



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

12<sup>th</sup> Annual International Conference on  
**Sociology**

7-10 May 2018, Athens, Greece

Edited by  
Gregory T. Papanikos

2018



Abstracts  
12<sup>th</sup> Annual International  
Conference on  
Sociology  
7-10 May 2018  
Athens, Greece

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## Preface

This book includes the abstracts of all the papers presented at the 12<sup>th</sup> *Annual International Conference on Sociology (7-10 May 2018)*, organized by the Athens Institute for Education and Research (ATINER).

In total 58 papers were submitted by more than 70 presenters, coming from 27 different countries (Algeria, Argentina, Australia, Bangladesh, Brazil, Bulgaria, Canada, China, Cyprus, France, Germany, Hungary, India, Israel, Italy, Lithuania, Norway, Pakistan, Poland, Slovakia, Slovenia, South Africa, Spain, Taiwan, Turkey, UK and USA). The conference was organized into 19 sessions that included a variety of topic areas such as knowledge society, interweaving ethnicities, critical languages, gender 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**

**12<sup>th</sup> Annual International Conference on Sociology, 7-10 May  
2018, Athens, Greece  
Organizing and Academic Committee**

ATINER's conferences are small events which serve the mission of the association under the guidance of its Academic Committee which sets the policies. In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the **academic committee** of the 12<sup>th</sup> Annual International Conference on Sociology were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy David Philip Wick, Director, Arts and Humanities Division, ATINER & Professor of History, Gordon College, USA.
4. David A. Frenkel, LL.D., Head, Law Unit, ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.
5. Yorgo Pasadeos, Director Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
6. Sharon Claire Bolton, Head, Management Unit, ATINER & Professor of Organizational Analysis - Head of School, The Management School, University of Stirling, Scotland.
7. Vickie Hughes, Director, Health & Medical Sciences Division, ATINER & Assistant Professor, Johns Hopkins University, USA.
8. Srečko Devjak, Dean, MLC Ljubljana, Slovenia.
9. Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland.
10. Richard Christy, Associate Professor, Wilfrid Laurier University, Canada.
11. David Badillo, Academic Member, ATINER & Chair and Associate Professor, Lehman College, Latin American and Latino Studies, USA.
12. Sylvie Roy, Professor, Werklund School of Education, University of Calgary, Alberta, Canada.
13. Gerardo Pastore, Academic Member, ATINER & Assistant Professor in Sociology, Department of Political Sciences, University of Pisa, Italy.
14. Robert Arnold, Associate Professor, University of Windsor, Canada.
15. Graeme Lockwood, Associate Professor, King's Business School, UK.
16. Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh.

17. Siddharth Mohapatra, Assistant Professor of Business Ethics, Indian Institute of Management Kozhikode, Kerala, India.
18. Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India & Varun Khanna, Assistant Professor, Chinmaya University, India.
19. Madhusri Shrivastava, Academic Member, ATINER & Associate Professor, Indian Institute of Management Indore, India.
20. Felice Addeo, Assistant Professor, University of Salerno, Italy.
21. Maria Pallotta-Chiarolli, Academic Member, ATINER & Senior Lecturer, Deakin University, Australia.
22. Andromachi Athanasopoulou, Lecturer, Queen Mary University of London, UK.
23. Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia.
24. Utku Özer, Research Fellow, ATINER.

The **organizing committee** of the conference included the following:

1. Fani Balaska, Research Assistant, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Hannah Howard, Research Assistant, ATINER.
4. Despoina Katzoli, Researcher, ATINER.
5. Eirini Lentzou, Administrative Assistant, ATINER.
6. Konstantinos Manolidis, Administrator, ATINER.
7. Vassilis Skianis, Research Fellow, ATINER.
8. Kostas Spyropoulos, Administrator, ATINER.



**FINAL CONFERENCE PROGRAM**  
**12<sup>th</sup> Annual International Conference on Sociology,**  
**7-10 May 2018, Athens, Greece**

**PROGRAM**

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

**Monday 7 May 2018**

**08:00-09:00 Registration and Refreshments**

**09:00-09:30 Welcome and Opening Address (Room A – Mezzanine Floor)**

**Gregory T. Papanikos, President, ATINER.**  
**Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History,**  
**Sam Houston University, USA.**

**09:30-11:00 Session I (Room B – 10<sup>th</sup> Floor):**  
**Social Theory**

**Chair:** Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.

1. \*Richard Christy, Associate Professor, Wilfrid Laurier University, Canada. Gender, Race and Male Privilege in Post-Modern Society.
2. \*Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. Of Discrimination and Dominance: Exploring Institutionalized Resistance to Dismantling Hegemonic Structures.
3. Helene Jeannin, Sociologist, Orange Labs, Department of Human and Social Sciences, France. Augmented Body: Key Players and Societal Issues.
4. Evangelos Mantzaris, Professor and Senior Researcher, Stellenbosch University, South Africa. Towards a Sociologically - Rooted Evidence based Corruption Index in South Africa and Internationally.

**09:30-11:00 Session II (Room A – Mezzanine Floor): Business Ethics I\***

**Chair:** David A. Frenkel, LL.D., Head, Law Unit, ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.

1. \*Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland. Does the Doux-Commerce Thesis still Hold True?
2. Anna Remisova, Professor, Comenius University in Bratislava, Slovakia & Anna Lasakova, Associate Professor, Comenius University in Bratislava, Slovakia. On NGOs' Role in the Development of Business Ethics in Slovakia.
3. Chiraz Aouina-Mejri, Associate Professor, PSB Paris School of Business, France & Ting Ting Mo, Assistant Professor, Zhongnan University of Economics and Law, China. "Sustainable Luxury" Strategies Employed by Luxury Companies and the Corresponding Challenges in Marketing Communication.
4. \*Siddharth Mohapatra, Assistant Professor, Indian Institution of Management Kozhikode, India & Pratima Verma, Professor, Alliance University, India. The Tata Way: Piety, Profit, Progress through Humata, Hukhta, Hvarshta.

*\*This session is jointly offered with the Business and Law Division*

**11:00-12:30 Session III (Room B – 10<sup>th</sup> Floor):**  
**Studying National Well-Being: Theory, Research and Practice**

**Chair:** Felice Addeo, Assistant Professor, University of Salerno, Italy.

5. Ester Ulloa, Professor, Universidad de Cádiz, Spain, Marcela Iglesias Onofrio, Professor, Universidad de Cádiz, Spain & Sofía Pérez de Guzmán Padrón, Professor, Universidad de Cádiz, Spain. Letters from the Precariat: Unstable Relations between Spanish Temporary Postal Workers and Trade Unions.

**11:00-12:30 Session IV (Room A – Mezzanine Floor): Competition, Valuation and Public Perception\***

**Chair:** \*Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland.

1. Ole Jakob Bergfjord, Associate Professor, Western Norway University of Applied Science, Norway. Students as Financial Analysts: An Analysis of MSc theses Conducting Company Valuations.
2. Pedro Aznar, Associate Professor, ESADE Business and Law School, Spain & Josep

<p>6. <u>Fiorenzo Parziale</u>, Assistant Professor and Researcher, Sapienza University of Rome, Italy &amp; Sandra Varella, Researcher, University of Naples Federico II and IRPPS-CNR, Italy. Education and Universalism in Europe: When Education Supports Democracy.</p> <p>7. <u>Gianmaria Bottoni</u>, Research Fellow, City University of London, UK &amp; Rory Fitzgerald, Director of the European Social Survey ERIC, City University of London, UK. Macro Factors Affecting Subjective well-Being.</p> <p>8. <u>Angela Delli Paoli</u>, Research Fellow, University of Salerno, Italy &amp; Felice Addeo, Assistant Professor, University of Salerno, Italy. Assessing SDGs: A Methodology to Measure Social Sustainability.</p>	<p><u>Maria Sayeras</u>, Professor, ESADE Business and Law School, Spain. Airbnb Competition and Hotels' Response: The Importance of Online Reputation.</p> <p>3. <u>Hsiao-Ping Chang</u>, Assistant Professor, Chung Shan Medical University, Taiwan &amp; Chun-Chieh Ma, Professor, National University of Tainan, Taiwan. The Study of Employer Branding, Internal Branding and Branding Outcomes in Hotel Industry - from the Perspective of Institutional Context and Resource-based View.</p>
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>12:30-14:00 Session V (Room B – 10<sup>th</sup> Floor): Ethnicities, Faiths, and Genders</b></p>	<p><b>12:30-14:00 Session VI (Room A – Mezzanine Floor): Concepts of Law, Community and Labor Policy*</b></p>
<p><b>Chair:</b> *Richard Christy, Associate Professor, Wilfrid Laurier University, Canada.</p>	<p><b>Chair:</b> *Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India &amp; Varun Khanna, Assistant Professor, Chinmaya University, India</p>
<p>1. Ingrid Kollak, Professor, Alice Salomon University of Applied Sciences Berlin (ASH), Germany. LGBT*I: Aging and Care. Selected Findings of the Two Years Study GLEPA in Berlin (Germany).</p> <p>2. Sevgi Coban, Assistant Professor, Hacettepe University, Turkey. Gendered Fear of Crime: Fearful Mothers and Fearful Daughters.</p> <p>3. Meral Salman Yikmis, Assistant Professor, Aksaray University, Turkey. Non-Motherhood in Turkey.</p> <p>4. *Aniket Nandan, Research Scholar, Indian Institute of Technology Madras, India. Revival of Hindu Nationalism: Interplay of Religion and Caste in Contemporary India.</p>	<p>1. <u>Sara Cumming</u>, Professor, Sheridan College, Canada &amp; <u>Jessica Pulis</u>, Professor, Sheridan College, Canada. Innovation from the Margins: The Community Ideas Factory.</p> <p>2. *David Badillo, Chair &amp; Associate Professor, Lehman College, Latin American and Latino Studies, USA. Cesar Chavez and the Law: Leading the Twin Struggles of Labor and Civil Rights.</p> <p>3. Graeme Lockwood, Associate Professor, King's Business School, UK. Worker Monitoring and the Law.</p> <p>4. <u>Tatjana Devjak</u>, Associate Professor, University of Ljubljana, Slovenia &amp; Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia. The Right of Children in Slovenian Schools and Kindergartens: Protection, Provision and Participation.</p> <p>5. <u>Sanja Bercnik</u>, Assistant to Professor, University of Ljubljana, Slovenia &amp; Tatjana Devjak, Associate Professor, University of Ljubljana, Slovenia. Management of Preschool Institutions with the Legal Formal Perspective and the Perspective of the Local Community.</p>
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>14:00-15:00 Lunch</b></p>	
<p><b>15:00-16:30 Session VII (Room B – 10<sup>th</sup> Floor): Women and Families</b></p>	<p><b>15:00-16:30 Session VIII (Room A – Mezzanine Floor): Perspectives on Ethics, Economics and Public Value*</b></p>
<p><b>Chair:</b> *Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India.</p>	<p><b>Chair:</b> Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia.</p>

<ol style="list-style-type: none"> <li>1. Eric Udjo, Professor, Bureau of Market Research, University of South Africa, South Africa. Effect of HIV/AIDS on Fertility: The Evidence from South Africa's Women Educators.</li> <li>2. *Robert Arnold, Associate Professor, University of Windsor, Canada. Predictors of Conjugal Breakdown Over 14 Years among Central Canadian Couples.</li> <li>3. <u>Judy Porter</u>, Associate Professor, Rochester Institute of Technology, USA &amp; LaVerne McQuiller Williams, Associate Dean, College of Liberal Arts, Rochester Institute of Technology, USA. Interaction of Auditory Status, Child Maltreatment, Victimization, and Perpetration of Intimate Partner Violence.</li> <li>4. Selin Onen, Assistant Professor, İzmir Katip Çelebi University, Turkey. A Feminist Perspective on Women's Museums in Turkey: İzmir Case.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Chun-Chieh Ma</u>, Professor, National University of Tainan, Taiwan &amp; Hsiao-Ping Chang, Assistant Professor, Chung Shan Medical University, Taiwan. Public Managers in Crises: The Comparative Analysis among Leaders in Taiwan.</li> <li>2. Irem Zeyneloglu, Associate Professor, Galatasaray University, Turkey. Public Debt and Fiscal Policy Effectiveness.</li> <li>3. <u>Natja Lavric</u>, Secretary General, MLC Ljubljana, Slovenia &amp; Srecko Devjak, Dean, MLC Ljubljana, Slovenia. Management and Business Law Studies in the Function of Completing Higher Education.</li> </ol>
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>16:30-18:00 Session IX (Room B – 10<sup>th</sup> Floor): Languages in Societies: Critical Perspectives</b></p>	<p><b>16:30-18:00 Session X (Room A – Mezzanine Floor): Spirituality &amp; Business Ethics*</b></p>
<p><b>Chair:</b> *Robert Arnold, Associate Professor, University of Windsor, Canada.</p>	<p><b>Chair:</b> Siddharth Mohapatra, Assistant Professor of Business Ethics, Indian Institute of Management Kozhikode, Kerala, India.</p>
<ol style="list-style-type: none"> <li>1. Rodrigo Ramirez, Professor, Fatec – CPS – Centro Paula Souza, Brazil. Teacher Education in EFL. A Critical View from a Collaborative Group of Work.</li> <li>2. Mini Chandran, Professor, Indian Institute of Technology Kanpur, India. Out of Home and Hearth: The Santhals of India.</li> <li>3. <u>Gergely Galovics</u>, PhD Student, Eötvös Loránd University, Hungary &amp; Peter Bodor, Associate Professor, Eötvös Loránd University, Hungary. Performing Ethnicity through Identity Talk: Ambiguity within Unity.</li> </ol>	<ol style="list-style-type: none"> <li>1. *Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India &amp; Varun Khanna, Assistant Professor, Chinmaya University, India. Mentoring and Coaching in Gita and its Impact on Ethical Leadership - A Conceptual Study.</li> <li>2. *Akhaya Kumar Nayak, Visiting Assistant Professor, Indian Institute of Management Indore, India. Spiritual Ethics and Corporate Social Responsibility: A Vedic Perspective.</li> </ol>
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>18:00-20:00 Session XI (Room A – Mezzanine Floor): A Symposium Discussion on Global Health</b></p>	
<p><b>Chair:</b> Vickie Hughes, Director, Health &amp; Medical Sciences Division, ATINER &amp; Assistant Professor, Johns Hopkins University, USA.</p>	
<ol style="list-style-type: none"> <li>1. Elizabeth Mary Chiarella, Professor, The University of Sydney, Australia. "Australian Primary Health Care: A Curate's Egg? "</li> <li>2. John Moraros, Associate Professor, University of Saskatchewan, Canada. "Obesity - A Global and Canadian Perspective".</li> <li>3. Stefano Neri, Associate Professor, University of Milan, Italy. "Governing Southern European NHSs in the era of the economic crisis. The case of Italy".</li> <li>4. Neil Kelly, Senior Lecturer, Coventry University, UK. "Changes in mental health service provision".</li> <li>5. Adel Zeglami, Professor, Tripoli University, Libya. "Health and Medical Challenges in Libya".</li> <li>6. Ali AlHaqwi, Consultant / Professor, King Saud Ben Abdul-Aziz University / King Abdul-Aziz Medical City, Saudi Arabia. "Hajj and Mass Gatherings: Considerations for Global Health".</li> <li>7. John Trougakos, Associate Professor, University of Toronto, Canada. "Is Work Making us Sick? The Social, Economic, and Personal Costs of Workplace Stress and Burnout".</li> </ol>	

**21:00-23:00 Greek Night and Dinner**

**Tuesday 8 May 2018**

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

**Chair:** Gregory A. 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)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

**11:15-13:00 Session XIII (Room B – 10<sup>th</sup> Floor): Interweaving Ethnicities, Faiths, LGBTIQ Genders and Sexualities**

**Chair:** \*David Badillo, Chair & Associate Professor, Lehman College, Latin American and Latino Studies, USA.

1. Arshad Khan Bangash, Assistant Professor, Bacha Khan University Charsadda, Pakistan. Law of the State and Its Relationship with Honour Killing in Federally Administered Tribal Areas (FATA) of Pakistan.
2. KerenOr Schlesinger, Political Sociologist and Anthropologist, The Hebrew University of Jerusalem, Israel. Relational Frontier, Intimate Law: Cross-border Palestinian Families under the Israeli Citizenship Law of 2003.
3. Nuria Sadurni-Balcells, PhD Student, University of Girona, Spain. Queer Necropolitics and the Catalan Law against LGBTIphobia.

**11:15-13:00 Session XIV (Room E): Concepts of Economic Development\***

**Chair:** Graeme Lockwood, Associate Professor, King's Business School, UK.

1. Svetla Boneva, Associate Professor, Vice-Dean for International Cooperation, Faculty of International Economics and Politics, University of National and World Economy (UNWE), Bulgaria. The European Energy Union – A Step towards Strengthening the EU Integration Process.
2. \*Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh. Foreign Trade of Bangladesh - In the Context of the Growth Rates of Export and Import and Impact to the Country Economy.
3. \*Fiona Purkiss, Research Assistant, Sheridan College, Canada, Sara Cumming, Professor, Sheridan College, Canada & Jessica Pulis, Professor, Sheridan College, Canada. Food Insecurity: Finding Solutions from the Source.
4. Wei Song, Senior Lecturer, Coventry University, UK. A Currency Union in ASEAN+3.

*\*This session is jointly offered with the Business and Law Division*

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

**14:00-15:30 Session XV (Room B – 10<sup>th</sup> Floor): Media, Internet and Society**

**Chair:** Utku Özer, Research Fellow, ATINER.

1. Christine Von Der Haar, Senior Lecturer, Indiana University, USA. A Global Perspective on Images Published on the Front Pages of International Newspapers.
2. Petra Nemeth, PhD Student, University of Physical Education, Hungary. Research of the Bodybuilding Subculture-Specific Lifestyle Characteristics and Their Impact on Social Situation among Competing and Leisure Athlete Bodybuilders.
3. Andrea Georgiou, PhD Candidate, Frederick University, Cyprus. Attitudes and Perceptions of Contemporary Society for Internet Counseling: The Response of Contemporary Society in Internet Consulting.

**14:00-15:30 Session XVI (Room E): Business Ethics II\***

**Chair:** \*Andromachi Athanasopoulou, Lecturer, Queen Mary University of London, UK.

1. Judith Partouche-Sebban, Associate Professor, PSB Paris School of Business, France & Saeedeh Rezaee Vessal, Assistant Professor, PSB Paris School of Business, France. How Status Consumption Helps the Elderly Dealing with Death Thoughts? The Effect of Mortality Salience on Preferences for Status Products.
2. Wim Vandekerckhove, Reader in Business Ethics, University of Greenwich, UK. Is There a Duty to Listen to Whistleblowers, and Whose Duty is it?
3. Preethi Manjunath Misha, PhD Student, Nottingham Trent University, UK. Perceptions on the Antecedents of Unethical Leadership in the Financial Services Industry.

<p>4. Mohamed Akli Faradji, Professor, University of Bejaia, Algeria. The History of Sociology in Algeria: Between Ideological Orientation and the Reality of Social Change.</p>	
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>15:30-17:00 Session XVII (Room B – 10<sup>th</sup> Floor): Knowledge Society: Possibilities, Issues, Processes</b></p>	<p><b>15:30-17:00 Session XVIII (Room E): Perspectives on Company Law*</b></p>
<p><b>Chair:</b> Gerardo Pastore, Academic Member, ATINER &amp; Assistant Professor in Sociology, Department of Political Sciences, University of Pisa, Italy.</p>	<p><b>Chair:</b> *Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh.</p>
<p>1. Stefano Neri, Associate Professor, University of Milan, Italy. Promoting Early Childhood Education and Care Services in Southern Europe. The Case of Italy. 2. Gerardo Pastore, Assistant Professor, University of Pisa, Italy &amp; Gabriele Tomei, Associate Professor, University of Pisa, Italy. Knowledge Society and High-Skilled Migration. Lights and Shadows of the Italian case in the Time of Crisis.</p>	<p>1. Ulrich Schule, Professor, University of Applied Sciences Mainz / Universidad de Ciencias Empresariales y Sociales (UCES), Germany/Argentina, Franz Ewert-Liening, Master Graduate, University of Applied Sciences Mainz/Universidad de Ciencias Empresariales y Sociales (UCES), Germany / Argentina, Daniel Schaffer, Master Graduate, University of Applied Sciences Mainz/ Universidad de Ciencias Empresariales y Sociales (UCES), Germany/Argentina &amp; Edith Zeppenfeld, Master Graduate, University of Applied Sciences Mainz/Universidad de Ciencias Empresariales y Sociales (UCES), Germany/Argentina. Opening Argentina to Public-Private-Partnerships: Opportunities and Risks for Government Entities and Private Investors. 2. Lina Mikaloniene, Associate Professor, Vilnius University, Lithuania. Cross-Border Conversion of Companies in the EU: The Lithuanian Example. 3. *Shannu Narayan, Assistant Professor, Indian Institute of Management Kozhikode (IIMK), India. Voluntary Liquidation of Corporate Person: A Review of Indian Law.</p>
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>17:00-18:30 Session XIX (Room E): Concepts of Law, Community and Labor Policy*</b></p>	
<p><b>Chair:</b> Srečko Devjak, Dean, MLC Ljubljana, Slovenia.</p>	
<p>1. Sofia Perez de Guzman, Associate Professor, University of Cádiz, Spain, Margarita Gallego, Assistant Professor, University of Cádiz, Spain &amp; Valentina Viego, Professor, Universidad Nacional del Sur, Argentina. The Economic Inactivity. Between the Market and the Meaning of Work. 2. *Sanjay Bhowmick, Senior Lecturer, Northumbria University, UK. Contested Commons: Forest Dwellers, Outlaws and the Indian State. (Tuesday)</p>	
<p><i>*This session is jointly offered with the Business and Law Division</i></p>	
<p><b>20:00- 21:30 Dinner</b></p>	
<p style="text-align: center;"><b>Wednesday 9 May 2018 Mycenae and Island of Poros Visit (Details during registration) Educational Island Tour</b></p>	
<p style="text-align: center;"><b>Thursday 10 May 2018 Delphi Visit</b></p>	
<p style="text-align: center;"><b>Friday 11 May 2018 Ancient Corinth and Cape Sounion</b></p>	

**Chiraz Aouina-Mejri**

Associate Professor, PSB Paris School of Business, France

&

**Ting Ting Mo**

Assistant Professor, Zhongnan University of Economics and Law, China

## **“Sustainable Luxury” Strategies Employed by Luxury Companies and the Corresponding Challenges in Marketing Communication**

Luxury and sustainability are regarded as two incompatible concepts in past literature. Luxury refers to exclusivity, superfluity, indulgence and waste (Dubois, Laurent, & Czellar, 2001; Kapferer & Bastien, 2012), while sustainability is associated with society's welfare, social responsibility and ecological protection (Belz & Peattie, 2012). However, consumers' rising concerns about environmental friendly and socially responsible goods make sustainable luxury an inevitable trend (Bendell & Kleantous, 2007). In response to such trend, more and more luxury companies integrate social and environmental responsibility in their corporate mission. Previous studies on sustainable luxury mainly base on either theoretical framework (Hennigs, Wiedmann, Klarmann, & Behrens, 2013) or consumer perception (Cervellon & Shamma, 2013). Seldom research has focused on marketing managers and practitioners and the real-life business challenge they confront every day. Our research aims to focus on the up to date “sustainable luxury” strategies employed by luxury companies and the corresponding challenges in marketing communication. In order to attain this objective, ten semi-structured interviews are carried out with luxury brand professionals. After being transcribed, a thematic analysis has been conducted. Respondents' verbatim were coded and interpreted by two researchers independent to each other for minimizing the subjective interpretation.

The results reveal the following insights. First, eight out of ten respondents admit that luxury and sustainable development (SD) are connected to each other. Indeed, luxury brands' characteristics such as guaranty of quality, respect of nature and human being, and dream effect are not in contradiction to SD values. Second, sustainable certification was mentioned by most of our respondents as a corner stone of luxury brand strategies. Some respondents mention that sustainable certification should be attained for the reason that it guaranties the production quality and process and ensures the benefits for stakeholders. Third, respondents show diversified opinions about sustainable development communication. Some of them report that their sustainable development engagement is not a focal part in their mass media communication. Other informants point out that sustainable development is not quite compatible with the traditional communication strategy widely used by luxury brands.

**Robert Arnold**

Associate Professor, University of Windsor, Canada

## **Predictors of Conjugal Breakdown Over 14 Years among Central Canadian Couples**

This paper examines predictors of couple breakdown using panel data on 2418 couples, residing within twelve neighborhoods in Ontario, Canada. Data were gathered on nine occasions between 1991 and 2005 as part of Better Beginnings, Better Futures, a project designed to improve life chances for children. The couples were parents of children who at the beginning were either under a year of age or four years old. Their neighbourhoods were centered on a school (or schools), a parish, a housing complex or a set of nearby institutions.

In a two-level model, the odds on couple breakup between interviews have been predicted from characteristics gathered in previous interviews, and from Census data on neighbourhoods. Net of neighbourhood effects, individual or couple characteristics that influenced breakup included several that had been hypothesized: divorce in the family of origin, cohabiting rather than being married, prior separation, poor family functioning, depression, stressful life events, financial difficulties, low household income, and low church attendance.

As well, the data have provided an uncommon opportunity to test the effects of neighbourhood characteristics on couple breakdown, net of individual or couple characteristics. As mean neighborhood income rose, the odds on a breakup declined (independent of family income). Breakups took place earlier in neighbourhoods with higher proportions of single parents. These two predictors showed an interaction, in that household income had less effect where there were more single parents.

Interpretation of the neighborhood results is complex, because there is so little previous literature. Plausible theoretical interpretations will be considered.

**Pedro Aznar**

Associate Professor, ESADE Business and Law School, Spain

&

**Josep Maria Sayeras**

Professor, ESADE Business and Law School, Spain

## **Airbnb Competition and Hotels' Response: The Importance of Online Reputation**

Airbnb and other similar platforms are changing the market structure of the accommodation industry, threatening the status quo of the traditional hospitality industry. This is a new paradigm in which low cost accommodation options press down prices in an industry with a non-flexible cost structure. This paper analyses the role of quality perceived by customers as a key factor explaining prices differences among hotels. In a context characterized by instant access to past guests valuations at internet, the role of these valuations is compared with the traditional rating system, less flexible through time and more based in legal standards that varies across countries. According to our empirical research, quality assessed by past customers increases a firm's capacity to set a higher price, working as a signaling mechanism by including the hotels in the same star category. Managers capable of building a reputation of consistent high quality service will show a higher market power.

**David Badillo**

Chair & Associate Professor, Latin American and Latino Studies, Lehman College, USA

## **Cesar Chavez and the Law: Leading the Twin Struggles of Labor and Civil Rights**

This paper examines the legal dimensions of Cesar Chavez's twin struggles of forging a Chicano/Mexican American social movement while building the farmworkers union in California and the Southwest. Chavez conceptualized these goals as inseparable and mutually dependent, as seen through his waging of successful strikes and boycotts against growers following the 1965 Delano standoff, the contesting of organizing competition in the fields, and the frequently violent relations between the United Farm Workers and the International Brotherhood of Teamsters in grape and lettuce ranches in the early 1970s. Finally, with the timely and strategic assistance of a committee of Catholic bishops and activist clergy, Chavez and the farmworkers entered a new phase of labor peace, though with meager benefits. Throughout this Chicano struggle, litigation proved essential in responding to anti-labor injunctions, in challenging entrenched grower interests, and in compiling a legislative agenda—both locally and nationally—that culminated in the 1975 passage of the California Agricultural Labor Relations Act.

Chavez relied on UFW legal staff, headed by firebrand Jerry Cohen, but he also employed strategies employing non-violence, fasting, national boycotts, and labor organizing to lift the Mexican American farmworkers to new heights, creating a national awareness of their presence for the first time in U.S. history. This struggle took place in the aftermath of the larger civil rights movement that culminated in the passage of the 1964 Civil Rights Act, whose Title VII facilitated the redress of employment discrimination grievances by providing legal options for African Americans, Mexican Americans, women, and other disadvantaged groups seeking workplace equality. Mexican American involvement in larger Civil Rights struggles has been neglected, particularly its legal and employment aspects. The nexus with farmworkers, in particular, needs to be examined, as they remained uncovered under the National Labor Relations Act (NLRA).

This paper draws on extensive research on Mexican Americans, the legal process, and constitutional issues affecting the workplace among urban workers, day laborers, factory workers, and others subject to control and exploitation by employers and rival union factions. In all of these cases, the law proved to be a critical vehicle for advancing group aims, fostering socioeconomic integration of native-born Mexican Americans as well as of permanent resident immigrants (who constituted the plurality of farmworkers). In the 1980s and thereafter, legal and constitutional challenges increasingly touched undocumented workers in farms and in cities throughout the Southwest and the Midwest. As Chavez's impact as leader of a social

movement diminished, so did the wellbeing of the UFW. His strategic choices, as well as ongoing social and economic changes in economies of California and the U.S., coincided with the melding of Chicano/Mexican American consciousness into a larger Latino identity encompassing a wider range of Latino workers. Chavez's leadership is distilled by examining how litigation and the law shaped Latino civil rights history.

**Arshad Khan Bangash**

Assistant Professor, Bacha Khan University Charsadda, Pakistan

### **Law of the State and Its Relationship with Honour Killing in Federally Administered Tribal Areas (FATA) of Pakistan**

This study was conducted in Kurram Agency, Federally Administered Tribal Areas (FATA) of Pakistan with the core objective to examine institutional framework of the area and its relationship with honour killing. Data was collected from 377 respondents comprising of '*Maliks*' (prominent leaders of the study universe and member of the *Jirga*) through likert scale based questionnaire. The data was analyzed at univariate, bivariate and multivariate level while using Chi-Square test statistics. Regardless of institutional efforts made by some states to combat honour killing, Pakistani women still suffer and ruined in this regard due to systematic discrimination and institutional failure.

This paper deals with how institutional structures of Pakistani tribal societies, justified by the normative orders and existing penal codes disregard the perpetrators of honour killing. Formal legal institutional framework, though in existence, however disposition of justice with regards to any breach is always treated through the prevalent customary norms and practices. '*Jirga*' is the only traditional mechanics operational in tribal areas due to its quick disposition of justice, while government legal institutions had been failed to address the issue of honour killing. State as a controlling mechanics needs to intervene by extending its laws to tribal areas, special laws should be passed from the legislative bodies to protect self and dignity of women and establishment of speedy courts with representation from both gender at state level were forwarded some the policy recommendations.

**Ole Jakob Bergfjord**

Associate Professor, Western Norway University of Applied Science,  
Norway

### **Students as Financial Analysts: An Analysis of MSc theses Conducting Company Valuations**

Financial markets have several important functions. A classical text book summary would be that they channel savings into real investments, they enable various types of risk management, and the prices observed in financial markets provide useful information. On the other hand, financial markets could also have negative effects, in particular if used or regulated wrongly. Hence, it is important to understand both what makes financial markets work, how this influences the innovation of financial markets and contracts, and how the price information from such markets should be interpreted.

In this paper, we are particularly interested in "success factors", i.e., properties of a market or contract that attract trading, and thus liquidity and commercial success. The paper conducts a comprehensive literature study of success factors that already have been considered, followed by further empirical testing based on market data of interesting factors. Some important questions to consider will be whether technological development has affected which factors are important, and whether the important success factors for commodity futures contracts also are important for other, more innovative financial products like prediction market contracts or complex products.

**Sanja Bercnik**

Assistant Professor, University of Ljubljana, Slovenia

&

**Tatjana Devjak**

Associate Professor, University of Ljubljana, Slovenia

## **Management of Preschool Institutions with the Legal Formal Perspective and the Perspective of the Local Community**

The contribution shows modified role of the principal of preschool institution today. The principal is, in the management of the preschool institution, faced with two important roles: he appears in the role of the manager and in the role of educational (pedagogical) leader. His pedagogical role derives from the administrative and pedagogical functions of leadership, the role he was assigned by the state. The role of the manager, he is in some way granted by the local community, because the area of childcare is one of the most important tasks within the competence of the municipalities. Both roles, however, are closely leaning on one another, because the principal must see the perspective of the successful management of preschool institutions from both aspects, from management perspective as well as from pedagogical. Authors note that the principal is the key factor in the process of the operation of the preschool institution, which was granted, by the state and by the municipality, the important coordination, organization, implementation and many other important roles and from there derived tasks. Due to the provision of quality work in the field of preschool education, the principal today, more than ever, pays attention to his other role, the role of the manager, because without sufficient financial means from the founder, there can't be a high-quality preschool education.

**Sanjay Bhowmick**

Senior Lecturer, Northumbria University, UK

## **Contested Commons: Forest Dwellers, Outlaws and the Indian State**

### **The Problem Frame**

In the 'tragedy of the commons' Hardin's (1968) anticipated the inevitable deterioration of the common pool resource (CPR), individual user rationality usurping user group rationality. Communities have often overcome this CPR dilemma where users come together and self-organise sustainable use of the CPR (Ostrom, 1990, 1993, 2012; Agrawal, 1993; Basurto & Ostrom, 2009; Schlager & Ostrom, 1999; Ostrom & Ostrom, 2003). However, the theoretical assumption of open access to CPR is often absent in real cases where power imbalance among claimants quells CPR sustainability. In forest communities of India owner-users are unable to exercise their rights of ownership giving rise to a contested commons scenario.

### **The Rights of Forest Dwellers of India**

A fifth of India's population lives on forest produce (Census 2011), an enormous 250 million people. These are the poorest, nearly half of whom are the tribal population called *adivasis* ('first'/ancient inhabitants) of India that has long cohabited the forest. The Forest Act 2006 gives ownership rights to these communities over their forest lands and minor non-timber produce with the responsibility of protecting forest sustainability.

### **The Study**

Despite the law, only 3% of the potential it brings has been achieved over the decade. Most states (provinces) have either been slow in implementing the FRA or have actually announced rules that contravene it. Tribal communities often face powerful contractor-forest bureaucrat-politician nexus that continue to usurp their rights and over-exploit the forests. Some also face violence from banned political outfits.

This study explores cases where, in such contested commons, tribal communities have successfully asserted their rights, enhanced yields and villagers' incomes, returned their forest to sustainable cropping, established new market links, are planning diversification of agricultural products, and have begun village development through starting schools and medical care. It thus enhances understanding of CPR management.

**Svetla Boneva**

Associate Professor, Vice-Dean for International Cooperation, Faculty of International Economics and Politics, University of National and World Economy (UNWE), Bulgaria

**The European Energy Union – A Step towards Strengthening the EU Integration Process**

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

The *research methods* used in the paper are: comparative analysis and analysis of the strategic and legal documents on the topic.

The *research results* present conclusions for the problems of the EU Energy union and recommendations on making the most of the benefits stemming from it for all EU member states and the European integration process.

**Gianmaria Bottoni**

Research Fellow, City University of London, UK

&

**Rory Fitzgerald**

Director of the European Social Survey ERIC, City University of London, UK

## **Macro Factors Affecting Subjective Well-Being**

Since ancient times, numerous scholars wondered what factors could make human being happy. Economists linked well-being with the possession of goods (Stiglitz et al. 2009). Following this path, GDP became the most popular indicator in order to assess both the well-being of a Country and its policies.

Nowadays this approach seems to be very restricted (Costanza et al. 2009; Diener and Seligman 2004; Diener and Suh 1997; Stiglitz et al. 2009). Never before, the conceptual gap between economic growth and well-being has become wider. The most developed countries have to deal with new political and social issues as refugees, environmental and water pollution, terrorism, renewable energy and in each country increasingly arises the awareness that the mere economic growth is not a viable option to cope with the new challenges (Noll and Zapf 1994).

These considerations result in the awareness that additional properties should be investigated in order to evaluate the well-being of an individual. The rationale is twofold. First, the economic growth can be negatively correlated with fundamental dimensions like the amount of free time, the quality of atmosphere and income equality. Second, different people have different capabilities in turning resources into well-being (Sen 1985; Nussbaum 2011).

There are many researches that have analysed the impact of economic aggregate conditions on subjective wellbeing. However, little attention has been paid to cultural and social determinants of individual well-being. In our research, employing a multilevel approach, we study the effect of a macro societal factor (social cohesion) on individual well-being controlling the relationships for other macro-economic dimensions and for individual factors. Besides the direct effect that cohesion exerts on subjective well-being, we also considered interaction effects measuring to what extent cohesion affects other individual properties that in turn affect subjective well-being.

**Mini Chandran**

Professor, Indian Institute of Technology Kanpur, India

### **Out of Home and Hearth: The Santhals of India**

The indigenous communities of India are facing crises at multiple levels – of faith, identity and livelihood. They were and still remain, on the margins of national development, as they find themselves unequipped largely because of their cultural values and belief systems, to cope with the challenges of a rapidly changing world. Many of them inhabit mineral-rich land which is being usurped by governmental as well as private organizations in the name of development. The attempts to ‘civilize’ them have resulted in a near-erasure of the world they are familiar and comfortable with. Their ethnic faiths have been swallowed up by bigger and more powerful religious systems, leaving them grappling with larger questions of identity and faith. Education has meant forgetting their mother-tongues which have rich oral histories, forcing them to learn hegemonic languages like Hindi or English. Thus, what is ‘development and progress’ for the majority have taken on completely different connotations for most of the ethnic tribal communities.

I propose to look at these issues as reflected in the stories of Hansda Sowvendra Shekhar, a writer from the Indian indigenous community of the Santhals. Hansda foregrounds the various challenges that confront the community and their inability to cope with the demands that are made on them to mainstream and assimilate with alien social values and customs.

**Hsiao-Ping Chang**

Assistant Professor, Chung Shan Medical University, Taiwan

&

**Chun-Chieh Ma**

Professor, National University of Tainan, Taiwan

## **The Study of Employer Branding, Internal Branding and Branding Outcomes in Hotel Industry - from the Perspective of Institutional Context and Resource-based View**

Based on the importance of employer branding, this study intends to reorganize and interpret literatures in employee branding process and by structural equation model (SEM), probe into causal relationship among employer branding (brand value, TMT leadership and work environment), internal branding mechanism (service-oriented HRM practices and internal communication), and internal branding outcomes (deliver brand promise, brand commitment and employee retention). Regarding the value of employer brand as the core competence, how to train employees who have the right service brand attitude and behavior delivering brand promise to customers through the process of internal branding to create a competitive advantage in international tourism hotels in China and Taiwan.

In this study we used convenience sampling to survey employees in 40 international tourist hotels in Taiwan and China. A total of 880 questionnaires were distributed, and 730 of these questionnaires were returned. After eliminating 56 invalid questionnaires, 674 valid questionnaires remained for a valid return rate of 76.59%.

Our results indicated that affective service brand-oriented HRM Practices was a partial mediator linking TMT transformational leaderships, TMT transactional leaderships, and working environment process to Brand Commitment and working environment process to employee retention in both Taiwan and China. Besides, service brand-oriented HRM Practices was a partial mediator linking brand value process to brand commitment and employee retention and linking TMT transactional leaderships to employee retention in Taiwan. Internal Communication was a partial mediator linking brand value and working environment process to deliver brand promise in Taiwan. Internal Communication was a partial mediator linking brand value, TMT transactional leaderships and working environment process to brand commitment in Taiwan. Internal Communication was a partial mediator linking brand value and working environment process to employee retention in Taiwan. This study suggests that firm-specific resources can be sustainable competitive advantages that compensate for the local institutional context. This finding makes contribution to the service theory by stressing the argument of resource-bases view.

**Richard Christy**

Associate Professor, Wilfrid Laurier University, Canada

## **Gender, Race and Male Privilege in Post-Modern Society**

The literature in the sociology and the current discussions in the media, identify a growing crisis in modern masculinity. Various indicators are used to support this claim. At the same time there is an enduring assumption that males live lives of privilege. In a social era increasingly based on achieved rather than ascribed social status some males succeed and other fail and not all males are or equal! What are the social changes in terms of gender and race in post-modern society? Is it also possible that the social script for boys and young men of all racial groups prevent them from succeeding in post-modern Canada and the United States? Have males inherited a "male code" inappropriate for a post-modern era? Kaufman argues in *Cracking the Armour* that "the old rules of the game have broken down. A genuine and profound crisis of masculinity is sweeping North America and Europe and beginning to reach out to the rest of the world" (Kaufman, 1993). What is the emerging picture of male privilege when examined in terms of post-secondary graduation rates, unemployment rates, health and wellness?

**Sevgi Coban**

Assistant Professor, Hacettepe University, Turkey

**Gendered Fear of Crime:  
Fearful Mothers and Fearful Daughters**

This study focuses on the relationship of gender norms and the fear of crime within mother-daughter interactions. Within this scope, 21 mother-daughter pairs were interviewed. Semi-structured questionnaire and in-depth interview techniques were used to examine interviewees' perceptions on crime, their shared fears of crime, how fear of crime restricted their temporal and spatial routines and their fear management tactics. Fear for a loved one generates oppressive dynamics on women's lives resulting in severe restrictions in their mobility, femininity and self-autonomy. Women with disabilities experience these restrictions in the extreme.

**Sara Cumming**

Professor, Sheridan College, Canada

&

**Jessica Pulis**

Professor, Sheridan College, Canada

### **Innovation from the Margins: The Community Ideas Factory**

This paper showcases stakeholder collaboration between the community, not-for-profits, Sheridan college and marginalized populations in the one of the wealthiest communities in Canada. The Community Ideas Factory is a government funded research project that leverages academic research and creative expertise to implement and execute actions to address pre-identified issues of concern for marginalized populations in the community, including; access to affordable housing, food (in)security, and employment training.

An extensive review of the literature on best practices and qualitative research was conducted in each of the identified areas. Focus groups, Tree Analysis and surveys were conducted with diverse samples of community members who have extensive personal experience accessing each of the services. This research elucidated the personal and systemic barriers to accessing services in a wealthy community that continues to perpetuate NIMBY syndrome. The third step of this research was a series of Creative Problem Solving sessions with diverse stakeholders to produce creative and fundable solutions that could be immediately implemented to address the barriers to accessing services and to develop client-centered wrap around services in the community.

**Tatjana Devjak**

Associate Professor, University of Ljubljana, Slovenia

&

**Sanja Bercnik**

Assistant Professor, University of Ljubljana, Slovenia

## **The Right of Children in Slovenian Schools and Kindergartens: Protection, Provision and Participation**

The paper analyzes the importance of children's right to active participation in the process of education in kindergarten in terms of International Convention on the Rights of the Child. Slovenian school and kindergarten educational concept is based on human and children rights, justice and three educational approaches: protection, provision and participation with empowerment. In today's world, characterized by the mixing of cultures, races, religions, value systems and different economic systems, the institutional education, education of children in public preschool institutions must be oriented to so called multicultural dimension, to the understanding and operation of "justice" and to creation of conditions of participation and empowerment of the individual as an individual and as a member of the community. Authors problematize a modern view of childhood from the perspective of children's needs and rights.

**Mohamed Akli Faradji**  
Professor, University of Bejaia, Algeria

### **The History of Sociology in Algeria: Between Ideological Orientation and the Reality of Social Change**

The transformations and especially the social mutations that currently affect Algerian society, is becoming the suitable laboratory of sociological observation. In this special conditions the possibilities of analyzing social facts particularly passionate, in this same logic that we propose to analyze the relationship of sociology with its own subject. It seems to be the important question of the history of sociology like a social and humanities' subject.

For this purpose, we can consider the history of this discipline as the best empirical orientation in this study, so we think that this history of sociology is also the same history of the society.

In the same time this methodological choice can give us a faithful archive facilitating the bibliographical research to the academics anxious to understand the sociological practice in Algeria.

**Gergely Galovics**

PhD Student, Eötvös Loránd University, Hungary

&

**Peter Bodor**

Associate Professor, Eötvös Loránd University, Hungary

**Performing Ethnicity through Identity Talk:  
Ambiguity within Unity**

Who am I, who are we? These questions keep fascinating social scientists and lay people alike. Our contribution intends to reconstruct certain details of people's identity as it is manifested in and through their discursive acts. Specifically, we will show that identity relevant gestures performed within ordinary discourse manifest not only complex multilayer identity but might contain internal inconsistencies as well.

The purpose of this paper is to reconstruct the identity work performed by the members of the Hungarian minority in Slovakia. In explicating various positions and ambiguities within their discursive identity we rely on the distinction J. L. Austin drew between primary and explicit performatives in his work: *How to do things with words*. Following our earlier analysis Peter Bodor: *Identity in Discourse - The Case of Ascribing "Schizophrenia" to Europe and Hungary*) we will differentiate between the primary (or implicit) and explicit linguistic realization of the speakers' identity from which we coined primary identities and explicit identities. These conceptual distinctions allow us to capture the speaker's indirect and direct enacting of her/his own identity including its internal ambiguities which might contribute to better understanding its intersectionality.

Analysis of performative and descriptive aspect of discursive material obtained from members of Hungarian minority allow us to examine the way they identify themselves along difference and similarity with the majority nation (Slovaks) and their mother nation living in Hungary. Furthermore, it can show us what effects the creation and maintenance of bonds between minority and majority members, or the mixed use of Slovak and Hungarian language may have on their national identity.

**Andrea Georgiou**

PhD Candidate, Frederick University, Cyprus

## **Attitudes and Perceptions of Contemporary Society for Internet Counseling: The Response of Contemporary Society in Internet Consulting**

This study explores the attitudes and perceptions of Cypriots on online counseling. When referring to online counseling, we mean the internet process that is done over the internet rather than in the traditional way, face-to-face. It is a new, user-friendly, economic, instant, fast and efficient user experience. More comprehensive online counseling is the provision of professional mental health services over the Internet. In the literature, online counseling is also referred to as cyber-therapy or cyber-counseling. It investigates whether they know what online counseling is, if they would use online counseling when needed and which is their method of preference. Subjects were asked to take a stand as to the advantages and disadvantages of online counseling and the social issues (problems) online counseling could help with. Finally, they were asked to give their opinion on the credentials and specialization of the professional who provides online counseling. Quantitative data collection and analysis techniques were used, by administering a structured questionnaire in a sample of 164 respondents aged 18 to 65 and over. The questionnaire consisted of 20 questions, the thematic sections that included the questionnaire related to the frequency of internet use, the means used by each respondent and the reasons. The questions then related to online counseling, its advantages and disadvantages as well as the means that would be used by the respondent in case he decided to follow online counseling. Some of the questions also related to the counselor himself and the skills that he should have as well as what issues the online counseling might take platform. The answers were given in a five-point Likert scale. Data analysis revealed that more than 1/3 of the participants know what online counseling is and a 1/3 are willing to use it if needed in the future. As for the online methods the majority chose video calling as their method of preference. As the greatest advantage of online counseling subjects recorded the time factor and as the biggest drawback of online counseling the potential loss of personal contact. Bullying and parents' relationships with their children are the two predominant issues social issues that 41% of the subjects perceive as suitable for online counseling. Finally the majority of the subjects agreed that the web consultant must have specialized training.

**Mohammad Rafiqul Islam**

Associate Professor, BRAC University, Bangladesh

## **Foreign Trade of Bangladesh - In the Context of the Growth Rates of Export and Import and Impact to the Country Economy**

During the last few years, the economy of Bangladesh had tremendous success and achievement in all the sectors, which is reflected in the overall economy (GDP) of the country. According to the provisional data of Bangladesh Bureau of Statistics (BBS), the GDP of Bangladesh has grown at the rate of 7.28 percent for the fiscal year 2017 (July 2016-June 2017) which is slightly higher than previous estimates of 7.24 percent. The growth rate of GDP eventually passed 7 percent growth in the fiscal year 2016, which was wedged in the range of 6-7 percent growth rate for nearly a decade. For such record growth of the economy of Bangladesh, foreign trade has played a vital role to raise the economy. Thus it is very important to analyze the foreign trade of Bangladesh. By analyzing the time series data from the fiscal years 1994 to 2016, it is found that the foreign trade of Bangladesh, especially the constant growth rate of exports, was the key factor of success in the overall economy. By using the least square regression method, it found that for the fiscal years FY1994 to FY2016 the overall export growth rate of export was higher than the import, 16.11% and 14.8% respectively. By analyzing the data, it is also found that the export has raised its share to GDP almost double (13.67%) in FY2016 than in FY1994 (7.24%), whereas the import has gained its ratio to 18.1% of GDP in FY2016 from 12.4% in FY1994. It is also important to notify that the share of RMG to the export has increased to only 0.82% over the last 22 years although RMG itself contributes almost 69% (excluding EPZ) of total export, which indicates that the share of RMG to export has reached to the ceiling. It is clearly noticed that the contributions of other traditional items like Jute; Fish & Shrimp; Leather; and Tea to the total export (in %) of Bangladesh have been decreasing constantly almost every year. If the import are summarized by items, it is observed that the annual growth rate of all food items was 15.3% of which 11.8% was for grains (rice & wheat) and 17.4% was for other food items (others than food grains); and the commodities (other than food items) grew at the rate of 14.7% per annum. Thus, the share of food items increased by 0.48% due to the high growth rate of imports of sugar (28.9%), whereas the share of commodities (other than food items) has slightly deceased to 0.05% during the last 22 years.

**Helene Jeannin**

Sociologist, Orange Labs, Department of Human and Social Sciences, France

## **Augmented Body: Key Players and Societal Issues**

Nowadays, technology is becoming part of our body. We are currently witnessing an explosion of all kinds of technological everyday objects, accessories or technological devices that surround the body, using it as a support, or even penetrating into it.

A miniaturized technology, sometimes even invisible, is linked with the human body and exchanges data in a totally connected world. It is this interpenetration of pervasive technologies between the user's body, the appliances they use, their environment, and their unprecedented link with big data that are making them so peculiar

Body modifications and their representation bring changes in social norms. A remodeled body is emerging. It is being increasingly perceived by our contemporaries as a type of raw material, pliable and disposable: an augmented body.

The human body, together with its technological artifacts, constitutes in our contemporary western societies a new frontier. It is becoming both the site of scientific experiments and an economic eldorado for businesses seeking to extend their markets. The Internet of Things, together with the renewal of cybernetic thinking, is contributing to the emergence of a technological-human hybrid.

Our proposition aims at identifying the different ranges of technological objects that can surround or go through our body, in order to identify all the ways a body can be shaped by and connected to technologies.

These include: wearables, technological devices, prostheses and exoskeletons, implants, pads and electronic tattoos, nanotechnologies applied to the human body.

On the basis of a worldwide study carried out on patents, we will draw up a panorama of technological trends involving the various categories quoted above, so as to highlight the industry players that are developing an enhanced body.

We will explore, debate and examine contentious issues that mark this technologically-extended human being. For instance, the body would become a tool in the same manner as a remote control; the skin would be connected to the Internet. Ultimately, the medical world would change its practices. Such technological progress would give certain governments extra power and could change the balance of power internationally. All these changes will raise social, ethical and legal issues.

**Ingrid Kollak**

Professor, Alice Salomon University of Applied Sciences Berlin (ASH),  
Germany

**LGBT\*I Aging and Care: Selected Findings of the Two-Year  
Study GLEPA in Berlin (Germany)**

*Background of the Study*

Recent studies show that lesbian, gay, bisexual, trans\* and intersex people (LGBT\*I) are more likely to be childless, single and live alone than their heterosexual peers. They have a greater risk of social isolation, poorer health outcomes and worse experience of health care services. The special situation and needs of frail LGBT\*I seniors are almost unexplored. Our research project "Gleichgeschlechtliche Lebensweisen und Pflege im Alter" (GLEPA) – LGBT\*I Aging and Care (01.07.2015 - 30.06.2017, funded by the Berlin Institute of Applied Science) investigates the perspective of the people concerned as well as their professional helpers.

*Research Questions*

How do LGBT\*I seniors judge the offered services in long term care? How do they get along with the health care professionals? Which special needs do LGBT\*I seniors and professionals see? What are their recommendations for a better care?

*Study Approach and Sample*

Data collection via narrative interviews with LGBT\*I seniors (11), problem-focused interviews (10) and focus group discussion (1) with health care professionals of long term care facilities. Data analysis is done via content analysis.

*Selected Findings*

Care facilities are understaffed and provide inadequate services. LGBT\*I seniors (and health care workers) seem to be invisible in heterosexual and asexualized care settings. A lack of experience with e.g. hermaphrodite bodies in care situations can lead to poor quality of care. LGBT\*I health professionals are an important source for better care and a better education.

*First Recommendations*

More health care staff and diversity sensitive care is needed for all seniors. Consolidated knowledge about LGBT\*I seniors and their needs should be promoted. Sexual and gender identities must not be discriminated against. LGBT\*I issues should be included in curricula and continuing education for health care professionals.

**Natja Lavric**  
Secretary General, MLC Ljubljana, Slovenia  
&  
**Srečko Devjak**  
Dean, MLC Ljubljana, Slovenia

## **Management and Business Law Studies in the Function of Completing Higher Education**

The latest EU directions put a lot of weight on education and practical training for the growth of the economic sector. The findings show that, in view of the continuous technological progress and intense global competitiveness, the educational level will have to continue to rise to keep up with the growing demand for highly skilled labor force. In the European Development Strategy, the EU set the goal to raise the percentage of the tertiary educated population of 30-34 years to 40% until 2020. In addition, within the framework of the Education and Training 2020 Program, the Member States measure the achievement of the target values of many other indicators.

One of the key areas that will contribute to the increase in the percentage of tertiary educated population is the acceleration of studies during work (part-time study). Those who have unfinished studies or those who have come to know that useful knowledge will enable them to have a faster professional development and career are involved in the part-time study. We have conducted a comparative analysis of how this area is regulated by individual EU countries.

In this paper, we devoted ourselves to mechanisms that motivate individuals to decide on the study of management and business law at higher level or encourage them to complete their studies. We focused on several factors that influence this decision: enrollment conditions (limit with the required number of points, final exam, possibilities of recognizing previously acquired formal and informal knowledge and casual learning), the composition of the study program, the way of conducting studies and financing.

For this purpose, we also conducted a survey on students enrolled in the higher education study program "Management and Business Law - I. Bologna Level. The survey covered a sample of 160 part-time students (37% of men and 63% of women, average age 31.8 years and duration 9.9 years). On this sample, the average of the recognized ECTS from previous education and part of the acquired knowledge has reached the value of 76.6 ECTS and the standard deviation is 37.7 ECTS. The highest degree of recognition was achieved by students who came to this program from previous law or business studies. For the decision to enroll in the program, the individual attitude towards the student is of utmost importance.

Our findings confirm the hypothesis that the interest in enrollment in higher education of part-time students is stimulated by: broad enrollment conditions, flexible procedure for recognizing previous formal and non-formal

education, high share of practice and professional development, high share of choice and, of course, price and payment conditions of studies.

**Graeme Lockwood**

Associate Professor, King's Business School, UK

## **Worker Monitoring and the Law**

Developments in digital technology and its applications to the workplace are considered to have important consequences for monitoring and surveillance. As these new technologies become more widely used and intrusive, their introduction into the workplace can change what workers do, when, where, and how they do it, and add a new dimension to the extent to which worker behavior is evaluated by an employer.

Evaluation and scrutiny of employee behaviour, conduct, and performance are a common occurrence in many organizations. However, there has been increasing concern about the nature and scope of surveillance at work (Lee and Kleiner 2003; Mello 2003; National Workplace Institute 2004; D'Urso 2006; Barry, Friedman and Reed 2007). There are a variety of reasons that an employer might wish to monitor the activities of their staff: on security grounds; health and safety; performance management; protecting organizational resources and interests and compliance with legal and regulatory requirements. Developments in digital technology have increased the employer's ability to monitor the electronic communications of employees in the workplace (King 2003).

Employers monitor a variety of employee activities in the workplace including: e-mail; telephone calls; Internet use and computer files. In the UK context, there has been a growing trend for social media monitoring to be implicated in dismissals in the workplace. This degree of management control over the workplace has added a new sphere to the worker and employee relationship (Nord *et al* 2006). The ability to monitor and exert control over employees in a variety of different ways increases managerial prerogative. In the context of increased monitoring by employers and developments in the law relating to workplace privacy and data protection (General Data Protection Regulation EU 2016/679), it is appropriate to examine the situation with regard to workplace surveillance. This paper will study the development of the law and analyse the implications of employer monitoring on employment law and employee relations.

**Chun-Chieh Ma**

Professor, National University of Tainan, Taiwan

&

**Hsiao-Ping Chang**

Assistant Professor, Chung Shan Medical University, Taiwan

**Public Managers in Crisis:  
A Comparative Analysis among Leaders in Taiwan**

Times of great crises require a particular kind of leadership that is more sensible and sensitive than what one might provide in ordinary times. In democratic societies, taking the time to tangle with dissident situations, explore demands, and exercise leadership in crises is absolutely essential for public managers. Since 1996, Taiwan has held democratic elections, resulting in three leaders who exercised diverse methods of creating public value and diverse decision-making responses in the face of crises. This article explores the varieties of crisis leadership exercised by these three presidents of Taiwan. The results show differences in creation of public value, routine emergency and true crisis, and cognitive styles among Taiwan's leaders in rational and extra-rational systems as crises were encountered. Although the examples of crisis leadership are local to Taiwan, their characteristics are very typical of public managers of governments around the world.

**Gopal Prasad Mahapatra**

Professor, Indian Institute of Management Indore, India

&

**Varun Khanna**

Assistant Professor, Chinmaya University, India

## **Mentoring and Coaching in Gita and its Impact on Ethical Leadership - A Conceptual Study**

In the evolution of modern mankind, the effect of role models and mentors has played a crucial role, especially for leaders. In recent decades, coaching seems to have been evolving for people development in general and leaders in particular. Of late, with globalization and an increasing number of corporate and social scandals affecting society, the significance of ethical leadership has come to the forefront. The Bhagavad Gita, a part of the Indian epic *Mahabharata* has been an important part of leadership development in India. In the Gita, Krishna, the spiritual leader, plays the role of mentor and coach to the warrior and army general Arjuna, inspiring him to fight in the war before him, representing the ongoing “war” in each of our lives, as we face scenarios of interpersonal interactions under various capacities. Through this conceptual study, the authors attempt to show how Krishna, through the processes of mentoring and coaching, has not only reminded Arjuna of ethical leadership, but also helped him to get over the dilemmas facing him as a warrior and a leader from the ethical leadership point of view. Based on the insights of Bhagavad Gita, the authors proceed to examine and explore how in a succinct and tactful way Krishna has mentored and coached his disciple Arjuna to fight in the war and perform his duties and responsibilities as prescribed under the tenets of ethical leadership (preached by Krishna). The authors envision the possibility of extending these concepts from the Bhagavad Gita into the modern corporate world.

**Evangelos Mantzaris**

Extraordinary Professor and Senior Researcher, Stellenbosch University,  
South Africa

**Towards a Sociologically-Rooted Evidence-Based Corruption  
Index in South Africa and Internationally**

The first step to something new, especially dealing with the question of embedded corruption globally and in South Africa in particular, is possibly as brave a step as this dared by thousands of students in Paris shouting “Be realistic, strive for the impossible” in 1968. However, as it has been said for millennia, one will not succeed without a try. It is an extremely difficult task, some will say perhaps impossible. To be sure for an answer one has to try, research, think, debate, re-think and decide.

The first step towards fighting corruption in this sense, in itself a research experiment, will attempt to build such an Index having as a center of analysis a District Municipality and its five Local Municipalities. Such an experiment demands serious, methodical, continuous and all-encompassing research, utilising a number of both qualitative and quantitative methodological tools. The present one will deal with corruption in the public sector only. First of all, we undertake the difficult task of defining corruption in most of its variations, types and forms. Specific questions will follow.

How can a comprehensive evidence-based corruption/anti-corruption index be built with the information available in South Africa and internationally? An evidence-based corruption/anti-corruption index will be based on the power of objectively collected and corroborated data. It will not be only about corruption, but also about governance more broadly, as corruption is always related and integrated into a specific governance framework.

ACCERUS collective work to date is based on the empirical reality that corruption is a multi-layered, multi-cultural, and multi-faced phenomenon that is predominantly a symptom of failure in governance of entities and institutions, administrative, red tape, asset allocation, and supply chain, etc. It is driven through political, administrative, and private sector common interests that lead to corruption issues that have been un-tackled by official or other sources including all those already mentioned.

These details can be better understood from the finding of a South African Public Service Commission research in 2009, which pointed out that 44% of public officials interviewed believed that they should be allowed to accept gifts under certain circumstances.

Corruption can thus be objectively measured in considerable detail, but it is a tough task with possibilities of a certain amount of bias in the final outcome. This index cannot become a reality without the absolute commitment and cooperation of a number of state institutions and entities.

**Lina Mikaloniene**

Associate Professor, Vilnius University, Lithuania

## **Cross-Border Conversion of Companies in the EU: The Lithuanian Example**

The ECJ case law suggests that cross-border conversion when a company transferring its registered office retains its legal personality should be feasible in member states and generally similar to domestic conversion. In light of the ECJ case law, this presentation identifies regulatory-related difficulties for voluntary inward and outward re-incorporations that can be encountered according to the Lithuanian company law. It also evaluates whether the Lithuanian framework ensures smooth company mobility through cross-border conversion.

**Preethi Manjunath Misha**

PhD Student, Nottingham Trent University, UK

## **Perceptions on the Antecedents of Unethical Leadership in the Financial Services Industry**

The surge of corporate scandals has led to an increased scientific interest in understanding the dynamics of unethical leadership (Sanders et al., 2016). Multiple recent theoretical papers across publications have called for future research to explain the emergence of the phenomenon of unethical leadership (e.g. Brown and Mitchell, 2010; Unal et al, 2012). These calls collectively note that existing unethical leadership research has predominantly examined the role of executive leaders' traits and behaviours in promoting followers' transgressions. In doing so, a number of critics (Hoogervorst, 2011; Eisenbeiz and Brodbeck, 2013; and Brown and Trevino, 2013) point out that the business ethics literature could benefit from studies that systematically explain why leaders themselves engage in unethical leadership in the first place. While studies examining the antecedents to the "dark" side i.e. socially undesirable (Mills and Boardley, 2016) side of leadership have been initiated, a major challenge with these existing studies is that they are fragmented across a variety of constructs such as abusive, toxic and destructive leadership which Tepper (2007) argues has led to a poorly integrated literature will proliferation of terms. Much work remains in the specific field of unethical leadership (Brown and Mitchell, 2012; Eisenbeiz and Brodbeck, 2013); this paper will contribute to the unethical leadership and business ethics literature by articulating employee perceptions surrounding the preceding influences that elicit the process of unethical leadership within the financial services industry in Europe.

Participants across top, middle and non-managerial levels from 7 firms in Germany, England and Switzerland across 3 sectors i.e. investment banking, insurance and financial service providers were interviewed for this study. Semi structured interviews were conducted and a line by line coding was performed via NVivo. An initial analysis reveals 7 broad themes i.e., lead time of financial products, extent of leaders' religious beliefs, grey areas while dealing with ethical dilemmas, leaders' inherent values, superficial in-house compliance tests/audits, the volatile nature of the very financial services sector and remission of smaller transgressions leading to habituated unethical leading at the meso and macro levels.

Based on empirical data collected across the financial services industry, this paper will present perspectives on unethical leadership scholarship and contribute theoretically by addressing a) Brown et al's argument that a majority of theoretical research has focussed on outcomes of unethical leadership rather than the antecedents of such leadership b) by empirically studying internal and external influences mediating processes of unethical leadership, widening Brown and Mitchell's (2010) theoretical and leader-centric study on the

antecedents of unethical leadership. Results from the study could help practitioners develop an understanding of how and why unethical leadership emerges in financial services industries. Without understanding this emergence, it is difficult to create interventions that improve ethical organizational life, both on an individual and collective level.

**Siddharth Mohapatra**

Assistant Professor, Indian Institution of Management Kozhikode, India

&

**Pratima Verma**

Professor, Alliance University, India

**The Tata Way:**

**Piety, Profit, Progress through Humata, Hukhta, Hvarshta**

This article is an attempt to examine the role of religious family values in shaping the Tata Group as a sustainable business. Contrary to the general belief that family-owned firms emphasize shareholder primacy, stakeholder supremacy is the hallmark of the Tata Group's business philosophy; this is an outcome of Tata's family roots in the Parsi religion. The Group, since its founding in 1868, has persistently followed its founder Jamsetji Nusserwanji Tata's emphasis on stakeholders – i.e., the Tata Way – which is grounded in the watchwords of the Zoroastrian Faith: Humata, Hukhta, Hvarshta (good thoughts, good words, good deeds). Employing historical data and biographical method, we posit that the Tata Way is a strategic means to achieve sustainable business through the interplay between stakeholder consciousness, religious family values (Humata, Hukhta, Hvarshta), and decision-making based on ethical pluralism. Implications for research and practice are discussed.

**Aniket Nandan**

Research Scholar, Indian Institute of Technology Madras, India

## **Revival of Hindu Nationalism: Interplay of Religion and Caste in Contemporary India**

One of the salient features of the caste consciousness in Indian society is to be located in the domain of organized politics. The character and scope of involvement of caste in the political process have been influenced by the modern secular-democracy. This has brought the mobilization of electoral support on the basis of caste as a complex phenomenon to the fore. As an inevitable consequence of such mobilization, violence has always been existent in latent or animated form. Hence, this paper aims to unfold the dynamics of politics of caste in contemporary political ambience charged by Hindu nationalist projects of Hindutva and its manifestations. The paper also seeks to address questions of violence and resistance germinating from caste and religious conflicts in this context.

The relationship between caste and religion remains an important problematic for modernity and secularism in Indian socio-political discourse. The theme of this research paper lays its foundation on the intersections of caste and religious mobilisation in India. The spaces of religions mobilization in Indian politics have been determinately occupied by Hindutva (form of Hindu nationalism). It is evident that the Hindutva project is precariously positioned on the political agenda of bringing in diverse caste groups and organizing them under an overarching Hindutva religious identity that often labels Muslims and minorities as the 'other'.

The rise of political party such as Bhartiye Janta Party (BJP) on the premises of Hindu nationalism ushered a momentous change in socio-political landscape of India. Deeply divided by caste Indian society have sustained its historically violent, unjust and unequal form of Hindu social order. Quintessentially, Hindu religion being the doctrine for such stratification has shaped the socio-political identities and differences. The challenge for the BJP is to unify all Hindus without disturbing dominance of the hegemonic castes and classes. This has brought the caste consciousness and religious identities to the fore and more importantly the mobilization of electoral support on the basis of caste and religion as a complex phenomenon. Hence, this research paper aims to unfold the dynamics of caste and religion in contemporary political ambience charged by Hindu nationalist projects. The paper also attempts to look through the debates on electoral politics and primordial affinities which, brings in the larger theoretical discussions on democracy and the problematic of modernity in the Indian context to the fore.

**Shannu Narayan**

Assistant Professor, Indian Institute of Management Kozhikode (IIMK),  
India

### **Voluntary Liquidation of Corporate Person: A Review of Indian Law**

The Insolvency and Bankruptcy Code, 2016 was passed by the Indian parliament to consolidate the laws relating to insolvency resolution of companies and limited liability entities, partnerships and individuals. The main focus of this legislation is at providing resurrection and resolution in a time bound manner for maximization of value of debtor's assets. The Code has put forth an overarching framework to aid sick companies to either wind up their business or engineer a revival plan, and for investors to exit.

Another important feature of the Code is with regard to no distinction between the rights of international and domestic creditors or between classes of financial institutions. The legislators have sought to bring in a law analogous to international standards which is guided by the broad philosophy that insolvency resolution must be commercially and professionally driven (rather than court driven). Hence, the role of adjudicating authorities is limited to ensuring due process rather than adjudicating on the merits of the insolvency resolution.

The Paper attempts to understand how voluntary liquidation proceedings by corporate persons are dealt with within the said Code. Discuss the procedures involved in undertaking voluntary liquidation proceedings and the underlying philosophy of such liquidation process. The methodology adopted will be doctrinal legal research wherein the said Code along with Companies Act, 2013 enacted by the Indian parliament will be analysed. To understand this process, role of the directors also will be examined.

**Akhaya Kumar Nayak**

Visiting Assistant Professor, Indian Institute of Management Indore, India

## **Spiritual Ethics and Corporate Social Responsibility: A Vedic Perspective**

The literature on Business Ethics and responsibility of corporations has evolved through ages with the contribution of notable scholars from around the world. We find a heavy influence of western scholars on the evolution of these concepts. One of the prominent initial theories in this regard is Friedman's (1962, 1970) stockholder approach. Friedman claims that the sole responsibility of a business corporation is to invest in such areas so as to maximize profit for the shareholders while conforming to the legal standards and ethical traditions of a society. In 1980s, there emerges the stakeholder approach propounded by Freeman (1982) who advocates that managers have a duty towards all the stakeholders (including shareholders). Stakeholders, for him, are the agents contributing towards the wealth-creating capacity and activities of a company and, thus, are potential beneficiaries and/or risk bearers (Evan and Freeman, 1988; Post, Preston and Sachs, 2002; Smith, 2003). Later on Carroll (1991) proposed a pyramid of corporate social responsibility including economic, legal, ethical and philanthropic responsibilities arranged from bottom to top. Taking insights from the ethical principles contained in Vedic scriptures, the paper presents a holistic view of corporate social responsibility (CSR) along the lines of sustainability by going beyond the views espoused by Friedman, Freeman, and Carroll.

One of the key ethical principles as presented in the first verse of *Sri Ishopanishad* is "*īśāvāsyam idam sarvaṁ yat kiñca jagatyāṁ jagat, tena tyaktena bhurñīthā mā gṛdhaḥ kasya svid dhanam,*" The verse is translated as "Everything animate or inanimate that is within the universe is controlled and owned by the Lord. One should, therefore, accept only those things necessary for himself, which are set aside as his quota, and one should not accept other things, knowing well to whom they belong (*not encroaching upon other's quota*)" (Prabhupada, 1980). This principle calls for the abandonment of all forms of endeavour which lead to the exploitation of others. Verses from Satapatha Brahmana (Text 1.7.2.1 & 1.7.2.2), Yajur Veda (Chapter 29, Text 14), Manu Smriti (3:67-74, 4:21), and Apastamba Dharma Sutra (1:4:12:15) proffer five kinds of debts that a human being owes and prescribe five great sacrifices (yajnas) as modes of repayment. Each human being is indebted towards Devas (controller of different forces of nature), Rishis or sages (knowledge creators and disseminators), Pitris or forefathers (those who have brought one to existence), Manushyas or human beings in general (who help a one in various ways to make his/her living possible), and Bhutas (all other living beings, e.g. plants and animals who contribute towards the sustenance of human life). Therefore, in order to repay these debts, a human being has to perform five great sacrifices called yajnas, namely Deva yajna (by offering oblations to

devas), Brahma Yajna (by reading and utilizing the knowledge given by Rishis), Pitri Yajna (by procreating and properly taking care of the offspring), Nri-Yajna (by serving humanity through charity and serving guests) and Bhuta Yajna (by taking care of animals and plants).

Extending these principles of debts and sacrifices to the corporations, the paper presents a holistic model of CSR. A corporation is indebted to different forces of nature, such as water, earth, air, light, etc. as these provide the necessary ingredients for its survival. A corporation heavily relies on trained human resource, knowledge and technology. Thus, it has a duty towards knowledge creators and disseminators. It is also indebted to the founders of the corporations who provided the managers a set up to work. A corporation has certain responsibility towards the consumers, employees, distributors, suppliers, etc. since they contribute towards its sustenance and growth. Finally, a corporation has a responsibility towards other living beings, such as animals and plants since they have numerous direct and indirect contribution towards its sustenance. Now, a question arises, is it necessary to repay these debts? If yes, what are the tangible ways to materialize these repayments? Adopting the methodology of hermeneutics this paper deciphers the contextual relevance of appropriate verses (in the context of CSR) from Vedic scriptures and proposes a suitable model to answer these questions. In addition, it argues that fulfillment of these responsibilities by all the corporations will lead to a sustainable future by promoting symbiotic relationship among stakeholders and harmonious relationship with nature.

**Petra Nemeth**

PhD Student, University of Physical Education, Hungary

## **Research of the Bodybuilding Subculture-Specific Lifestyle Characteristics and Their Impact on Social Situations among Competing and Leisure Athlete Bodybuilders**

This research conducted during my doctoral studies, is focusing on the bodybuilding subculture, the representatives of which are well recognisable, but we do not know them and their way of life deeply, furthermore we do not know what the sociological consequences are for the individual's way of life, in addition to physiological changes. Bodybuilding as a sport, requires not only a strong body and mind, but also a committed person. Its physiological consequences are evident, but we don't know what sociological consequences it might have. Nowadays more and more people practise bodybuilding either as a competitive sport, or as a leisure activity, therefore I consider it important to research this subject.

The novelty of the research is that while many publications deal with bodybuilding as a sport and describe its establishment, concept and development, on an academic level no doctoral thesis has been dedicated so far to the research of this subculture within sports, where it is not the athletic performance, but rather the body itself is the product. My aim is to carry out a sociological investigation of the effects of participation in this sport, as the topic is quite actual, in fact the scene of bodybuilding is growing, both in the media and in the magazines (bodybuilding magazines), we can meet it every day.

The aim of my research is to discover the characteristics of bodybuilding subculture and their impact on the athletes. I will use 2 primary methods: a lifestyle-time balance method, in which bodybuilders will write a diary for a week, indicating how much time they spend on physiological needs, activities with social fixed timing, leisure activities; and interviews. The sample shall be competing and leisure athlete bodybuilders.

Based on the primary results of the interviews we can say that one of the motivations why bodybuilders have begun this sport, is to boost their self-confidence with the muscular look, but it isn't the most important reason. Bodybuilding has a big impact on their gainful activity, because a decisive proportion of respondents work in the sport sector or because of this sport they have become entrepreneur. Besides of this, additional financial resources or presence of sponsors are necessary to support bodybuilding lifestyle. In regards to the impact on relationships, it is not a criterion that the other person as well performs this sport with the same intensity, but it is expected that (s)he does some sport activity in everyday life.

In terms of the practical usage and the results of the research, we will be able to have a full overview of bodybuilding lifestyle and its impact on the athletes' social status. Stereotypes related to this sport might be influenced, or mitigated by studying this special lifestyle. Researches that discover the values

of this subculture, as well as promote to accept and understand the unique lifestyle of bodybuilders, may influence their social judgment positively.

**Stefano Neri**

Associate Professor, University of Milan, Italy

### **Promoting Early Childhood Education and Care Services in Southern Europe: The Case of Italy**

According to the “social investment perspective”, adopted by the EU on the basis of the work of scholars such as Esping-Andersen (2002), Early Childhood Education and Care (ECEC) policies may significantly contribute to reduce social and gender inequalities, by supporting both the development of cognitive and social skills among young children, and the increase of female occupation in the educational services and in the labour market as a whole. In this field, compared to European countries belonging to the conservative (Continental) welfare regime or model, Mediterranean countries have suffered a considerable policy inertia in the last two decades (Sabatinelli, 2016), with negative consequences especially in terms of services coverage for 0-3 year-old children, which were aggravated by the economic crisis. The paper focuses on the Italian case, first describing the main features and recent evolution of the educational services for 0-6 year-old children, characterised by a high level of territorial inequalities and by an increasing plurality in service provision. Subsequently, it analyzes how Italy is trying to promote the development and the universalization of childcare services by the institution of an «Integrated ECEC Service System» in 2017. For the first time the State is responsible both for services concerning 0-3 year olds, being committed to their expansion, and for an increase in the quality of all ECEC services for children from 0 to 6 years old by utilizing the best municipal experiences as the reference model. However, in the long term the incremental approach adopted by the reformers, within an increasingly unstable political situation, the limited availability of funds and the partial shortage of professional and organisational resources of the Ministry of Education might convert these universalistic and ambitious targets into more reduced or minimal changes.

**Selin Onen**

Assistant Professor, İzmir Katip Çelebi University, Turkey

## **A Feminist Perspective on Women's Museums in Turkey: İzmir Case**

Museums appeared as modern institutions in the nineteenth century. Historical transitions such as Enlightenment, emergence of conceptions of science based on universality principal and preserving the dominant ideology (imperialism, nation building, and the like) affected the context of modern museum. Hence, museums indicate clearly the inclusion and exclusion mechanisms of modernity. The changing nature of history with the effect of pluralization opened up new spaces for women, children, workers, ethnic and religious communities and other silenced people's histories with postmodernity. In this regard, women's museums can be evaluated as postmodern museums reflected through the flux of identity, alternative history and representation of mundaneness. The first women's museum as a virtual museum established in İstanbul called as Women's Museum İstanbul in 2012. In addition, women's museum having a solid space in Turkey opened up in İzmir in 2014. Women's museums contribute to the feminist movement with the visibility of women in museum space. Feminist critiques indicate that representation of men and women in the classical museum is not based on equality principle, on the contrary, exhibitions of gender relations are hierarchical and the roles of women are backward to men. Apart from gender roles, women's museum are also related to the representation of women on the ground that which women representation entered into museum space, of whom are excluded, is also related to postmodern feminism debate. Women's museums are also related to the collective memory which can be differentiated from history. This paper thereby tries to evaluate opportunities and limitations of women's representation along with the first women's museum in İzmir.

**Angela Delli Paoli**

Research Fellow, University of Salerno, Italy

&

**Felice Addeo**

Assistant Professor, University of Salerno, Italy

## **Assessing SDGs: A Methodology to Measure Social Sustainability**

The paper aims to operationally define the concept of social sustainability and to present a methodology for assessing it. Sustainability is a complex and multi-faceted concept which have been described in many alternative ways. The paper focuses on the concept of sustainability provided by the 2030 Agenda for Sustainable Development (UN General Assembly 2015). The 2030 Agenda is an intergovernmental agreement meant to guide global development efforts over 15 years (from 2016 until 2030) through a set of 17 Sustainable Development Goals (SDGs) with 169 targets. The SDGs - which have been adopted by the head of governments of almost 200 countries since the UN summit in New York City in 2015 - address three dimensions: economic development, social inclusion and environmental sustainability.

We focus exclusively on social inclusion in order to:

- detect the dimensions and the moral imperatives of social exclusion as defined by the SDGs;
- develop a conceptual framework driving SDGs operationalisation and selection of appropriate and relevant indicators from existing sets;
- assess the performance of EU Member States on social sustainability.

The units of analysis are the EU Member States.

In order to assess social sustainability five main steps are followed:

1. screening and selection of indicators eligible to address the social dimensions of SDGs;
2. data collection from EUROSTAT source;
3. factor analysis to reduce the number of indicators and identify latent factors;
4. aggregation of the indicators in a composite index of social sustainability.

The final ranking summarizes EU Member States social sustainability performance.

Implications are twofold: on the one hand the paper answers to the insufficient development of a conceptual framework of sustainable development, on the other hand it contributes to provide a replicable methodology for assessing social sustainability which may be applied also to the other dimension of sustainable development (environmental and economic).

**Judith Partouche**

Associate Professor, PSB Paris School of Business, France

&

**Saeedeh Rezaee Vessal**

Assistant Professor, PSB Paris School of Business, France

## **How Status Consumption Helps the Elderly Dealing with Death Thoughts? The Effect of Mortality Salience on Preferences for Status Products**

Over the past two decades, a large body of research has examined how death awareness affects materialism and consumption behaviors. Death has been always an inevitable event that people try to avoid and is motivated by an unquestionable desire to stay alive. Having an innate desire to live and the consciousness of one's own death results in psychological conflict in human being. Terror Management Theory (TMT; Greenberg et al., 1986) is a theory which discusses this basic psychological conflict. TMT suggests that when individuals are reminded of their own death, they use distal mechanisms in order to buffer existential anxiety oriented toward meaning and self-esteem striving.

By providing an explanation for why people invest so heavily in mentioned mechanisms, TMT offers insights into a broad array of consumption behaviors. In particular, TMT studies showed that making death salient results in materialistic pursuits and preferences for high status items (Arndt et al., 2004; Mandel and Heine, 1999). Although these studies have considerably contributed to our understanding of the consequences of mortality salience, they shed a little light on the effect of death consciousness on the elderly as a group of people which is close to death and more often confronted to this idea.

The present research aims at challenging the effect of mortality salience on status preferences among the elderly and at studying the potential moderator effect of chronological age and subjective age on this relationship.

An experimental study has been conducted among two hundred eighty-five French participants (63 % female, median age= 59, age range 48-86). Applying Hayes (2013) procedure, our findings reveal that death consciousness positively influences elderly's preferences for status products. Moreover, the results show both subjective age bias and chronological age negatively moderate this effect. These findings are in line with TMT previous findings which show status product stands as a symbol that one lives up to important cultural values (Mandel and Heine, 1999). The status products allow the older individual to restore self-worth and regain self-esteem that was reduced because of death consciousness. As possessing status products results in feeling of being advantaged over others (Locke, 2003), it allows the older individual to be a significant member in one's society. Moreover, at an old age, older individuals tend to be more altruistic and less materialistic (Dalby, 2006). So we believe that as older individuals aged, they show death acceptance and

therefore, they invest less in defense mechanism. In other words, reminders of death are likely to lead to higher preferences for spirituality rather than preferences for materialism. Finally, when elderly feel younger than their real age, mortality salience does not result in higher preferences for status products: although feeling younger applies as a control mechanism for the elderly, status consumption is not used as a defense mechanism in the face of mortality salience for the elderly who feel younger.

This research makes a contribution to mortality salience literature by identifying a novel function of mortality salience for the elderly, revealing how chronological age and subjective age play important roles in this quest. These results help to better understand how status consumption is likely to help the elderly to better deal with thoughts of death.

**Fiorenzo Parziale**

Assistant Professor and Researcher, Sapienza University of Rome, Italy

&

**Sandra Vatrella**

Researcher, University of Naples Federico II and IRPPS-CNR, Italy

## **Education and Universalism in Europe: When Education Supports Democracy**

According with illustrious scholars from different branch of knowledge (e.g. Gallino 2013; Piketty 2014 and so on), the financial crisis, that begun in 2007, points out the failures of the neoliberal regime. Increasing social inequalities, together with the growth of unemployment and poverty, are making many European Citizen question the democratic foundations of Europe. It is a systemic crisis that on the one hand nurtures the migration flows and, on the other hand, it intensifies the individualist tenets of neoliberalism, hence the hostility against migrants.

In this context, it is relevant to understand the role of education in socializing individuals to the “generalized other”, i.e. the competence through which we link to society (Mead, 1934), also beyond the narrow perimeter of the Nation-State. Sociology of education highlights how school is a socialization agency which reproduces social inequalities (Bowles and Gintis 1976; Willis, 1977; Bourdieu, 1979; Giroux, 2003; Apple, 2004), but at the same time it can constitutes the field in which emancipatory and egalitarian practices emerge (Gouldner, 1979; Apple, 2013; Mayo, 2015), also thanks to a type of socialization addressed to cooperation and humanity (Nussbaum, 2006).

By means of European Social Survey data about 25 Countries, this paper aims to clarify the bivalence of school, in order to understand the role of tertiary education level – indicator of a long schooling socialization – in promoting universalistic orientations useful to strengthen the democracy in Europe. Moreover, our research will analyze how the relationship between education level and universalistic orientation changes according to the “educational welfare regime”, i.e. to the State investments in education.

**Gerardo Pastore**

Assistant Professor, University of Pisa, Italy

&

**Gabriele Tomei**

Associate Professor, University of Pisa, Italy

## **Knowledge Society and High-Skilled Migration: Lights and Shadows of the Italian case in the Time of Crisis**

The economic and financial crisis has led to an upswing in migration from the Mediterranean countries of Europe towards its central and northern development hubs (Ricucci, 2017). This overall increase in migration also includes increased numbers of so-called skilled migrants, consisting mainly, though not exclusively, of young people moving within Europe for study or specialisation, or seeking employment that matches their skills profile. In the era of the 'global competition for talents' (Cerna, 2016), the so-called 'brain circulation' (Gaillard & Gaillard, 1997; Boeri et al., 2015) is one of the most relevant leverages to improve development both in the origin and in the destination countries. In the Southern Europe states, despite the public discourse on the process toward the Knowledge Society and the Knowledge-based economy, post-2008 economic crisis weakened the structural conditions and the institutional tools that should support this form of mobility. This increased the traditional gaps of this area and transformed the positive effects of the high-skilled circulation into a new form of 'brain drain' (Triandafyllidou and Gropas, 2014; Recchi et al., 2016).

The paper presents some paradoxical aspects within the Italian route towards the Knowledge Society and it proposes a critical analysis of the implementation process of its theoretical background. The case of the increasing number of highly-skilled youths that are leaving Italy in order to seek insertion in more dynamic knowledge-based economies constitutes a special focus and a topical entry-point for the discussion.

How economic crisis influenced high-skilled youth emigration? What are the repercussions of these processes on the Italian society, culture, economy and politic?

Using secondary-data analysis of national statistics and institutional analysis of the transformations in Academic policy, the paper unveils the process of cumulative influences between national R&D public expenditures cuts, University reforms, transformation of knowledge-based labour market and new flows of young high-skilled emigrations. Against the backdrop of this discussion of the controversial aspects of the Italian case, the paper proposes some possible general strategies to overcome the paradoxes of the Knowledge Society in the actuality of the Southern European countries.

**Sofia Perez de Guzman**

Associate Professor, University of Cádiz, Spain

**Margarita Gallego**

Assistant Professor, University of Cádiz, Spain

&

**Valentina Viego**

Professor, Universidad Nacional del Sur, Argentina

## **The Economic Inactivity: Between the Market and the Meaning of Work**

Despite the increase in employment and the reduction of unemployment that has taken place in Spain since mid-2013, almost 75% of Spanish population consider unemployment as the main problem in that country (Centro de Investigaciones Sociológicas, 2016). Some researchers (Prieto, 2017) have argued that this apparent mismatch between official statistics and population views is explained by the fact that, for the Spanish population, the vulnerability of precarious workers places them closer to unemployment than to employment. A second complementary explanation is related to the existence of a "sociological unemployment" (Sanchís and Simó, 2014: 53) that remains hidden in official figures due to the regular criteria applied to identify individuals into and outside the labor force, which consider those people who are available to work but do not search for job as non-active; any average citizen would consider those individuals as unemployed.

The objective of this work is precisely to analyze this group, whose magnitude currently exceeds 500 thousand people. Its evolution is analyzed in the last years in order to determine if (and how) the Great Recession has influenced the size of potential working force. Subsequently profiles are presented in terms of age, levels of education, nationality, trajectories with respect to job and, especially, gender and how they influence their attitudes towards job search. We carried out a statistical analysis based on the microdata of the Survey of Active Population using multivariate logistic regressions in order to estimate the probability of belonging to different categories of non-working population according to the characteristics of the subjects.

**Judy Porter**

Associate Professor, Rochester Institute of Technology, USA

&

**LaVerne McQuiller Williams**

Associate Dean, College of Liberal Arts, Rochester Institute of Technology,  
USA

**Interaction of Auditory Status, Child Maltreatment,  
Victimization, and Perpetration of Intimate Partner Violence**

This study explores the effects of being mistreated as a child and the possibility of becoming a victim or a perpetrator of intimate partner violence with an emphasis on auditory status. Deaf and hard of hearing college students are more likely to be victimized when compared to hearing students. Deaf or hard of hearing children experience childhood mistreatment, including psychological, physical, and sexual abuse at a higher rate than hearing children. This study examines the hypothesis that having been mistreated as a child and being a member of a minority and disabled group leads to a greater likelihood of becoming a victim and a perpetrator of interpersonal violence. The study also researches the auditory status of the partner dyad - hearing with hearing, hearing with Deaf, hearing with hard of hearing, Deaf with Deaf, and hard of hearing with hard of hearing. The hypothesis that Deaf or hard of hearing partnered with hearing with experience greater rates of abuse is tested.

**Fiona Purkiss**

Research Assistant, Sheridan College, Canada

**Sara Cumming**

Professor, Sheridan College, Canada

&

**Jessica Pulis**

Professor, Sheridan College, Canada

### **Food Insecurity: Finding Solutions from the Source**

Current strategies that address food insecurity across Canada are outdated and fail to address individual needs effectively and appropriately. This qualitative research study, in partnership with several not-for-profit food bank program providers, incorporated participatory methodologies with food program users aimed at uncovering barriers to access and consequences of food insecurity by food bank client users in Halton Region. The methodology for this project entailed a two-step qualitative data collection strategy. The first step was through group interviews with people involved in food service programs. The second step was the incorporation of a problem tree analysis. Problem tree analysis is used often for project planning among development agencies and was used here for its effectiveness in mapping out the cause and effect around issues. This methodology has several advantages; the problem can be broken down into manageable and definable chunks. The benefit of which enables a clearer prioritization of factors and helps focus objectives. By focusing on the overlying factors it allows for an in depth understanding of the problem as well as its interconnected and even contradictory causes. This qualitative method is often the first step in finding solutions that are positive for all individuals involved as every voice is taken into account and a solution is communally agreed upon. With the goal of creating meaningful, innovative and systemic changes to food services and programs clients explored food security hurdles and discussed creative, practical and sustainable solutions to the ever growing gaps in food services.

**Rodrigo Ramirez**

Professor, Fatec – CPS – Centro Paula Souza, Brazil

### **Teacher Education in EFL: A Critical View from a Collaborative Group of Work**

The presentation considers teachers to be producers of knowledge, which derives not only from their practical experience but also from a critical reflection upon it. In 2016, a group of English as a foreign language (EFL) professors, from a public state university in São Paulo-Brazil, gathered together for eight months and formed a collaborative group of study, from which a professional landscape of knowledge was created. Of special interest to this presentation are the discussions concerning the role and identity of the discipline taught (English) in terms of the Institution's demands and the students' expectations regarding the teaching and learning of English. More specifically, this study elicits the burning issue of the teaching of a foreign language by a foreigner teacher, particularly, regarding the dominant discourse in the EFL about avoiding the use of Portuguese in the process of teaching English, which underpins the concept that good EFL teachers are the teachers who do not make use of their mother tongues. Therefore, the study investigates the effect that this discourse has had on the participants' critical view on their professional roles as educators. In terms of methodology, the study resorts to narrative inquiry by making use of the professors' collective narratives (case studies, articles and movie discussions) and on individual ones (life histories), both are analysed in light of, Clandinin and Connelly's tridimensional space of the narrative. For the presentation, some excerpts of the narratives are to be shown. The rounding off includes the participants' feedback about the steps that they have already begun to take as a result of the knowledge produced by the collaborative group.

**Anna Remisova**

Professor, Comenius University in Bratislava, Slovakia

&

**Anna Lasakova**

Associate Professor, Comenius University in Bratislava, Slovakia

## **On NGOs' Role in the Development of Business Ethics in Slovakia**

The paper presents partial results of a large-scale research project on the development of business ethics in the Slovak business environment. It investigates the influence of nine prominent NGOs operating in Slovakia in this context. The underlying motivation for this research stems from the fact that in Slovakia for the last 25 years there has been no systematic support of business ethics on the part of the state, while NGOs have been substituting the role of the state to a certain extent. Based on in-depth textual analysis of NGOs' documentation to projects undertaken in Slovakia throughout the last two decades and consecutive semi-structured interviews with the respective NGOs' leaders, the article critically analyzes the nature, scope and effects of NGOs' activities with respect to the advancement of business ethics in companies in Slovakia. Results of this qualitative inquiry suggest NGOs' activities add value mainly on the societal (macro) level, i.e. focusing on the fight against corruption, anti-social and illegal activities in state and public administration, promoting democracy and transparency. There are also several inspirational initiatives to expand business ethics on the corporate (mezzo) level, such as guidelines for introducing compliance and ethics programs and whistle-blowing channels. There is no doubt that these initiatives are important because every stimulus for integrating ethics and economics is rare and valuable in Slovak cultural conditions. However, activities of NGOs do not put emphasis on a systematic and long-term development of business ethics. In particular, results indicate an underestimation of the impact of the tone at the top of companies and deficiency of attention paid to ethics in human resource management, to unethical leadership as well as to the control of illegal and unethical activities within the company.

**Nuria Sadurni-Balcells**  
PhD Student, University of Girona, Spain

## **Queer Necropolitics and the Catalan Law against LGBTIphobia**

The folding back of certain LGBT subjects into life and its effects is an issue which has been addressed by a myriad of scholars. From Lisa Duggan's notion of homonormativity to more recent work on homonationalism and queer necropolitics by authors such as Jasbir Puar, many analytical tools have been developed to interrogate how the supposed inclusion of LGBTI subjects has taken place and which are the consequences of such a biopolitical movement.

The latter theoretical elaborations are key to understanding the tensions in the articulations of sexuality, gender, ethnicity and raciality, and they provide a set of tools to look at them beyond single issue approaches.

Following on these theoretical elaborations, this paper focuses on the case of Catalonia, in a highly critical moment of nation imagining in which LGBT issues have moved not only to the center of life but also commonly to the center of politics. Particularly, I address the law against homophobia, biphobia, transphobia, and interphobia -commonly known as the law against LGBTIphobia-, which was passed in Catalonia in 2014.

Through discourse analysis, I have analyzed some of the effects that the text of the law produces. This has led to the identification of three main effects: individualization of a structural problem, crystallization of identities, and production of the state as guardian of sexual citizenship.

**Meral Salman Yikmis**

Assistant Professor, Aksaray University, Turkey

### **Non-Motherhood in Turkey**

This paper is about an ongoing study on childless and/or childfree women in Turkey and, seeks an answer to the question that how do these women live their feminine identity in a patriarchal culture supported with the conservative neo-liberal politics of the government of the Justice and Development Party which endorses pro-natalist population planning and conflates the concept of women with mother. Adrienne Rich (1986), in her famous book "Of Woman Born" maintains that mothering is a creative and emancipator process for women; however, motherhood is a patriarchal institution, which dominates and restricts women under the rule of men. Moreover, having based on the claim that all women should be mothers, the patriarchal institution of motherhood is a disciplinary mechanism, which excluded non-mothers from womanhood. In other words, in Turkey, under the rule of the patriarchal gender regime, both mothers and non-mothers are subjects of the disciplinary mechanism of motherhood. The non-mothers also become target of the government's pro-natalist policies that defines women "as sacred mothers, keystones of the family structure and guardians of the moral and cultural order" (Acar and Altunok, 2013:18).

The studies on voluntarily or involuntarily childless women in Western societies also indicate that despite the growing number of childless or childfree women, non-mothers are marginalized by the existing pro-natalist Western culture (Gillespie, 2013; Letherby, 1999). The involuntary childlessness is generally accepted as failure or inadequacy of woman (Clarke, et al., 2001) and, the voluntary childlessness is related to woman's being of selfish, narcissistic, immature (Gillespie, 1999, Letherby, 2002). There are also academic researches focusing on the experiences of non-mothers in Western societies; however, in Turkey, childless women become rarely the focus of academic researches. Thus, arguing that gender is not static but a relational category, this paper aims at discussing the data that will be derived from the interviews and in-depth interviews conducted with childless women over the age of 35, from different class and ethnic origin and aims at analyzing their experiences of feminine identity constructed under constraint of motherhood and pro-natalist population policies.

**Keren Schlesinger**

The Hebrew University of Jerusalem, Israel

### **Relational Frontier, Intimate Law: Cross-border Palestinian Families under the Israeli Citizenship Law of 2003**

My present lecture analyzes the political, juridical and institutional conditions that frame the existence of Palestinian families living on the two sides of the Green Line. In particular, it examines the experience of those affected by the revised citizenship law legislated in 2003 and the bureaucratic arrangements that result from it; these are “cross-border” Palestinian families, in which one partner is a Palestinian citizen of Israel, and the other is a Palestinian resident of the West Bank or Gaza. The Palestinian partner who has been imported to the Israeli side of the Green Line has no legal status and, as such, is always at risk of being expelled. The family members that house and protect him, enabling him to survive in Israel, become legal offenders.

This lecture examines the logic of the state apparatus behind the “new citizenship law”; the law aims to restrict the number of “cross-border Palestinian marriages”, especially the importation of Palestinian spouses into territories on the Israeli side of the Green-Line; yet the law refrains from stating this outright in order to maintain Israel’s legitimacy in legal spheres.

These couples live on the **Palestinian-Israeli frontier**: they inhabit the peripheries of their communities of origin as well as those of the Arab villages and cities in Israel. Their status renders their marriages fragile; it makes them likely victims of exploitation: within the village economy, *hamula* politics, illegal labor contractors, border smugglers, and even within the family unit. This lecture documents the strategies and tactics of **daily existence of the objects of the law**. The legal marginality of the couple creates conditions of radical uncertainty with regard to the distant future, and generates a present lived on the verge of subsistence.

This lecture contributes to the study of migration and movement, to the comprehension of citizenship laws and policies, and to understanding border building and the shaping of the colonial frontier; an important focus of the My study is the conception of the space between the Mediterranean and the Jordan as a single unified socio-spatial system, focusing on the passage-regime and movement existing within it. Unlike the geographical frontier, the “relational frontier” focuses on the front-lines of the social and demographic reality, and subverts the notion of nationalisms, both Jewish-Israeli and Palestinian.

**Ulrich Schule**

Professor, University of Applied Sciences Mainz, Germany/Universidad de Ciencias Empresariales y Sociales (UCES), Argentina

**Franz Ewert-Liening**

Master Graduate, University of Applied Sciences Mainz, Germany/  
Universidad de Ciencias Empresariales y Sociales (UCES), Argentina

**Daniel Schaffer**

Master Graduate, University of Applied Sciences Mainz, Germany/  
Universidad de Ciencias Empresariales y Sociales (UCES), Argentina

&

**Edith Zeppenfeld**

Master Graduate, University of Applied Sciences Mainz, Germany/  
Universidad de Ciencias Empresariales y Sociales (UCES), Argentina

**Opening Argentina to Public-Private-Partnerships:  
Opportunities and Risks for Government Entities and Private  
Investors**

After the political change in Argentina initiated with the presidential election in November 2015, the economic system shifted back to a more neo-liberal paradigm. After more than 15 years of “neodesarrollismo” characterised by large scepticism towards inward FDI, the country opens up to international investment into infrastructure. With a new law adopted in early 2017, Argentina promotes public-private-partnerships (PPP) and grants additional guarantees for private investors. The political expectations in Argentina vary from a rather naïve belief that inward FDI will significantly contribute to the urgently needed modernisation of infrastructure to the fear that PPP projects will surrender the country to the interest of international capital. Even though the government believes that the ambitious national “infrastructure plan” with intended investment of USD33bn in transport and USD36bn in energy infrastructure cannot be achieved without incoming FDI in form of PPP projects, a critical analysis of the conditions under which PPP projects may be successfully applied in Argentina, is yet missing.

Our team, a group of graduates in a dual Argentine-German Master programme in International Business, together with their thesis advisor, investigated the conditions needed to apply PPP projects successfully. The research was partly carried out in Germany, partly in Argentina. In addition to the involved Argentine and German university, resources of the German-Argentine Chamber of Commerce could be used.

After a thorough analysis of the theoretical literature, the group’s own research consisted of three parts:

- First, the group compared cases in Europe, Africa and Latin America in order to identify key success factors and contract arrangements correlated with project deficiencies. We focused on PPP projects in road

construction, underground railway systems and waste collection systems. Whereas past studies mainly concentrated on financing aspects, the team's work centred on contractual arrangements of risk distribution between stake holders and impediments to cash flow analysis.

- Second, in-depth interviews with 22 experts in Europe and Latin America were conducted. The experts represented the major stake holders in PPP projects: officials from government procurement, lawyers, bank representatives, and managers of project companies and major suppliers.
- Third, conditions for successful application of the PPP concept in Argentina were derived and transformed into recommendations and guidelines for developing the individual projects.

During the research, the team found that – due to the lack of practical experience with PPP projects in the last 15 years – the interest of potential stakeholders in Argentina in the results of this applied research project is high. The results may be also interesting from an academic perspective, as to our knowledge it is the first study which does not only systematically collect information from several PPP projects in different continents but also transfers the results to the specific setting in a Latin American country.

**Madhusri Shrivastava**

Associate Professor, Indian Institute of Management Indore, India

## **Of Discrimination and Dominance: Exploring Institutionalized Resistance to Dismantling Hegemonic Structures**

To address the persistent demand for non-discriminatory practices, organizations in India are introducing grievance redressal mechanisms for women. The law imposes the strictest penalties on men guilty of sexual harassment of women at the workplace. However, when the most vulnerable sections of the female workforce speak up against harassment, they encounter administrative inertia and resistance from entrenched patriarchal mores. A premier educational institute in India is the site for this study that seeks to explore the context within which women are empowered by the law, but denied justice by male-centric establishments. Using multiple case studies embedded within the selected socio-cultural backdrop, this paper describes how well-intentioned laws may be subverted in their implementation by masculine hegemony. Women who complain about gendered prejudices either encounter benevolent sexism that punishes them for demonstrating 'deviant' behaviour, or they are victims of modern sexism that denies the very existence of discrimination. The complexity of the situation is compounded by the fact that the very personnel responsible for organizational efficiency are the perpetrators of discrimination. Male bonding amongst administrative officers ensures that wrong-doers are shielded, whereas complainants are dismissed from service. While the research strategy focuses on the gender dynamics within a single setting, it also involves another level of analysis. Drawing upon diverse sources of evidence such as interviews, observations, and research in the area of institutionalized resistance to change, this study highlights the challenges encountered by change advocates who seek correction of systemic flaws that discriminate against women. The reluctance to initiate action against men in positions of power is demonstrated by administrative orbiting and unwillingness to create any (except cosmetic) changes to the status quo. The purpose of the paper, therefore, is to understand the causal links in complex real-life events through replication logic.

**Jacek Sojka**

Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University  
in Poznań, Poland

### **Does the Doux-Commerce Thesis still hold True?**

The aim of this paper is to show that business ethics (as a reflection on the values and norms which /should/ prevail in business) needs a history of ideas as well as an economic history. In particular one has to distinguish between moral regulations in pre-modern societies and modern type of moral guidance. Moral concepts evolve and some of them are no longer able to function in their traditional way as moral signposts. In modern society the oppositions of egoism and altruism, greed and benevolence, self-interest and common-good do not perform the same function as in the Middle Ages. All this is not tantamount to preaching extreme relativism or nihilism but rather aims at underlining that moral values are always interpreted and reinterpreted within a realm of praxis.

The question about *doux commerce* is deliberately provocative since – in many cases – business ethicists have doubts about the moral legacy of capitalism. Besides, it would not be fashionable and – actually – fair to ask whether today's global business could be seen as a moralizing agent (whose manners are to be "softened and polished"?). Nevertheless – I believe – it is still worthwhile to return to the work of Albert Hirschman and his famous book "The Passions and the Interests" where we can find an analysis of the cultural context of the emergence of the so-called commercial society. If business ethics as an applied ethics is – at some point – to design and propose some moral norms it should inquire about what kind of society it deals with and what kind of norms could be implemented successfully in this society. This approach seems also justified concerning the global business and intercultural determinants of business conduct.

**Wei Song**

Senior Lecturer, Coventry University, UK

### **A Currency Union in ASEAN+3**

Since the Asian financial crisis in 1997, Asian countries have made great efforts towards regional economic and monetary integration and a future currency union. However, the Eurozone debt crisis makes some Asian policymakers to reconsider if a currency union in Asia should be established and what Asian countries can learn from European's experience to make better preparations. This paper aims to investigate the feasibility of a currency union among Southeast Asian countries (i.e. ASEAN+3) by using cross-country data over the last twenty years. Key economic variables in the light of optimum currency area (OCA) theory including trade openness, production diversification, business cycles, etc. are assessed by using the extended OCA index model. In addition, the fiscal federalism, an important political precondition is also discussed. The study finds that the economic entities China, South Korea, Singapore, Malaysia, Indonesia and Macao have fulfilled the OCA criteria towards a currency union and they are more likely to be the founding members of future Asian currency union.

**Eric Udjo**

Professor, Bureau of Market Research, University of South Africa, South Africa

**Effect of HIV/AIDS on Fertility:  
The Evidence from South Africa's Women Educators**

The HIV/AIDS epidemic remains a public health challenge. UNAIDS estimates about 70% of persons living with HIV globally in 2015 live in sub-Saharan Africa. South has the second highest HIV prevalence in the world and the second lowest fertility rate in sub-Saharan Africa. The effect of HIV/AIDS on fertility is contentious. However, it is often assumed in demographic and epidemiological models that HIV/AIDS reduces fertility. This study examines the effect of HIV/AIDS on the probability of getting pregnant among South Africa's educators controlling for confounders. The data consisted of a representative sample of educators in public schools in South Africa in 2004. Statistical analysis in this study utilised multivariate logistic regression. The results showed that controlling for confounders, HIV positive women educators aged 18-34 had higher odds of being pregnant in the last 12 months compared with HIV negative women educators aged 18-34. There was no evidence from this study therefore that HIV positive women were less likely to be pregnant than HIV negative women.

**Ester Ulloa**

Professor, Universidad de Cádiz, Spain

**Marcela Iglesias Onofrio**

Professor, Universidad de Cádiz, Spain

&

**Sofía Pérez de Guzmán Padrón**

Professor, Universidad de Cádiz, Spain

## **Letters from the Precariat: Unstable Relations between Spanish Temporary Postal Workers and Trade Unions**

With this paper, we strive to present partial results of an ongoing research project financed by the European Commission (Directorate General for Employment, Social Affairs and Inclusion): *Transformations and negotiations of work and employment in European postal activities: a research in five European countries*. The changes, originated from the liberalization process and transformations in the postal sector, have brought about a profound alteration in the employment policies of Spain's largest company, Correos (the historical postal operator). As a result, its workforce, traditionally made up of highly unionized, highly protected civil servants, bears a new configuration of contractual workers with a high percentage of temporary workers.

These temporary workers have borne the blunt of the company's adjustment to a more competitive business policy, resulting in very insecure terms of employment and a high proportion of part time work. This has impacted negatively on workers' quality of life and expectations, for instance: their work/life balance, health, and economic well-being. Despite union efforts to represent their interests and bring about changes in employment policies, Correos' temporary staff feels estranged from the collective action strategies embodied by the most representative unions in the company. As a result, they are developing their own strategies: turning to more radical minority trade unions present in the company and organizing a non-unionized platform of temporary workers to defend their rights. In this paper, we explore these questions, from a sociological perspective, analyzing the in depth interviews carried out with company's workers.

**Wim Vandekerckhove**

Reader in Business Ethics, University of Greenwich, UK

## **Is There a Duty to Listen to Whistleblowers, and Whose Duty is it?**

Ethical analyses of whistleblowing have thus far mainly focused on whether raising a concern about wrongdoing in the context of a working relationship is a moral right or duty, and hence should be a legal right or obligation.

Whistleblowing implies a call upon someone to take action to stop the alleged wrongdoing. There has so far been little research into the moral duties or legal obligations of those who are called upon by whistleblowers. This paper inquires whether those who are addressed by the whistleblower have a duty to listen.

We start our analysis from what we empirically know about how the whistleblowing process protracts and escalates. We employ the ethical notion of epistemic injustice, and the political principle of subsidiarity to carry out our inquiry into listener duties in connection to whistleblowing.

We find that different functions and institutions have both perfect and imperfect duties to listen, depending on at what stage of the whistleblowing process they become recipients.

**Christine Von Der Haar**  
Senior Lecturer, Indiana University, USA

## **A Global Perspective on Images Published on the Front Pages of International Newspapers**

When is a picture worth a thousand words? What can images tell us about a nation's worldview? To answer these questions, this paper analyzes the front pages of international newspapers to study how symbols construct social reality. This study approaches this research question from the symbolic interactionist perspective and the theory of Peter Berger and Thomas Luckmann (1966), who argued that signs and symbols are involved in the creation of a common reality. The examination of the front pages of international newspapers shows that media content is a reflection of a society's values. It also shows where global cultures overlap and where they conflict. In a world where technology allows people to view and compare the front pages of international newspapers, these results offer both hope and pessimism for improving international relations. Can people in different parts of the world appreciate and respect the cultural differences of different countries? This paper suggests that technology can at least offer a way to learn about those differences.

**Irem Zeyneloglu**

Associate Professor, Galatasaray University, Turkey

### **Public Debt and Fiscal Policy Effectiveness**

The present paper analyzes the effectiveness of a debt-financed temporary tax cut within a two-country overlapping generations model with imperfect competition and nominal price rigidity à la Calvo. We consider the case of an asymmetric currency union which, similarly to the European Monetary Union, consists of a large region representing an important share in the union, and of a small region. We allow for population growth in order to eliminate the Ricardian equivalence. We also introduce household heterogeneity by assuming that new-born households do not hold financial assets. We use this setup to analyze the effects of a debt-financed temporary tax cut which takes place in the large country. We also consider the effects of this type of policy on the small region. The numerical results show that a debt-financed tax-cut leads to an immediate increase in consumption since population growth implies that the current per capita value of future taxes is lower than the current value of per capita interest income due to public debt. Output in the implementing country also increases while the other country consumes less and works harder following the tax-cut. Moreover, inflation increases at the union level and the terms of trade worsen. However, in the long run, output of the policy implementing country falls below its steady-state because of the expenditure-switching effect of the terms of trade. The results suggest that this type of policy is prosper-thyself and beggar-thy-neighbor.