analysis of statistical and qualitative data of our ongoing research, we will discuss first results on inmigrant`s labor situation and their contribution to local economies. This problem will be discussed also at different levels of public policy: local, national, regional and international.

Mustafa Demirok
Graduate Student / Doctoral Program in Financial Economics
Yeditepe University, Turkey

Secular Stagnation as a Common Tragic Affair for Advanced Economies

We empirically investigated demographic and macroeconomic variables for 15 OECD industrialized countries to find out any evidence of Secular Stagnation theory, whether it is a common affair of advanced economies? Despite weaker economic recovery after Great Recession, industrialized countries still couldn’t reach the adequate growth rates. This paper focuses on the secular stagnation theory for industrialized countries, firstly stated by Alvin Hansen and raised by Lawrence Summers many years after, which is totally attributable to the long-term interest rates and inflation rates which are at historically low levels due to diminishing of aggregate demand and excess saving behavior and low tendency to invest. We looked for the links between demographic variables and the GDP growth, TFP growth, Investment growth, Consumption Growth, change in unemployment rates, inflation, short and long-term interest rates. In this context, Generalized Method of Moments is applied to test the validity of secular stagnation theory for 15 OECD industrialized countries in the period of 1995 – 2015. The findings of the analysis show that, ageing populations and diminishing working age populations have headwind effects against the GDP growth rates of developed countries.

Mariana Dias
Professor, Escola Superior de Educação do Instituto Politécnico de Lisboa and UIDEF, Instituto de Educação, Universidade de Lisboa, Portugal

The Complex Role of Priority Education Policies in Portugal (1988-2018)

The relationship between education and diversity constitute a multifaceted universe in which priority education policies represent a fundamental aspect inasmuch as its definition has implied a clear regard for sociological, ethnical, linguistic, and cultural diversity which characterizes the school population. However, over the last few decades, the policies of positive discrimination have suffered modification which have practically encompassed all of its constitutive dimensions: fundamentals, objectives, target-public, and intervention strategies. Those are the changes that we propose to analyze in this communication. As such, this paper focuses on the evolution of priority education in Portugal (1988-2018) and their relation with other models within the European context (Demeuse, Frandji, Greger, & Rochex, 2008).

The research conducted, which is mostly interpretive, resorted to a wide range of strategies and techniques. In this intervention, the following procedures will be mobilized, predominantly: analysis of the most relevant documents regarding the policies being analyzed (legislation, official evaluation reports, educational statistics) and analysis of content pertaining to interviews carried out with authors that had a central role in the definition and implementation of the policies being analyzed.

The analysis carried out reveals that in Portugal, the priority education policies (PEP) were defined later than in other contexts, but they soon begin to reflect European trends regarding the (re) orientation from equity concerns towards combating social exclusion (Rochex , 2011). Furthermore, despite not yet verifying a “fragmentation of responses”, within Portuguese policies, similar to those verified in other contexts there has been an emergence of several national programs which, although not formally integrated in the field of PEP, are directed toward the same people and territories. The country maintains, however, a certain singularity in the domain of priority education, which is visible in centrality of the state throughout the process, in proximity to European agendas in the field of education and training (2010, 2020) and in the importance given to new forms of regulation in education.

Pablo Garces
Assistant Professor, Instituto de Altos Estudios Nacionales, Ecuador

The Ends and Means of International Cooperation Programs: Human Development and Multiple Causality

International cooperation constitutes a promising opportunity for local development. As such, the former can be regarded as the means and the latter as the ends. This project is concerned with studying that causality, i.e. what works, when and how, so as to enhance international cooperation programs' effectiveness. On the side of the ends, there is the idea of development, which is not only a descriptive notion but a normative one. It conveys the idea of positive change. Different approaches, therefore, suggest different ideas of what ought to be changed and how it should be changed. The Human Development and Capability Approach (HDCA) is a framework that focuses on the plurality of people and their quality of life as the focus of development. Positive change, accordingly, is the enlargement of people's multiple choices and freedoms. Thus, it has increasingly been used for and inspired the design and evaluation of programs. On the side of the means, since similar (or the same minimum) program outcomes are often expected for different people in different contexts, there is likely to be multiple means leading to those ends. Therefore, an adequate tool is deemed required to account for that multiple causality. Fuzzy set Qualitative Comparative Analysis (fsQCA) is a method that seeks to do just that. Consequently, this paper advances the combining the HDCA as an adequate framework to assess international cooperation program's outcomes and fsQCA as a tool to study the means leading to those ends.

Georgios Graikousis
Associate Professor, Sun Yat-Sen University (SYSU), China

Customer Segmentation utilizing Geographic Information Systems and Fuzzy Logic

Customer segmentation is a useful approach that assists a company to better comprehend its clientele's habits and preferences, and allows for applying customized solutions and drawing better promotion strategies. When geographical analysis is integrated in customer segmentation, results are more informative and powerful, as demographic, lifestyle and consumption data are combined to geographical terms such as location, distance, neighborhood, or region. Geographic Information Systems provide all the necessary tools for storing, handling, mapping and analyzing georeferenced data. When matched with clustering algorithms they can be used for geodemographic analysis which can be defined as the analysis of the socio-economic status and consumption behavior of people, by where they live. In practice, this type of analysis creates homogenous clusters of neighborhoods (or other types of spatial units) where people tend to share similar demographical characteristics and consumption patterns and habits, or else a common lifestyle. The success of geodemographic segmentation largely depends on the clustering algorithm applied. There is a wide range of clustering algorithms and approaches that have been used in geodemographic analysis such as hierarchical clustering (agglomerative and divisive), k-means algorithm, or Artificial Neural Networks (e.g. Kohonen Self Organizing Maps). All these approaches assign a geographical area (e.g. neighborhood) to only one customer group (cluster). However, the administrative boundaries of neighborhoods (or other types of spatial features such as census tracts) are not designed to divide people into lifestyle groups. In other words, we cannot assume that all people living in a neighborhood follow the same lifestyle. To overcome this limitation, we can use fuzzy clustering algorithms. This study presents the use of Geographic Information Systems and the benefits of using fuzzy clustering algorithms in customer segmentation analysis. Fuzzy clustering allows for assigning a spatial object (e.g. neighborhood, building block etc.) with varying membership values to more than one cluster. This provides a better understanding of the study area as it bypasses the assumption that relationships between variables observed at the aggregated level (e.g. neighborhood) are the same at the individual level as well (ecological fallacy). In addition, this study tests fuzzy c-means algorithm to cluster 141 demographic, lifestyle, and economy variables for the Athens Metropolitan Area for the year 2011, and discusses the pros and cons of fuzzy clustering in geodemographic analysis.

Pelin Hamurabi Sozen
Language Instructor, Başkent University, Turkey

Effects of Cultural Awareness in Curriculum Design

Language is an important way to connect people. People convey their ideas, thoughts, and emotions by means of a certain language. However these languages are not only made up of certain vocabulary and grammar rules but also cultural elements. The success of a good communication has a bond with cultural awareness. In a sense, communicative competence has its roots in language and culture together. Because language without culture in unthinkable. So the teacher's role in such a dynamic cycle is crucial. There should be some techniques for developing awareness and language knowledge when designing curriculum. A well–planned curriculum should serve as a tool for better understanding. It would be much better if students acquire the foreign language with cultural background and in an environment which is close to real life situation.

Ronald Harris
Distinguished Faculty Associate, Department of English, University of Wisconsin-Madison, USA

Digital Mythology, Place-based Writing, and the Built Environment

My presentation shares innovative ways to improve undergraduate student learning through a combination of place-based writing, photography, geographic information systems (G.I.S.), and social media. Students learn technological and rhetorical skills that transfer into other domains, be they academic, vocational, or social.

Recently, I introduced geographic information system mapping, photography, and place-based writing into my undergraduate class on myth and literature. In part, I wanted to enhance my own teaching. At the same time, I needed to address out-of-class issues that sometimes interfered with learning. In short, the first year students (the class is designed specifically for 18-19 year old students in their first year of university) often were so preoccupied with the vital business of daily life management that they weren't performing at their highest level in the classroom. Recent scholarship on young adult behavior (e.g., Tim Clydesdale and Jeffery Jensen Arnett) confirms that attending to human developmental issues is a key to the academic success of first year college students. In response to this new scholarship, I reoriented my class to create assignments that align with both my learning goals and the students' developmental needs. The change required me to rethink my relationship to my subject, my discipline, and my students, and for the better.

Although we sometimes think of social media as disconnecting users from the specificity of where they are—taking them into virtual spaces, connecting them to people far away while ignoring those nearby physically, inviting them down the rabbit-holes of online culture—in fact, social media can help ground students in the here and now. Social media can help students connect to the social history of a place. The physical place might be where they study or travel, or even where they want to study or travel.

Here is the specific example from my class that I will share in my presentation. Instead of starting the students reading myths about places they've never seen, I asked students to collect myth and lore about the places they visit every day, starting with the Humanities building on the University of Wisconsin-Madison campus, a Brutalist hunk in which our class meets and about which everyone on campus has a story. Using Siftr, a phone app developed at the University of Wisconsin, students photograph the place, place the collected story in the caption, then pin the

photo to a campus map shared by the entire class. Collectively, students fill the map with photos of storied places and campus lore, which leads to the first major learning goal, the relation between myth and membership. Members of a group know and transmit their collected myths, and students soon recognize that knowing the campus myths conveys a membership to them, they belong on campus. Every successful student comes to this realization; it's just that my lessons help to develop that identification within the context of teaching my subject. This kind of teaching encourages students to integrate their experiences into a broader shared history and see how their identities are both shaped by and shape built environments.

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&
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Challenges and Potentials of Multinational Companies for the Socio-Ecological Transformation in India

In recent years India has been experiencing GDP growth rates of around 7%. However, given the population development in the second most populous country in the world, about a million new workers are entering the Indian job market each month. Job creation is clearly lagging behind this number, with only about half a million new jobs being created per month. Numerous papers put special focus on labor law and the institutional setting on the labor market in this respect and ask for a fundamental change in the political and socio-economic setting (e.g. Sharma 2016). Furthermore, these factors are considered crucial factors in diminishing the future growth potential of India. Simultaneously the digital transformation is discussed as a turning point in economic development for Western highly industrialized economies. Polanyi's work serves as theoretical background for the necessity of structured socio-economic and institutional transformation of industrialized economies suffering from over-accumulation.

This raises the question whether foreign multinational companies, which have invested in India in the last decade, can drive forward the restructuring of the socio-economic transformation in India. For the analysis in this paper a Post Keynesian approach is used, employing Thirlwall's law, discussed within the setting of digital transformation. The methods used in this paper are analysis of statistics, as well as interviews with representatives of multinational companies of Western industrialized companies (focus on Austrian, German and Swiss companies) in India and labor market experts. Focus is laid on wage setting in relation to the Indian average as well as working conditions, which aim to foster productivity and employability of India's labor force, under the precondition of sustainable growth and development on the subcontinent.

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Athletes and non-Athletes' Life Satisfaction

It is expected the athletes to be more satisfied with their life than non-athletes, because sport plays an important role for health and well-being (Newman et al., 2010, p.35), subjective well-being increases with longer time of actual engagement in sport (Marsh et al., 2010b, p.29), practicing sport at least once a week is related to more subjective well-being than practicing sport more rarely (Marsh et al., 2010a, p.15), the probabilities of doing sport tend to increase for increasing levels of life satisfaction (Marsh et al., 2010b, p.31), and sports activities give satisfaction because being recreational (Marsh et al., 2010b, p.10). Life satisfaction was studied in Bulgarian athletes and non-athletes as an overall life satisfaction by means of the Satisfaction with Life-Scale (SWLS; Diener, Emmons, Larsen, & Griffin, 1985) and satisfaction with different life domains measured by single items suggested by Kris (2018). All the answers were given on a 9-point scale from 1 - doesn't describe me at all to 9 - describes me exactly. The results indicated that there were not any significant differences in general life satisfaction between the participants practicing sport regularly (N = 62) and the participants who did not practice any sport – N = 49 ($t(109) = 0.891$, $p = .375$). However, the participants practicing sport differed significantly from the participants who did not practice any sport on whether they were satisfied with their health ($t(78) = 2.966$, $p = .004$, Levene's test for equality of variances = 11.657, $p_{Levene} = .001$), whether they were satisfied with their relationships with their friends ($t(108) = 2.308$, $p = .023$), and whether they were satisfied with their performance – what they could do ($t(68) = 2.856$, $p = .006$, Levene's test for equality of variances = 13.846, $p_{Levene} < .001$). More athletes ($M = 7.42$, $SD = 1.72$) were satisfied with their health than non-athletes ($M = 6.15$, $SD = 2.56$). More athletes ($M = 7.92$, $SD = 1.45$) were satisfied with their relationships with their friends than non-athletes ($M = 7.19$, $SD = 1.88$). More athletes ($M = 7.74$, $SD = 1.35$) were satisfied with their performance than non-athletes ($M = 6.64$, $SD = 2.37$). For all the participants, general life satisfaction correlated significantly and positively with satisfaction with different domains – own financial situation (r (133) = 0.435, $p < .001$), own achievements (r (133) = 0.391, $p < .001$), personal growth (r (131) = 0.381, $p < .001$), familial financial situation (r (132) = 0.329, $p < .001$), health (r (133) = 0.312, $p < .001$), and weaker with own performance (r (132) = 0.279, $p = .001$), relationships with friends (r (133) = 0.248, $p = .004$), relationships

with family (r (133) = 0.247, p = .004), and relationships with colleagues (r (132) = 0.181, p = .037). As some other authors (Pavot & Diener, 1993; Pavot & Diener, 2009) have also found, the results on the Satisfaction with Life-Scale (Diener, Emmons, Larsen, & Griffin, 1985) correlate positively with some other measures of life satisfaction.

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Sustainable Governance and Knowledge-Based Economy – Prerequisites for Sustainable Development of the Developing and Transitional Economies

Economic globalization results in unbalanced development and growing inequality between the center and the periphery of the global economic map. This process is driven by the expansionist policies of the corporations and the financial capital, being in collision with the social protection system. Markets are good for wealth creation, but they fail to take care of the citizens' social needs. Social justice is a public good that can be provided for only by means of political process. Globalization fails to meet the needs of the ultimate beneficiary of the development processes - the citizen.

On the other hand, the modality in which economic localization foundations were set in the development and transitional economies did not exhibit clear development capacities in order to improve the global position of these countries. Alternative development strategies are required in order to keep the territorial integrity of the nation-state and radical reforming of the central government role in the process.is a prerequisite. Novelties involve sustainable governance principles in economic policies creation and implementation.

Main driving force of the sustainable governance concept refers to the participation, knowledge and information distribution and cooperation among stakeholders. Economic prosperity of both companies and national economies are dependent on the effectiveness in production, collection and use of knowledge in the economic processes. Economy converts into hierarchy of networks lead by the increment in the change and learning index. What comes out as a result is a network society in which individual or corporative capacity for participation and networking determines the socio-economic position.

Knowledge Based Economy (KBE) refers to economy that applies information resources, technology and specific skills into the economic development processes. Innovations entail increased communication intensity among various subjects (companies, academic institutions, laboratories, consumers) as well as feedback among science, engineering, product development and marketing. They are result of a number of interactions that are part of synergies of specific innovative systems that tend to expand outside national borders and ideally become global, incorporating numerous global-local connections. In this context, especially important is the central governments' role for promotion of soft infrastructure development initiatives for support of KBEs.

The KBE concept may be applied as an alternative to the economic development model of the developing and transitional countries, ultimately resulting in increased economic sustainability.

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The Impact of Financial Crises on the Informal Economy: The Turkish Case

The main objective of this paper is to show how the financial crises affect the informal economy. Our focus in this paper is Turkey, which can be considered an interesting country because it is characterised by a large informal economy. The informal economy is a persistent and pervasive feature of the Turkish economy. Indeed, the informal economy is part of many people's daily routines in Turkey. To this end, we distinguish between four types of financial crises that make up or aggregate financial crises: internal, external, currency and banking crises. This paper attempts to investigate the response of the informal economy to each type of crisis using vector autoregression in the presence of endogenous and exogenous variables (VARX). To our knowledge, this is the first empirical study to examine the effects of financial crises on the informal economy in the context of the Turkish economy. The results show that each type of crisis produces a significantly positive response of the informal economy. In particular, the findings of this paper show that financial crises tend to have a permanent positive effect on the informal economy, suggesting that the informal economy is an important buffer, which tends to expand in times of crises in Turkey.

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Causality between Fuel-mining Exports and Economic Growth: Empirical Evidence from U.A.E. (1981-2012)

Several studies have noted the positive impact of export expansion on economic growth, through the impact on economies of scale, the adoption of advanced technology and the higher level of capacity utilization (Emery, 1967; Michaely, 1977; Balassa, 1978; Feder, 1982; Lucas, 1988; Al-Yousif, 1997; Vohra, 2001; Abou-Stait, 2005). In particular, export growth increases the inflows of investment in those sectors where the country has comparative advantage and this could lead to the adoption of advanced technologies, increasing national production and the rate of economic growth. Moreover, an increase in exports causes an increase in the inflow of foreign exchange, allowing the expansion of imports of services and capital goods, which are essential to improving productivity and economic growth (Gylfason, 1998; McKinnon, 1964; Chenery and Strout, 1966).

However, few studies have confirmed the negative effects of exports on economic growth (Myrdal, 1957; Meier, 1970; Lee and Huang, 2002; Kim and Lin, 2009). This negative effect of exports on economic growth can be due to the fact that some countries have a high share of primary exports in total exports. This category of exports can be subject to excessive price fluctuations (Myrdal, 1957) and does not offer knowledge spillovers and other externalities as manufactured exports (Herzer et al., 2006). In general, as Sachs and Warner (1995) notes, a higher share of primary exports is associated with lower economic growth.

This led many economists to investigate the impact of export categories on economic growth, as aggregate measures may mask the different causal effects that subcategories of exports can have. In particular, the studies by Tuan and Ng (1998), Herzer et al. (2006), Hosseini and Tang (2014) and Kalaitzi and Cleeve (2017) examine the effect of export composition on economic growth, indicating that not all exports affect equally economic growth.

This research examines the causal effects of fuel and mining exports on economic growth in UAE over the period 1981-2012, based on a neoclassical production function augmented with fuel and mining exports and imports of goods and services. For the estimation of this model, the time series properties of the variables are examined by performing the

Augmented Dickey-Fuller unit root test, the Phillips-Perron unit root test and a unit root test with a structural break proposed by Saikkonen and Lutkepohl (2002). To investigate the existence of a long-run relationship between fuel-mining exports and economic growth in the UAE context, this study applies the Johansen cointegration test, while the direction of the short-run causality is examined by applying the Granger causality test in Vector Error Correction Model framework. Moreover, a modified Wald test in an augmented Vector Autoregressive Model, developed by Toda and Yamamoto (1995), is applied in order to investigate the existence of a long-run causality between the variables.

The cointegration analysis of model confirms the existence of a long-run relationship between GDP, physical capital, human capital, fuel-mining exports and imports, while fuel-mining exports are found to have a negative impact on economic growth. These findings are consistent with previous studies, which argued that this category of exports does not enhance economic growth in the long-run (Myrdal, 1957; Sachs and Warner, 1995; Herzer et al., 2006; Hosseini and Tang, 2014, Kalaitzi and Cleeve, 2017). Moreover, fuel-mining exports do not cause economic growth in the short-run or long-run.

It is noticeable that UAE fuel and mining exports have been decreasing steadily since 1981, while the share of fuel and mining exports in total merchandise exports has decreased from 84% in 1981 to 31% in 2014, indicating that UAE is moving away from oil. Further reduction of this export category will affect positively economic growth, while emphasis should be placed on imports and physical capital accumulation, as these factors directly or indirectly cause economic growth in the long-run.

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Health Outcomes Before, During and After the Great Recession in Canada: A Longitudinal Analysis

Using panel data from Canadian National Population Health Survey (2006-2011), this study examined what happened to individuals' self-reported health during and in the aftermath of great recession of 2008-2009. The study used different methods such as ordered probit method, ordinary least square method and panel fixed effects method. Once individual specific fixed effects are controlled for, the results show that great recession had no statistically significant detrimental impact on self-reported health status. The results further show that health status in the aftermath of great recession did not significantly differ from the health status before the great recession.

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Research on Identifying Opinion Leaders Based on Online Word-of-Mouth

As the role of word-of-mouth in the internet is expanding, the opinion leaders, owns enormous influence for internet users. How to effectively identify the opinion leaders in word-of-mouth is a great significance question to businesses and enterprises. At present, the main methods of identifying opinion leaders are focused on social network, cluster analysis and PageRank. Those methods all focus on mining the relationship between Internet users, and rarely consider the value of word of mouth itself.

The paper propose a new method of identify the opinion leader .First, RFM model is used to assess the activity of Internet users and identify key users in the consumer network. Second, pictures and emotional factors are added to build a useful evaluation system of word of mouth. Third, Artificial Neural Network (ANN) is used to find out both active and useful network users. Final, the paper takes the Danping review dataset to verify the proposed method. The results show that the method can effectively identify the opinion leader.

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Systemic Risk Clustering of China Internet Financial Based on t-SNE Machine Learning Algorithm

With the rapid development of Internet finance, a large number of studies have shown that Internet financial platforms have different financial systemic risk characteristics when they are subject to macroeconomic shocks or fragile internal crisis. From the perspective of regional development of Internet finance, this paper uses t-SNE machine learning algorithm to obtain data mining of China's Internet finance development index involving 31 provinces and 335 cities and regions. The conclusion of the peak and thick tail characteristics, then proposed three classification risks of Internet financial systemic risk, providing more regionally targeted recommendations for the systematic risk of Internet finance.

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Globally Networked Learning in the University Classroom

In 2017, the College of Liberal Arts at Texas A&M University created an initiative modeled on the State University of New York's Collaborative Online International Learning (COIL) program. COIL (Collaborative Online International Learning) is an approach to fostering global competence through the development of a multicultural learning environment that links university classes in different countries. Using various communication technologies, students complete shared assignments and projects, with faculty members from each country co-teaching and managing coursework. The goal of our program was to foster global competence and a multicultural learning environment through linking a Liberal Arts class and another university class in a foreign country. Each of the paired classes would meet separately and regularly in its home country for much of the semester, but the students would also work asynchronously online to share ideas, collaboratively produce work relevant to the course of study, and reflect upon their own and their partners' cultural points of view.

After a general call and review of proposals, faculty were selected to develop and implement COIL classes. Collaborative work was carried by students relying on various communication technologies (Facetime, Skype, Facebook, Google Hangouts, email, etc.) to complete over a two- to four-week period of time shared assignments and projects. Faculty from each country coordinated and oversaw the projects.

In my paper I will describe the successes and the challenges of the program developed at Texas A&M. Examples of student research, which were published by Edizioni dell'ETS di Pisa, will be shared. I will also discuss assessment data obtained from administering Global Perspective Inventory surveys (pre- and post-collaborative projects) and from scoring self-reflections according to the Global Learning Value Rubrics developed by the Association of American Colleges & Universities. The data show that students develop a global perspective and global learning equal to what is achieved through lengthy traditional study abroad programs.

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Import of Institutions as an Approach to Investment Climate Reform: Evidence from Russia

Investment climate quality is an important factor in economic development. Investment climate quality is largely determined by institutions that create conditions for doing business within the boundaries of a territorial unit. Previous international researches show that institutional quality has a significant impact on indicators of investment activity both at the country level and at the regional level. In Russia, regions with a favorable institutional environment (Moscow, St. Petersburg, Kaluga etc.) absorbed more than 80% of FDI inflows, whereas regions with undeveloped institutions (including all the republics of the North Caucasus) had zero FDI inflow.

In 2012 in order to reduce or eliminate such regional imbalances, the Russian government introduced the reform package called the “Regional investment standard”. This package involved the import of economic institutions and the best investment climate practices from several advanced regions of Russia to the less developed ones. Nevertheless, even six years after the start of implementation, the “Regional investment standard” did not yield significant results in terms of attracting investment to the less developed regions.

This study contains an empirical study of the institutional quality that form the investment climate in Russia’s regions. The study is based on the unique dataset collected during a series of polls and structured interviews with investors and government officials in nine Russia’s regions. Particular attention during all surveys and interviews is paid to various issues connected with introducing of the "Regional Investment Standard".

The results of the study show that reduction of administrative barriers for investors is the most significant result of this reform package. However, the "Regional Investment Standard" does not have any positive impact on the level of investors' rights protection. It also does not create the necessary tax incentives for investors. Most of the reform's implementation problems are related to the lack of motivation of regional and local authorities.

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New Happiness Indicator for Unhappy Korean

Most of Koreans feel unhappy, while Korea achieved remarkable performances in terms of per capita income, education, life expectancy etc. Existing happiness indicators are composed of factors that affect positively happiness. This approach assumes that if you improve the determining factor of happiness, you will get the people happier. OECD's Better Life Index as well as UNDP's happiness index are typical example. Thus these indicators fail to explain unhappy Korean.

This paper aims to identify factors that promote or inhibit happiness of unhappy Korean. We created a new indicator system that can fully comprehend the situation in Korea while making international comparisons possible. The structure of indicator is divided into positive and negative factors affecting the happiness of the people. Sub-categories are classified as material and social foundations. Regarding the positive factors, material foundation includes basic elements such as income, employment, education, health, housing, environment, while social foundation includes family, social relations, community life, cultural leisure, safety. Regarding the negative factors, material foundation includes income and employment gap, while social foundation consists of gender and generational gap.

To see the determinants of the happiness, we undertook the panel regression analysis for the 31 OECD member countries. Result analysis is as follows. In OECD member countries, the positive factors are highly correlated with the level of happiness while the negative factors are negatively correlated with the level of happiness. Even though some countries like US have relatively big (material and social) gap, they feel happy. For most OECD countries, the positive factors matter more importantly than the negative factors. However, when it comes to Korea, the negative factors have a significant effect on the level of happiness. The countries which have both positive and negative factors in the bottom 30% of the OECD countries feel unhappy largely due to the negative factors.

As a result, it is highly recommendable to include both positive and negative factors in the Happiness indicator to reflect the subjective feeling of Korean people.

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Migrant Remittances and FDI in Emerging Economies: Entrepreneurial International Management Foundations of Country-level Determinants and the Moderating Role of Institutions

Despite the relevance and potential importance of the globalization of labour through migration and the size and development potential of migrant remittances, the International Business and Management (IB&M) literature has underexplored remittances and their relationship to Foreign Direct Investment (FDI). In this paper, we conceptualize how and why an Entrepreneurial IB&M perspective can provide micro- (individual) and meso-level (organisational) foundations of country-level determinants of remittances and point to moderating factors. Our analysis of 28 emerging economies supports the hypothesised relationships, showing that inward FDI increases remittances and that this relationship is moderated by governance and corruption in the recipient country.

George V. Priovolos
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The Role of Core Values in the Strategic Planning and Branding Processes in Higher Education: A Critical Analysis

Online publication of Strategic Plans by businesses and other organizations, including Colleges and Universities, has nowadays become the norm. Mission and Vision Statements are often accompanied by a list of Core Values the institution espouses to; together, these elements constitute the foundation of the institution's strategic planning framework. In the Strategic Planning literature, Core Values--in particular--are conceptualized as representing an organization's highest priorities and desired culture. They are expected to be shared by all those working in it; they provide the compass for organizational decision-making. At the same time, as competition for students, talent, and funds in higher education intensifies, developing, communicating, and sustaining an appealing and unique College or University brand has become one of the key objectives of an academic institution's Strategic Plan.

This exploratory study examines the contents of Core Values Statements as they appear in the Strategic Plans of academic institutions of higher education and their applicability to their Branding Process. An internet search conducted by the author found that the set of Core Values adopted by most Universities and Colleges appears to be too long and virtually indistinguishable from those of the competition. Moreover, these lists are often imbalanced containing mostly "soft" values (student-centeredness, integrity, openness, etc.) as opposed to "hard" ones (e.g., student outcomes, financial performance). This paper argues that such an undifferentiated approach in drafting an institution's Core Values runs counter to the basic tenets of modern Branding; it suggests that successful Branding efforts require the adoption of a smaller, more focused, and unique set of Core Values, properly aligned with the institution's culture and Mission, that will help create a clearly defined and attractive Brand Image.

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A Causality Analysis between Public Debt and Economic Growth based on the Flexible Fourier Form VAR Model

The theoretical literature identifies that the very high public debt can generate very important negative effects on capital stock and finally on the Gross Domestic Product (GDP) and the steady-state growth rate of the GDP. On the one hand, public debt can stimulate aggregate demand and output in the short run, meanwhile in the long run it may reduce capital and output. In this paper, we analyze the short and the long-run effects on the economic growth using a wide database from the International Monetary Fund (IMF). For this purpose, we implement panel data techniques analyzing the cointegration methodology to check the long run relationship between public debt and potential economic growth for almost 200 countries for the period 1980-2016. Besides, we investigate the existence of uni-directional or bi-directional causality between these variables.

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Educating Tomorrow's Global Leaders for a Sustainable Future: Using Writing Courses to Foster Ecological Literacy

My presentation shares innovative and practical ways to foster students' development of ecological literacy through interdisciplinary reading and writing assignments at both the K-12 and university levels. Typically, not all students encounter environmental studies, but all students encounter writing requirements. I will share reading and writing assignments, teaching strategies and outcomes from my experiences teaching college-level writing (as well as from my work helping implement new Wisconsin state standards in Environmental Literacy and Sustainability for K-12) to suggest how educators can foster the development of ecological literacy. This matters now more than ever. Ecological literacy is an imperative skill-set for the next generation of global leaders and innovators, who must grapple with the production, storage and consumption of both energy and food, ensure the right to clean water, create urban designs that showcase an understanding of natural systems, and manage waste in ways that sustain both human health and the health of the ecosystem. I conclude by arguing that ecological literacy should be a fundamental component of a well-rounded education.

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Explorers, Pioneers, and Prosthetists: Brave New Worlds in the Humanitarian Mobility Arena

Background and significance: The subject of human rights discourses and humanitarian intervention, limb disability and amputation are among the leading causes of disability in the developing world. From a comparative perspective, over 80% of the world's amputees—an estimated 30-40 million—live in Africa, Asia, and South America combined; yet only 2-5% have access to appropriate prosthetic and rehabilitative services. Objectives: Based on a two-year qualitative research study, this paper traces prosthetists and mobility workers' journeys from the United States to the developing world during their quest for connection, purpose, and adventure. Moreover, it examines the ways in which workers confront their own privilege and advocate for social equity among amputees in developing countries. Sample: Four U.S. mobility organizations—pseudonyms ANDA, CUMBRE, MOBI, and STRIDE—served as discursive sites. Methods: From January 2016 to 2018, the author pursued three strands of qualitative research including 1.) twenty hours of ethnographic fieldwork at five humanitarian fundraising events, 2.) twenty-five hours of primary semi-structured qualitative interviews with 16 U.S. mobility workers and board members, and 3.) discourse analysis of one monograph, 60 blogs and social media posts, 20 photographs, and over three hours of promotional and documentary video footage. All interviews were transcribed and analyzed using situational analysis. This paper presents three principal findings. Findings: First, mobility workers longed to explore the unknown, and they characterized their work in the developing world as providential. Thus, in journeying abroad, they felt like they had returned home. Second, they distinguished between self-motivated "voluntourism" and a commitment to in-country sustainability. Third, mobility workers confronted their own privilege and the emotional, empathetic, and guilt-driven motivation to make mobility accessible to those who are immobile. In so doing, they criticized the unequal distribution of resources and the social, cultural, and economic forces that generate and perpetuate immobility in the developing world. Conclusions: Workers' initial exploratory travels transformed into activist undertakings. One worker conceived of himself as a pioneer rather than settler, a discourse which reflects the tension between Western colonists and the natives whose land they occupied. Such a construct illuminates the purposive trajectories of humanitarian mobility workers and new humanitarian movements towards in-country sustainability. This research

paper, therefore, shifts the gaze from people with limb disabilities in the developing world to the movements of mobility workers themselves.

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Mohammad N. Elahee
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&
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Reading the Minds and Winning the Hearts of Consumers via Social Media Platform: A Cross-Cultural Study of adult Female Consumers' Attitude towards Luxury Brand Burberry

The research objectives of this paper include exploring what drives adult female consumers' attitude towards luxury products in China, Jordan and U.S.A., examining the influence of demographic variables on female consumers' attitude towards luxury products in these three countries, discovering the impact of socio-psychological variables on female consumers' attitude towards luxury products. Also, the study focused on one luxury brand's diverse branding strategies in three countries in regards to attracting adult female consumers via social media platforms.

The luxury brand Burberry sent its WeChat (the largest Chinese social media platform with 1.1 billion registered users worldwide) followers a photo of a gift of its logo and asked them to "shake, tap and swipe to try and open the gift". Given the ease control and ease of use factors of TAM, the fashion companies are good at implementing the WeChat's motion-triggered movement to engage the customer with pleasant experience. As a widely recognized British luxury brand, it is also very digitally savvy in terms of utilizing innovative technology like WeChat. Burberry announced a digital innovation partnership with WeChat in 2014 with a goal of engaging its Chines consumer base and builds its brand at the booming global stage. With the mobile-based social network platform, Burberry created an official account for WeChat users to follow. The latter can call, text, and share content, also receive bespoke content from the brand. Thus, Burberry followers can view the London Fashion Week Autumn/Winter 2014 Women's wear show and personalize a digital view from the runway show, which can be saved and/or shared with their WeChat friends.

This study uses cross-sectional data with snowball samplings from three countries: China, Jordan and U.S.A. As to methodology, hierarchal regression method was carried out to investigate the joint influence of socio-psychological variables (Social consumption motivation, peer pressure, materialism social value, and etc.) over and above that accounted for by the demographics. In this method, predictor variables

are entered in two blocks, with demographics entered first to provide a baseline for the model and then to add socio-psychological variables in the second block entered. The demographic data used in this study include age, income, marital status, education, materialism, peer pressure, self-expression, social motivation, and urbanization level.

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Retail Banks in Brazil: A Study on University Consumer Satisfaction

This study investigates the factors impacting the satisfaction of university students in relation to retail banks in Brazil, taking into account aspects related to the quality of services provided and the image of the organization. The research uses the inductive and analytical method of analysis, by the use of techniques of indirect documentation from specialized periodic and from the Internet. The Exploratory research was used by the application of questionnaires addressed to the university students based on the SERVQUAL model. The application of the questionnaire obtained 300 answers (undergraduate and graduate students) from the Federal Institute of education, science and Technology of Brasília, Gama campus. The statistical treatment contained descriptive and inferential statistics, position measurements, dispersion and multiple regression through correlation test. Statistical analysis was performed using the SPSS (Statistical Package for Social Sciences) software, revealing that university students are generally satisfied with retail banks in Brazil, however, students have been sensitive in the aspect of number of boxes in operation in the bank, this item being an indicator in relation to university clients' satisfaction. Other factors that influence students are those related to company image, credibility, education and cordiality of employees.

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Has Thailand Learnt any Lessons from the Bowring Treaty and the Treaty of Amity?

Arguably the two most significant trade treaties Thailand has been an international trading nation for many centuries. It signed its first trade treaty with a European power with Portugal in 1516. Treaties with Spain, the Dutch followed. Arguably the two most significant treaties signed by Thailand in historical times were the Bowring Treaty signed with the British in 1855 and the Treaty of Amity and Commerce signed with the United States in 1833 and following a number replacements the current version – the Treaty of Amity and Economic Relations was signed in 1966 and entered into force in 1968 at the height of the Vietnam War. The Bowring Treaty resulted in Thailand ceding its sovereignty over British subjects in Thailand to British law. This treaty lasted for 70 years. The Treaty of Amity originally provided more favourable benefits to United States enterprises than did the British under their earlier treaty of 1826. They were less favourable than those that were negotiated by the British in the Bowring Treaty. Thailand clearly ceded some of its sovereignty under these treaties and then sought to retrieve the situation over the following century.

Since 1991 Thailand has been a party to negotiations for 30 Free Trade Agreements (FTAs) with 13 having entered into force. At the same time Thailand has signed 40 Bilateral Investment Treaties of which 37 have entered into force.

The paper analyses whether or not Thailand has learnt lessons from the obligations imposed under its past treaties and as a result has it been advantaged or disadvantaged again during its post 1990 treaty obligations.

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Sustainability: Lenders know Best: A Practitioner's View

The recent formation of the Asian Infrastructure Investment Bank (AIIB) has once again brought into focus issues of governance within the international lending institutions as well as the conditions imposed on borrowers i.e. national governments. This paper will explore whether the drive for effectiveness and efficiency of operations imposed by the lenders are imposing conditions that are in effect impacting on the long term sustainability of local communities. Lending institutions may impose a philosophy that is contrary to the best interests of the citizens and the social fabric of society. This was clearly the case with the IMF and the Asian Financial Crisis of 1997-1998 and its impact on countries such as Thailand and Indonesia. Lessons have been learnt but is the mix right. International lending institutions are more and trying to force governments to comply with a neo-liberal agenda before they will grant a loan. The solutions may be inappropriate or too extensive. Governments often accept the conditions to obtain the loan. Whilst it is critical that governments have the appropriate fiscal and contract management skills in place the imposition of a neo-liberal agenda is another story. The agenda essentially implies that services should be outsourced wherever possible. Such an agenda may be efficient but it can have devastating effects on the local communities.

Rather than imposition of the external agenda for wholesale change the institution undergoing change needs to be fully committed and systematic institutional diagnostics should be undertaken jointly before a decision is made on the areas and direction of change. A medium-term strategy for capacity building should be developed, providing the framework for continuous assistance with interim milestones. Without such an approach sustainability is likely to be a pipe dream. There are plenty of examples to prove it.

This paper will explore the issues from a practitioner's perspective and seek to show that there are alternatives to the approach imposed by international lenders.

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The *New Sunan Model* in the Urbanization of China

After decades of exploration, the *Sunan model*, the development pattern of urban-rural economic integration, has gradually evolved into the *New Sunan model*. The theoretical framework of the *New Sunan model* can be summarized as the integration of Three Convergences, Four Synchronous, Five Steps and Six Reunifications. The Three Convergences refers to the concentration of industrial enterprises to the planning area, farmers to the community, agricultural land to the scale operation. The Four Synchronous refers to the realization of the joint development of urbanization, industrialization, information technology and agricultural modernization. The Five Steps consists of appropriate urbanization, urban functionalization, functional industrialization, industry platform construction, and platform innovation. The Six Reunifications refers to the unification of the understanding of peasants' urbanization, the collaborative development approach of urban and rural, and the household registration system both in urban and rural areas, the employment market mechanism, the social security treatment, service and management.

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U.S. Initiated Human Resource Accounting Evolvement and Selection of Available Worldwide HRA Applied Companies on Their Employees' Morale and the Quality of Worklife

Human Resource Accounting (HRA) is basically a cost accounting system which quantifies the worth and expenses of human resources in terms of employees' overall soft skills namely knowledge, experience, expertise, motivation, creativity, followership, leadership, etc. along with organizational recruitment, training, development, promotion, transfer, relocation, termination, etc. It is thus, the measurement of the cost and value of the human resource characteristics and activities within an organization.

From its inception in 1960's through 1970's, HRA was well positioned with numerous methods of valuing human resources and accounting cost models, and was used in various organizations in the United States, Canada, Europe and Mexico; then spread to Asia. By 1980's, however, HRA interests significantly dropped worldwide with only limited applications presently. Many factors served as deterrents to the application of HRA primarily the reporting companies themselves due to lack of their HRA financial statement in the companies' annual reports.

Effective practice of human resources in accounting can indeed ensure both short-term and long-term benefits to the employees and the companies; and the subject human resource accounting (HRA) also increases employees' morale, product and service quality, job performance, value, and commitment to future needs; though, to date, various multi-national corporations (MNC's) provide different schools of thought about their practices of human resource management with different systems and aims of financial analysis and reporting.

The purpose of this literature research review is to identify (i) HRA as an emerging cost center through its historical background and evolvement, and (ii) selected available MNC's application of HRA and improvement on their employees' morale and the quality of worklife.

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International Capacity Cooperation of EMI under BRI: A Two-dimensional Decision Matrix Approach

With the tide of globalization swept over and world economy situation changes day by day, opportunities and challenges coexist in the process of China's "going out" strategy. The Belt & Road Initiative (BRI) advocates mutual beneficial regional cooperation between China and the Belt & Road Countries (BR Countries).

China's Equipment Manufacturing Industry (EMI) is developing rapidly these years, with its industrial scale and international competitiveness having been improved steadily and some high-tech equipment manufacturing being in top level around the world, while most of the BR Countries have a shallow industrialization level and weak industrial base, and have many difficulties in the development of EMI. International capacity cooperation through trade between China and BR Countries can not only promote further development of the advantages of China's EMI, but also help BR Countries to overcome the various obstacles encountered in the development of EMI and to achieve more efficient allocation of resources in production.

However, fewer researches have been carried out on international capacity cooperation of EMI under BRI. Therefore, we hope to demonstrate EMI capacity cooperation between China and BR Countries based on the key principles of BRI and propose a reasonable and feasible industry layout scheme, which can further strengthen China's own advantages as an industrial power, meet the needs of industrial development and efficiency enhancement of BR Countries, as well as deepen the level of regional cooperation and realize peaceful development and mutual-win in this region.

We consider the advantages and disadvantages of different countries on the one hand, which are shown by the comparative advantage index and revealed comparative disadvantage index, and take the bilateral demand between countries into account on the other hand, which is measured by the trade complementarity index. Accordingly, a two-dimensional decision matrix (Revealed Comparative Advantage (Disadvantage) - Trade Complementarity Index decision matrix) is constructed to help visualize the results of the study. Then we calculate out the export revealed comparative advantage index, import revealed comparative disadvantage index of China and BR Countries, and analyze different scenarios empirically.

The results show that electronic and communications equipment manufacturing, instrumentation and cultural office machinery manufacturing and electrical machinery and equipment manufacturing could be regarded as key industries to develop further capacity cooperation with China as the exporter and BR Countries as the importer; while deepen capacity cooperation in electrical machinery and equipment manufacturing with Central and Eastern Europe and Southeast Asia, in metal products industry with CIS, and in instrumentation and cultural office machinery manufacturing with Central and Eastern Europe and Southeast Asia, taking these BR Countries as the exporters and China as the importer.

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Online Stores Branding in Indonesia

The growth of internet users, changing behaviour of consumers and various strategies implemented by online stores influence the significant growth of e-commerce in Indonesia. This study is qualitative in nature, which aims to investigate online store branding in Indonesia. The samples of this study are global players in online business. These online stores do not have any physical stores, namely pure play online stores. The data were collected from secondary data, and interviewed with key informants - managers the online stores, and experts in online stores branding and strategy. There were 6 online stores, which were taken as the samples of the study. The data were analysed using thematic analysis. Furthermore, within-case study and cross-case analysis approaches were also applied. The target market of all online stores is found similar and this results that the product mix offered, are more or less the same among online stores. Generally, each online stores emphasised in offering more product varieties, and lower prices or lower shipping costs. All online stores are working to improve their brand awareness by using various programs implemented in various media, both online and offline. For it is important to expand the current market, the offline media is needed to build brand awareness among older people, above 35 years old. The brand promise and experience of all online stores aim to develop a pleasant, comfortable and reliable selling place. Their marketing communication programs have been done to increase brand awareness and encourage purchases. Each online store applies customer relationship and loyalty programs through collecting of point rewards, giving vouchers and discounts, which are expected to attract customers to visit and keep shopping at the same online store. This research is limited to larger online stores only, namely market place. Future research in branding of online stores other than market places, and different industries such as airlines and tourism, property, automotive and others, as well as research in SMEs online stores will be fruitful.

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Research on the Evaluation and Management of China's Forest Carbon Sinks from the Perspective of Economics

Carbon dioxide is an important greenhouse gas, and forests play an important role in reducing greenhouse gas emissions. According to the latest forest resources inventory data, this study establishes physical and monetary accounts of forest carbon sinks, and exploratory establishes its balance sheet from 2008 to 2018 in China on the basis of national economic accounting theory and the latest System of National Accounts of United Nations. The results show that forest carbon stocks in physics have increased from 2008 to 2018, the average annual growth rate is about 2. 51%. Due to the decline of carbon sinks market price and the carbon sequestration in open forest land, the value of forest carbon stocks in monetary has decreased, by 0.37% per year. The study also built the carbon balance sheet based on the forest resources inventory data recently. The results also demonstrate that forest carbon assets are net outflows, which value 10.762 billion yuan from 2008 to 2018. In addition, there is some errors in balance calculation in the balance sheet because of the statistical standards, classification and other reasons. The error rate is about 4. 35%, less than 5% of the statistical requirements, which indicates that establishment forest carbon sinks accounts is possible, and accounting of values of forest carbon sinks according to the existing data is necessary in China.