



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

6<sup>th</sup> Annual International Conference on  
Business, Law & Economics  
6-9 May 2019, Athens, Greece

Edited by  
Gregory T. Papanikos

2019



Abstracts  
6<sup>th</sup> Annual International  
Conference on Business, Law &  
Economics

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First published in Athens, Greece by the Athens Institute for Education and Research.

ISBN: 978-960-598-245-4

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8 Valaoritou Street  
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# Preface

This book includes the abstracts of all the papers presented at the 6<sup>th</sup> *Annual International Conference on Business, Law & Economics (6-9 May 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 34 papers were submitted by 35 presenters, coming from 23 different countries (Brazil, Bulgaria, Canada, China, Czech Republic, Denmark, Germany, Hong Kong, Hungary, India, Israel, Italy, Lithuania, Luxembourg, Poland, Slovenia, South Africa, Spain, Sri Lanka, Turkey, UK, Ukraine and USA). The conference was organized into 12 sessions that included a variety of topic areas such as Global Ethics, Community/Local Issues, European Aspects, Globalization, 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 6 divisions and 37 units. Each 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**

**6<sup>th</sup> Annual International Conference on Business, Law &  
Economics  
6-9 May 2019, Athens, Greece**

**Scientific Committee**

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

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Michael P. Malloy, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.
3. 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, BeerSheva, Israel.
4. Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.
5. Ken Roberts, Academic Member, ATINER & Emeritus Professor, University of Liverpool, UK.
6. Siddharth Mohapatra, Academic Member, ATINER & Assistant Professor, Indian Institute of Management Kozhikode, India.
7. Paola Rodas Paredes, Academic Member, ATINER & Associate Professor, Universitat Rovira i Virgili, Spain.
8. Burak Cop, Associate Professor, Istanbul Kültür University, Turkey.
9. Amy Stone, Associate Professor, Trinity University, USA.
10. Demetra Arsalidou, Academic Member, ATINER & Reader in Law, Cardiff University, UK.
11. Victor Krasilshchikov, Senior Research Fellow, The Polish Institute of Advanced Studies, Poland.
12. Lampros Pyrgiotis, Senior Research Fellow, ATINER.

**FINAL CONFERENCE PROGRAM**  
**6<sup>th</sup> Annual International Conference on Business, Law**  
**& Economics, 6-9 May 2019, Athens, Greece**

**PROGRAM**

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

<b>Monday 6 May 2019</b>
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**08:00-08:30 Registration and Refreshments**

**08:30-09:00: Welcome & Opening Address by Gregory T. Papanikos, President, ATINER.**

**09:00-10:30**

<b>Session I (Room D - 10<sup>th</sup> Floor): Global Ethics I</b>
<b>Chair:</b> 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, BeerSheva, Israel.
<ol style="list-style-type: none"> <li>1. <u>Elaine Gibson</u>, Professor, Dalhousie University, Canada &amp; <u>Brent Cotter</u>, Professor, University of Saskatchewan, Canada. Comparative Limits to the Duty of Confidentiality and the 'Duty to Warn/Protect' in the Context of the Health and Legal Professions. (HSCETH)</li> <li>2. Matthias Huehn, Mary S. Carey Chair of Ethics and CST, Saint Vincent College, USA. The Ethical Irresponsibility of Corporate Social Responsibility.</li> <li>3. <u>Siddharth Mohapatra</u>, Assistant Professor, Indian Institute of Management Kozhikode, India &amp; <u>Pratima Verma</u>, Professor, Alliance University, India. Sustainable HR Value: Toward 'the Professional' Driven True Sustainability.</li> </ol>

**10:30-12:00**

<b>Session II (Room C - 10<sup>th</sup> Floor): Business I</b>	<b>Session III (Room D - 10<sup>th</sup> Floor): Resources and Equity</b>
<b>Chair:</b> Michael P. Malloy, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.	<b>Chair:</b> Victor Krasilshchikov, Senior Research Fellow, The Polish Institute of Advanced Studies, Poland.
<ol style="list-style-type: none"> <li>1. Xinpeng Xu, Professor, Hong Kong Polytechnic University, Hong Kong. Impact of the Belt and Road Initiative on China's International Image: Preliminary Evidence.</li> <li>2. Danijela Brecko, Associate Professor, MLC Management and Law College Ljubljana, Slovenia. Phenomena of Organizational Energy - Fuel for Pick Performance.</li> <li>3. Maria Babosik, Senior Economic Analyst, PhD Student, Central Bank of Hungary, University of Pécs, Hungary. Financing Transition and Development in Central Asia - Challenges for the</li> </ol>	<ol style="list-style-type: none"> <li>1. Per H. Jensen, Professor, Aalborg University, Denmark. Active Ageing - Participation in Society.</li> <li>2. Evangelos Mantzaris, Extraordinary Professor and Senior Researcher, Stellenbosch University, South Africa. A Matter of Life and Death: Pharmaceutical Supply Chain and Procurement Corruption in South Africa.</li> </ol>

Multilateral Development Banks. 4. Alen Veljan, PhD Student / Lecturer, Universidad Rey Juan Carlos / Hamburg University of Applied Sciences, Spain / Germany. Regulating the Uncontrollable: The Development of Card Scheme Fees in Payments Markets in Light of Recent Policy Intervention.	
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**12:00-13:30**

**Session IV (Room D - 10<sup>th</sup> Floor): Community / Local Issues**

**Chair:** Burak Cop, Associate Professor, Istanbul Kültür University, Turkey.

1. Kirk Helliker, Research Professor, Rhodes University, South Africa. Prioritising the Local: A Comparative Analysis of the Three Zvimurenga in Zimbabwean History.
2. Derya Nizam Bilgic, Assistant Professor, Izmir University of Economics, Turkey. Milk from Farm to Schools: Innovative Collaboration between Farmers' Cooperative and Municipal Governments.
3. Sudheera Jayaweera, Senior Lecturer, University of Kelaniya, Sri Lanka. Waiting for Rain: Social Consciousness on Rain and its Changes in Sri Lanka.
4. Nina Denisova, PhD Student, Sofia University, Bulgaria. Moral Dimensions of Consumption: Worlds of Quality in the Consumption of "Craft" Beer in Bulgaria.

**13:30-14:30 Lunch**

**Lunch Time (13:30-14:30): Posters Presentation-Management and Law College of Ljubljana**

- Marjanca Scheicher: The Optimisation of the Process of Mortgage Credit.
- Ane Marie Bubalo: Risk Management with Bisnode Credit Rating.
- Nina Trdin and Džana Kedić: Bisnode Business Analytics for the Development of Management.

**14:30-15:30**

**Session V (Room A - 10<sup>th</sup> Floor): European Aspects**

**Chair:** Ken Roberts, Emeritus Professor, University of Liverpool, UK.

1. Burak Cop, Associate Professor, Istanbul Kültür University, Turkey. Corbyn's Ideology: Social Democracy, Democratic Socialism, or Left Populism?
2. Stefano Neri, Associate Professor, University of Milan, Italy, Lisa Dorigatti, Research Assistant, University of Milan, Italy & Anna Mori, Research Assistant, University of Milan, Italy. Trajectories in Outsourcing Social and Educational Services under Austerity Conditions. The Case of Italy.
3. Eva Pataky, PhD Student / External Lecturer, Eötvös Loránd University, Hungary & Johanna Giczi, Assistant Professor, Eötvös Loránd University, Hungary. The Occupational Prestige of Interpreters in Hungary.

15:30-16:30

**Session VI (Room A - 10<sup>th</sup> Floor): Globalization**

**Chair:** Amy Stone, Associate Professor, Trinity University, USA.

1. Marek Hrubec, Senior Research Fellow, The Czech Academy of Sciences, Czech Republic. Social Consequences of Limited Nuclear War.
2. Victor Krasilshchikov, Senior Research Fellow, The Polish Institute of Advanced Studies, Poland. The Global Shift to the East? Sociological Approach to the Long-Term Processes in the World Economy.
3. Carolin Thiem, Postdoctoral Researcher, MCTS - Munich Center for Technology in Society, Germany. "It's about Doing Something". TechnoCitizenship - Governing through the Design of Publics.

16:30-18:30

**Session VII (Room A - 10<sup>th</sup> Floor): ATINER's 2019 Series of Academic Dialogues  
Globalization at the Crossroads: Social, Health and Economic Facets**

**Chairs:** Lampros Pyrgiotis, Senior Research Fellow, ATINER & Gregory T. Papanikos, President, ATINER.

1. Domenico Maddaloni, Associate Professor, University of Salerno, Italy. Sociological Insights on the Concept of Globalization.
2. Per H. Jensen, Professor of Social Policy, Centre for Comparative Welfare Studies, Aalborg University, Denmark. Europeanization as Part of Globalization.
3. Michael P. Malloy, Distinguished Professor & Scholar, University of the Pacific, USA. Global Rules for Bank Capital.
4. Xinpeng Xu, Professor, Hong Kong Polytechnic University, Hong Kong. How not to De-Globalize.
5. Stephen Jacobs, Senior Lecturer, The School of Nursing, Faculty of Medical and Health Sciences, The University of Auckland, New Zealand. Conscious Engagement.
6. Vickie Hughes, Assistant Professor, School of Nursing, Johns Hopkins University, USA. "Stop the Bleed".
7. Carol Anne Chamley, Associate Professor, London South Bank University, U.K. Care and Compassion: The Beating Heart of The NHS.

21:00-23:00 Greek Night and Dinner

**Tuesday 7 May 2019**

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

Group Discussion on Ancient and Modern Athens.  
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:15-13:00

**Session IX (Room D - 10<sup>th</sup> Floor): Global Ethics II**

**Chair:** Siddharth Mohapatra, Assistant Professor, Indian Institute of Management Kozhikode, India.

1. Eduardo Lopez, Assistant Professor, Belmont University, USA. How to Survive with Various Sets of Ethical Values.
2. Man Zhang, Lecturer, Beijing Information Science & Technology University, China. Prospects for the Application of Professional Ethics Promotive Model in Business Ethics Assessment.

3. Cristina Quaranta, PhD Student, University of Rome Tor Vergata, Italy & Emiliano Di Carlo, Associate Professor, University of Rome Tor Vergata, Italy. The Incentives of a Common Good based Corporate Social Responsibility: Mission Statement as first Orientation Tool.
4. Nelson Amaral, Assistant Professor, University of Ontario Institute of Technology, Canada. Responses to Ethical Scenarios: The Role of Construal Level and the Self.

13:00-14:30

**Session X (Room D – 10<sup>th</sup> Floor): Business II**

**Chair:** Demetra Arsalidou, Reader in Law, Cardiff University, UK.

1. Chrystin Ondersma, Professor, Rutgers Law School, USA. A No-Contest Discharge for Uncollectible Student Loans.
2. Paola Rodas Paredes, Associate Professor, Universitat Rovira i Virgili, Spain. Digital Tools and Processes in Company Law, a Chance for Intra-European Corporate Mobility.
3. Anatoliy Lytvynenko, PhD Student, Ivan Franko National University of Lviv / Robert Gordon University, Ukraine / Scotland, UK. The Application of Common Law Tort Principles in Civil Actions Involving Disclosure of Bank Records.
4. Ifedayo Adekeye, PhD Student, University of Portsmouth, UK. Development of E-Commerce in Nigeria; A Case for Consumer Protection.
5. Arunas Burinskas, Lecturer, Vilnius University, Lithuania. A Review of Drugs Supply Disruptive Effects which Lead to Shortage.

14:30-15:30 Lunch

15:30-17:00

**Session XI (Room A – 10<sup>th</sup> Floor): Global Ethics III**

**Chair:** Paola Rodas Paredes, Associate Professor, Universitat Rovira i Virgili, Spain.

1. Demetra Arsalidou, Reader in Law, Cardiff University, UK. How Global Businesses can Alter their Attitudes in order to be more Ethical and Transparent. (Tuesday)
2. Clement Labi, PhD Student, University of Luxembourg, Luxembourg & Willy Tadjudje, Lecturer, University of Luxembourg, Luxembourg. Business Ethics in the Ohada Zone: Uniform Law, Uniform Ethics?

17:00-18:30

**Session XII (Room A – 10<sup>th</sup> Floor): Special Topics**

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

1. Paul Anisef, Professor Emeritus, York University, Canada. A 46-Years Old Study regarding the Educational Training, Labour Market, and Aging Experiences of a Unique Generation of Canadians.
2. Felice Addeo, Assistant Professor and Researcher, University of Salerno, Italy, Angela Delli Paoli, Research Assistant, University of Salerno, Italy, Maria Esposito, University of Salerno, Italy & Maria Ylenia Bolcato, University of Salerno, Italy. Doing Social Research on Online Communities: The Benefits of Netnography.
3. Mira Moshe, Senior Lecturer, Ariel University, Israel. "We Were On a Break" – Time for Love and Time for a Pause.
4. Karina Schuh Reif, PhD Student, Pontificia Universidade Católica do Rio Grande do Sul, Brazil. Biographical Narratives of Female Prisoners.

20:00- 21:30 Dinner

**Wednesday 8 May 2019**  
**Mycenae and Island of Poros Visit**  
**Educational Island Tour**

**Thursday 9 May 2019**  
**Delphi Visit**

**Friday 10 May 2019**  
**Ancient Corinth and Cape Sounion**

**Felice Addeo**

Assistant Professor and Researcher, University of Salerno, Italy

**Angela Delli Paoli**

Research Assistant, University of Salerno, Italy

**Maria Esposito**

University of Salerno, Italy

&

**Maria Ylenia Bolcato**

University of Salerno, Italy

## **Doing Social Research on Online Communities: The Benefits of Netnography**

In social science research, Netnography has become a widely accepted research method. It has been used to tackle a wide variety of topics from culture to identity, social relationships and civic empowerment. Netnography can be broadly defined as a qualitative research approach that adapts the traditional ethnographic techniques to the study of the “net”, which is the online communities, practices and cultures formed through computer-mediated communications. Both Ethnography and Netnography are naturalistic and unobtrusive approaches, interested in studying social practices in their everyday context (Kozinets, 2010). They are both multi-method, methodologically flexible and adaptive, not confining themselves to following specific procedures, but rather remaining open to issues arising from the field (Varis, 2014). However, Netnography differs from Ethnography under some crucial points. Entering the online culture diverges from face-to-face entrée in terms of accessibility and research design. From a data collection perspective, Netnography is far less time consuming; however, it requires a new set of skills due to the specificities of computer-mediated communication and its dramatically increased field site accessibility, which requires choices about field sites and decisions about types of data to gather and analyse. Moreover, it is far less intrusive than traditional Ethnography as it allows for researcher invisibility: the cyberspace makes it possible for researchers to be unseen from people observed. This allows to document the explicit language of informants without the risk of obtrusiveness and disturbance. This paper presents the methodological specificities of Netnography focusing on its context of application, the definition of the method, the research design: from the objectives and research questions’ setting, to sites’ selection and cultural entrée, from the type of data to be collected, to the way to classify, analyse and represent them. The paper will also discuss some examples of netnographic studies in social sciences.



**Ifedayo Adekeye**

PhD Student, University of Portsmouth, UK

## **Development of E-Commerce in Nigeria; A Case for Consumer Protection**

The evolution of trade over the years has been accelerated by technological advancement especially with computers and related electronic devices which with the help of the internet have led to a whole new phase of trade which is popularly called Electronic Commerce (E-commerce).

The concept of e-commerce which has received sufficient cognizance in the preceding 10-15 years introduces a new type of trade was activated in which information, contracts, negotiations, buying and selling are conducted with the clicking of a few buttons on an electronic device. As humanity evolved, trade also evolved, and this evolution has prompted the need for continuous enactment of laws to regulate the ever arising societal and trade-related problems.

E-commerce has debuted in the Nigerian commercial scene. However, unlike what is tenable in advanced jurisdictions such as the European Union and the United States, consumers in Nigeria are yet to fully embrace E-commerce. Primarily, *inter alia*, this is due to adequate protection issues. This has arguably, had a large effect on the growth of e-commerce in Nigeria.

A peculiar characteristic of e-commerce is that buyers and sellers do not have physical interaction from the inception to the conclusion of the contract. Communication, when required, is usually via emails. It is argued that there is an expedient need for the protection of consumers who are at risk during a contract, given that they enter without being in a position to either access or assess the goods which they are purchasing. The question that therefore arises is whether the current whether the legal framework remains effective to protect consumers in Nigeria.

This article seeks to highlight the importance of laws regulating such transactions based on their peculiarity. It argues that the that lack or inertia of regulations are partially responsible for the redundant growth of e-commerce. The article concludes that the legal framework to regulate E-Commerce is defective and provides recommendations for reform.

**Nelson Amaral**

Assistant Professor, University of Ontario Institute of Technology, Canada

### **Responses to Ethical Scenarios: The Role of Construal Level and the Self**

This research explores how variation in consumers' construal level can influence their expectations about how ethically others, as well as the self, will behave in hypothetical situations. Across four experiments, construal levels are manipulated by altering social distance, temporal distance, perceptual fluency and by using a well-established cognitive method. Tests of mediated moderation indicate that by altering the relative priority placed on the desirability of end-state goals or the feasibility of means used for accomplishing those goals, changes in construal level predictably influence self-reported (un)ethical behavior. Contrary to prior research, however, the present findings demonstrate when a higher construal level prompts greater unethical behavior - in all cases except one. The final experiment provides new insight into the apparent inconsistency between the present findings and prior research on the effects of construal level on moral decision-making. Specifically, results demonstrate that the salience of the trade-offs that are inherent in many ethical scenarios systematically influence the effects of construal level on ethical decision-making.

**Paul Anisef**

Professor Emeritus, York University, Canada

## **A 46-Years Old Study regarding the Educational Training, Labour Market, and Aging Experiences of a Unique Generation of Canadians**

The objective of the presentation is to update an international set of sociologists on the progress being made by a team of social scientists involved in conducting Sociology the seventh and final phase of studying a cohort of baby boomers from Ontario who graduated from Grade 12 in 1973 (Class of '73). This unique 46-year study, funded recently through a SSHRC Insight grant in 2018, follows up with the cohort and continues the longest longitudinal study of late baby boomers in Canada. When complete, it is anticipated that the study will deepen knowledge of educational, training, labour market, and aging experiences of a unique generation of Canadians over the past 50 years.

To date the project has shown how external forces – the economy, social class and gendered opportunity structures – combine with individual circumstances – such as educational and occupational choices, family life, and health – to shape a generation's life course. Now either in the early stages or on the cusp of retirement, the people in this cohort have lived through a period of unprecedented economic and social change. As such, the study offers an opportunity to explore the education, work and plans for retirement of a cohort of late baby boomers.

The original cohort, made up of 2,522 Grade 12 students from 97 Ontario high schools, was first contacted in 1972 as part of a short-term study of educational plans. As children, most of the participants lived in two parent families and over half in families with four or more children.

Over time, five follow-ups were conducted with the same cohort, with the last follow up (phase six) occurring in winter 1994. At that time, the study participants were 40 to 42 years of age, in mid-life and mid-career, often married and in the process of raising their own children. Over a period of 20 years, the researchers found that middle-class study participants were particularly vulnerable to change, with more than 60 per cent moving up or down the ladder of success with respect to intergenerational mobility. Yet a minority of participants from more humble origins took advantage of economic opportunities and moved into upper positions. By the time that study participants were in their mid-20s, two-thirds had obtained at least some post-secondary education. When contacted some 15 years later in 1994-95 (phase 6), over half had returned to pursue further education and more than two-thirds stipulated that they were satisfied with how things had turned out for them with respect to

work and career, though an even larger proportion expressed satisfaction with their family and personal life.

The cohort is now between 62 and 64 years of age and approaching retirement. Their children are experiencing many of the educational, work and life course pathways previously reported by their parents, although these experiences occur in a distinctly different social and economic context. Our team's approach, similar to that employed in phase six, combines survey questionnaires and one-on-one interviews to provide a total picture of the cohort's life course pathways.

The presentation will focus on first summarizing the major findings of the study to date, reporting on the challenging task of tracing and locating study participants last contacted in 1994/95 and sharing life course stories from interviews with study participants that were interviewed in previous phases of the study.

**Demetra Arsalidou**  
Reader in Law, Cardiff University, UK

## **How Global Businesses can Alter their Attitudes in order to be more Ethical and Transparent**

The paper questions how global businesses can alter their attitudes to make them more ethical and transparent. It examines three causes of a financial catastrophe that are possibly linked to bankers' attitudes and mindsets: bankers' excessive greed that leads them to fall into ruinous temptations such as securitisation and short-termism, bankers' behavioural limitations such as overconfidence and over optimism and finally bankers' ignorance of financial products. The paper then considers an alternative model to confronting bankers' deficiencies that is more sustainable in the long run: the tool of education. When there is so much disapproval of companies for their lack of corporate social responsibility, education can help significantly. Its role is three-fold: First, it can alert future leaders of the positives of acting selflessly and for socially responsible goals. Second, it can teach them of what the law *actually* says: that they must promote the company's best interests – and not the shareholders' short-term interests – a matter frequently ignored within business practice. Finally, via education future leaders can learn a thing or two about the behavioural weaknesses often characterising people in high executive positions; they can also learn about the risks of showing poor judgment and unfamiliarly of a business' financial nuances and related risks. These 'educational measures' can help restore integrity back into banking whilst underlining the weight of ethics-based corporate cultures.

**Maria Babosik**

Senior Economic Analyst, PhD Student, Central Bank of Hungary,  
University of Pécs, Hungary

## **Financing Transition and Development in Central Asia – Challenges for the Multilateral Development Banks**

After the collapse of the Soviet Union in 1991 five new states, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan emerged in Central Asia, who had to consolidate their statehood and reshape their political, economic and social systems. Their transition has not been completed yet, and they need to cope with it in times of major geopolitical changes when China is rising, and Russia is trying to regain influence in their neighbourhood. This region is rich in natural resources and can play an important role both for Europe and for Asia to diversify their huge import needs.

The aim of the presentation is to highlight how multilateral development banks – being important international financial institutions – contributed to the transition and development of the Central Asian region.

The topic has a current relevance as in March 2018 a Summit Meeting of the five countries of Central Asia took place in Astana, Kazakhstan on regional cooperation. It was the first such high-level meeting after 20 years signalling a new attempt for closer regional relations.

The presentation gives an overview of the geopolitical importance of Central Asia and the role of the major powers in the region. After that the five Central Asian countries will be introduced, and the current situation in Central Asia will be analysed. Multilateral development banks active in the region (World Bank, Asian Development Bank, Asian Infrastructure Investment Bank, European Investment Bank, European Bank for Reconstruction and Development, Islamic Development Bank) will be presented and their regional strategy, investment focus, project portfolio, achievements, concerns and future plans will be analysed. The scope of their financing activity will be compared to the development aid these countries receive and to the private and local government investments, too. The presentation will conclude with realistically judging the role of these banks in the transition and development of Central Asia and giving an outlook for their possible contribution in the future.

Research method used for preparing the presentation is literature review, statistical analysis, review of the documents of the multilateral development banks and using media news.

The paper helps to better understand the geopolitical importance and the situation of Central Asia and the role international financial institutions play in its transition and development.

**Danijela Brecko**

Associate Professor, MLC Management and Law College Ljubljana,  
Slovenia

## **Phenomena of Organizational Energy - Fuel for Pick Performance**

Every human being has their own natural energy. Human natural energy is hard to see, but you can definitely feel it. Natural energy is a personal force that resides in every human being, with it we function and influence people around us. Everyone brings their own energy to the work place and into the organization. The combined natural energy of people forms the so called organizational energy which is the most important fuel for pick performance. The organizational energy manifest in how people think, how they fell and how they behave and act by fulfilling organizational goals. In every organization we can find four different kind of organizational energy: Productive energy, comfort energy, mischief energy and corrosive energy. However, the organizational energy is always in movement. By managing organizational energy the role of the leader is a key. The leader must be able to sense what kind of energy he is dealing with and what is its power and quality. Only then can he choose the right strategy for maintaining and improving the organizational energy.

In the presentation we will explain the phenomena of organizational energy and concrete results of national measurement of organizational energy in Slovenia in period of three years (2016 -2018). We will also show several practical cases how organizations in private and public sector deals with the phenomena of organizational energy towards pick performance and based on concrete results we will finally summarize the key generators of high productive energy.

**Arunas Burinskas**  
Lecturer, Vilnius University, Lithuania

## **A Review of Drugs Supply Disruptive Effects which Lead to Shortage**

Health system function is to ensure equitable access to essential drugs and medicines. If this condition is not followed shortage appears.

The objective of this paper is to bring estimation of drugs supply disruptive effects which lead to shortage and patients' un-welfare.

The literature analysis showed that more than 15 supply disruptions and, also risks, which produce negative effect from what was intended, that is the return to low utilization of supply service. More often than success, there is not yet enough evidence that these reverse effects - such as a loss of income - actually exists.

After the literature review the main supply disruptions are identified and presented as follows:

- 1) The lack of information among distribution chain partners,
- 2) The unavailability of drugs and delays in the distribution channel,
- 3) The multiplicity of distribution channel parties and the difficulty of identifying responsible one or negative attitude of providers,
- 4) Deficiencies in planning and communication,
- 5) Under-distributing system improvement, difficulties in meeting expenses, and frozen working capital and operational costs for over-distribution in the chain.

These disruptions give of what to be expected if all required is not in place, shortage appears. There is the lack knowledge of effects examination, because so few studies have been carried out of drugs shortage perspective. AHPSR's observation stays that systemic disruptions and their impacts have hardly been studied.

The study consists of two parts. The first part is dedicated to patient's welfare market-based models, whereas the second one - to specific supply financial and operational impact on shortage evaluation in pharma distribution channel analysis.

Various market competition models presented in the literature are reviewed and compared with imperfect competition models in the paper. The main difference of these models is timely provided information which helps to minimize shortage. The author of the study also provides their aspects towards patients' welfare.



Based on approximation data, author constructed supply financial and operational impact/drug availability probability scale and estimation metrics for shortage measurement.

Finally, the author presented the case analysis for drug shortage in period 2010-2016.

Methods: The review of 23 scientific papers, the synthesis of data of supply disruptions and impact on drugs shortage estimation, and statistical analysis.

**Burak Cop**

Associate Professor, Istanbul Kültür University, Turkey

### **Corbyn's Ideology: Social Democracy, Democratic Socialism, or Left Populism?**

Jeremy Corbyn's election as the leader of the Labour Party (UK) in September 2015 by the majority of members, the organizational, political and even ideological change he has brought about in the party and his electoral success in June 2017 have increasingly drawn the attention of political observers. In an era where the traditional centre-left parties of Continental Europe constantly lose ground to the rising right populist movements, Corbyn's Labour is increasingly portrayed in the popular political discourse as a left-wing alternative to both pro-austerity incumbent parties which rule out redistributive policies and right-wing populism which is fuelled by the grievances of the masses targeting the traditional political elites.

Arguing that old fashion radical politics became ineffective and defunct in the era of globalization, Anthony Giddens proposed in the 1990s a "Third Way" which differs from the old left and the New Right. That new recipe which reconciled the social democracy with the primacy of the market was the consequence of the end of the Welfare State consensus, the decline of the Marxism's appeal, and the economic, social, and technological changes that took place after the 1970s. Giddens' contentions framed and theorized the pro-market orientation of the European social democratic parties, especially that of the New Labour under Tony Blair's leadership. The successes these parties enjoyed in the 1990s were exhausted by the mid-2000s, though. The 2008-9 economic crisis completely discredited the idea of a market-oriented social democracy. Having won the 1997, 2001 and 2005 elections, Labour fell from power in 2010. However the legacy of the Blair era is still strong amongst the members of the Parliamentary Labour Party (PLP). The majority of the PLP turned down the new policies Corbyn has been trying to adopt. They even openly challenged Corbyn's leadership in 2016. However, backed by an even increasing number of party members, Corbyn defeated this challenge by strengthening his popular support.

The general expectation about Labour's prospective electoral performance under Corbyn was not promising prior to the 2017 election. A big segment of the corporate media and commentators reflecting the views and preferences of the establishment anticipated a comfortable victory for the Conservatives. Corbyn however conducted a successful electoral campaign which extended his party's popular support and counteracted the media's negative coverage targeting him since he became the party leader. Corbyn's Labour managed to mobilize a vast section of

the society by becoming the biggest left-wing party of Europe in terms of membership and increasing the turnout, especially by gaining more youth support than before.

How can we interpret the ideological implications of Corbyn's rise? Attempts to build a theoretical framework for Corbyn's policies beyond the emphasis put on the return of the traditional left-wing values are very limited in the academic literature. The aim of this paper is to describe and explain Corbyn's political agenda by discussing it within a broader ideological context.

**Nina Denisova**

PhD Student, Sofia University, Bulgaria

## **Moral Dimensions of Consumption: Worlds of Quality in the Consumption of "Craft" Beer in Bulgaria**

Since the 1970s, the global brewing industry has seen the phenomenon called the "Renaissance of Craft Beer", which originated in the United States and where its popularization began. Assigning, stabilizing, objectivizing, and ranking quality in craft beer has at least several layers of value ranges from which it derives its legitimacy. In the domestic order of worth, as a basic narrative, the construction of quality takes place above all through the figure of the "master". Through his labour he enriches with uniqueness the beer by embedding his identity in it, socializing the impersonal market transaction. This contrasts with market and industrial quality perception, where price and standardized efficiency dominate. The object itself is rather a gift or even a care for the consumer who is not an anonymous client but part of a community of "craft" users. Quality is justified through individuality, inspiration and delight for the senses or as a responsibility to the local producer, community and union.

**Elaine Gibson**

Professor, Dalhousie University, Canada

&

**Brent Cotter**

Professor, University of Saskatchewan, Canada

## **Comparative Limits to the Duty of Confidentiality and the 'Duty to Warn/Protect' in the Context of the Health and Legal Professions**

Health professionals primarily serve individuals as patients. The ethical obligation to maintain patient confidentiality is considered critical to the ability to serve the interests of patients. Patients who cannot trust in their information being kept private may well be inclined not to seek medical attention.

Similarly, lawyers are mandated to serve the public and the public interest. The primary feature of this service tends to be to and for individuals as clients. This leads to both legal and ethical duties of loyalty owed to clients, of which the duty to maintain client confidences is a central component.

Nevertheless, aspects of the work of health professionals' and lawyers often bring their respective ethical duties of confidentiality into conflict with the broader public interest. This might include commitments to their respective professions, to the courts, to the health system, or to specific vulnerable individuals with whom their patients/clients interact. In what circumstances should the duties of confidentiality owed by health professionals or by lawyers defer to a wider public interest? What differences in practice and principle exist between health professionals and lawyers in assessing this conflict of professional duty? What differences exist among countries that have given consideration to these questions? What normative outcome is most appropriate for health professionals? For lawyers? And, specifically, when should a duty of confidentiality be set aside in the interest of protection of the larger public interest?

This paper will:

- a) explore the existing law and ethics of health professionals and lawyers in relation to the scope of their duty of confidentiality;
- b) examine the foundational justifications in the health and legal professions for the existence of these duties;
- c) assess the similarities and differences in professional role that justify or call into question existing legal and ethical norms in the respective professions; and

- d) articulate an optimal normative narrative of health professionals and lawyers' respective duties to warn/protect that incorporates institutional interests, the ethics of their professional roles, and the significance of broader societal interests.

**Kirk Helliker**

Research Professor, Rhodes University, South Africa

### **Prioritising the Local: A Comparative Analysis of the Three Zvimurenga in Zimbabwean History**

The paper examines what are controversially called the three *zvimurenga* (or three wars of liberation) in Zimbabwean history, namely, the Matabeleland and Mashonaland revolts in 1896-97, the guerrilla struggle during the 1970s and the 'fast track' land occupations from the year 2000. The main purpose of the paper is to offer a comparative analysis of the three *zvimurenga* with a particular focus on the forms of mobilisation, coordination and organisation embedded in each *chimurenga*. Quite often, all three *zvimurenga* have been depicted as centrally organised (by for instance spiritual or political authorities, or both) with insufficient detail to local dynamics. Arising from this, actions undertaken by *chimurenga* participants become interpreted as inherently proto-nationalist or fully nationalist. Contrary to this, I argue that all three *zvimurenga* were animated in large part by localised dynamics, decisions and divisions, which raises the importance of diverse local interests, tensions and struggles both enabling and disabling broader *chimurenga* processes. This leads as well to revisiting critically any sweeping historical narrative based on a succession of *zvimurenga*.

**Marek Hrubec**

Senior Research Fellow, The Czech Academy of Sciences, Czech Republic

## **Social Consequences of Limited Nuclear War**

The purpose of my paper is to offer a critical analysis of the risks of nuclear war with its lethal consequences for civilians and societies. It is a contribution to analyses of the complex issue of global interactions from perspectives of political sociology and sociology of security. I will deal with the difference between the strategy of a global destructive war following classical application of standard nuclear weapons under the Mutual Assured Destruction doctrine, on the one hand, and the new strategic plan of limited nuclear war, without its global continuation, on the other. The possibility of avoiding a planetary catastrophe is redeemed here by the dangerous real intention to make nuclear war, even if only on a limited scale. Following the methodological approach of sociological analysis of interactions among politics, security, and social groups, I will address this issue not as a technical security problem but as a major social threat interconnected with two social groups in the current phase of technological development: (a) a decision making social group, (b) a potentially attacked social group.

In the first part of my paper, I will address the contemporary impulses for analysis of the risks of limited nuclear war and its consequences. I will explain the characteristics of the current military nuclear issue for specific social groups, and the related problems of the new strategic documents (the security strategies, the nuclear posture reviews, etc.). In this context, in the second part of my paper, I will address an issue of conflicts of political and technical military interests which create the risks of limited nuclear war. In the third part, I will clarify the basic preconditions of the current situation, i.e. the historical trajectory of strategies concerning limited nuclear war until now, in order to make possible the better understanding of the problem by identifying the milestones of the development of the issue. At the end of my paper, I will stress the risks of nuclear war in order to point out the threat with its lethal consequences for specific social groups.

In my paper, I will present results of my own research within a context of our team research in the strategic interdisciplinary research program "Global Conflicts and Local Interactions" which I coordinate at the Czech Academy of Sciences in Prague.



**Matthias Huehn**

Mary S. Carey Chair of Ethics and CST, Saint Vincent College, USA

## **The Ethical Irresponsibility of Corporate Social Responsibility**

Corporate/collective moral responsibility is a thorny topic in business ethics and this paper argues that this is due a number of unacknowledged and connected epistemic issues. Firstly, CSR, Corporate Citizenship and many other research streams that are based on the assumption of collective and/or corporate moral responsibility are not compatible with Kantian ethics, consequentialism, or virtue ethics because corporate/collective responsibility violates the axioms and hardcore hypotheses of these research programmes. Secondly, in the absence of a sound theoretical moral philosophical foundation, business ethicists have based their ideas on legal and political epistemologies, yet still claim to be ethics-based. Thirdly, research is often driven by an intention to *prove* that a specific social goal is right, not by open and critical inquiry. Lastly, today, corporate/collective moral responsibility is widely accepted as the Truth as most researchers are unaware of any issues because they are untrained in philosophy. The paper identifies the confusion about the epistemic basis as a major impediment for delivering a thick concept of the role of corporations as moral agents. Thus the paper does not argue against corporate or collective agency as such, but points out an obvious but forgotten paradox: corporate and collective personhood can, at the moment at least, not be epistemologically grounded in the field in which business ethics claims to operate: moral philosophy.

**Sudheera Jayaweera**  
Senior Lecturer, University of Kelaniya, Sri Lanka

### **Waiting for Rain: Social Consciousness on Rain and its Changes in Sri Lanka**

The main focus of this research paper is to identify social consciousness and its changes based on the weather conditions particularly on rain in dry zoon agricultural areas of Sri Lanka. Social consciousness is defined as the consciousness shared by the individuals within a society. The “We feeling” or the “Sense of us” in a certain group or a culture and their social identity depends on the level of social consciousness. So far in the sociological research draw its attention mostly on the class consciousness widely based on the economic relations and production modes according to the Marxist view. While remaining in the same philosophical grounds our interest raised herewith to examine how social consciousness on rain as a weather condition has been changed in the agricultural community in Anuradhapura district, North-Central Sri Lanka during past decades (from transitional period of economic system rooted with agriculture to industrial and service based economic structure). To achieve this main objective, predicting ability on rain in the concerned society were measured using both quantitative and qualitative data collecting technics. Herewith, their skillfulness, knowledge and experiences on rain were measured.

It has been compared two generations by their age in a same culture as 65 above and 30 to 40 age categories, assuming that each group represents the socio-cultural characteristics before and after the introduction of open economy in to the Sri Lankan society. Research leads us to consider the sensitivity of the people regarding the environmental issues along with the time. Data gathered from 310 respondents using a quota sample shows clear deference about consciousness on the environment and predictability of raining among the two generations. More the work less mechanical, rain predicting capabilities were high among the respondents. Media influence, Formal education, modernization of agriculture and newly proposed irrigation systems have been identified as influential factors on reducing the public consciousness of rain. Research findings evidently confirms that veakning of the consciousness on rain is negatively impacted on the social cohesion.

**Per H. Jensen**

Professor, Aalborg University, Denmark

## **Active Ageing - Participation in Society**

The aim of this paper is to discuss prospects and preconditions of active ageing in the area of "Participation in Society", i.e. voluntary activities, care to children and grandchildren, care to older adults and political participation. Denmark, which ranks relatively high on the Active Ageing index with regard to "Participation in Society", will function as our test-case and we will draw on survey data from several Danish survey data sets (Frivillighedsundersøgelsen and Ældredatabasen), comparative data on volunteering, government documents, as well as administrative data. Three issues will be in-depth analyzed:

First, we analyze characteristics of individuals participating in society, i.e. what are their world views, dispositions, resources (education, health etc.) and is participation voluntary or in-voluntary (i.e. is participation in informal care work voluntary?). Overall, the aim is to identify potential (*supply side*) limitations of the active ageing strategy at the individual level (i.e. who and how many are able and willing to participate?).

Second, we identify areas where older people are primarily participating in society. We thus aim to identify, for instance, the proportion of older people engaged in voluntary work, informal care and political participation. In addition, we wish to map structures of participation within different areas of participation; that is, within the voluntary sector, for instance, we intend to analyze whether older people are more engaged in sport clubs as compared to visitor friend's schemes etc. Based on these data we will assess the potential space and limitations of the active ageing strategy in a *demand side* oriented perspective.

Third, using the welfare-mix approach as our point of departure we will analyze the extent to which older peoples pattern of participation in society is a by-product of the state, meaning that we will test the extent to which a large welfare state crowds out older peoples engagement in voluntary activities, informal care, and to some extent political participation.

Findings are that a large welfare state does not impact the magnitude - but the character - of participation. That older people enrolled in active ageing are relatively well educated and healthy, and that a distinction must be made between participation in voluntary work and informal care. Care is a public responsibility in Denmark and in this area older people function as helpers "on the margins"; as to voluntary work older people are primarily engaged in areas such as culture, social work and religion, which are sectors that cannot (except from culture) be expected to grow in the future.

**Victor Krasilshchikov**

Senior Research Fellow, The Polish Institute of Advanced Studies, Poland

### **The Global Shift to the East? Sociological Approach to the Long-Term Processes in the World Economy**

It is suggested to focus on the so-called global shift of the world-system's core from the West to the East, namely, to East and Southeast Asia. There are many prognoses predicting this shift, and only the concrete time frame of the latter is disputable.

However, all these prognoses have been based upon the current indicators' dynamics and its extrapolation into the nearest future. They are patterns of "purely economic" approach to the multi-dimensional, complicate process, which is not reducible to the economic development only, and neglect qualitative aspects of the East Asian rise.

Meanwhile, the catching up modernisation of the East Asian newly industrialised countries, including China, has been, at first, the associated-dependent development and, at second, conservative modernisation (as in the case of Russia and/or Latin American countries in the past). It depended on the economic and political relations with the West and, in socio-cultural respect, relied on the compromise between the values of modernity and the local traditions. Today, the East Asian development has come to the threshold when the economic and political dependency on the world-system's core cannot be the main factor of further success and their traditions become obstacles to desirable progressive changes of their development model.

All scholars and policy-makers recognise that the main way to resolve the recent problems of East Asian countries is the technological progress, development of innovations and intellectualisation of economies. However, the scientific-technological base of these economies is insufficient for a qualitative shift towards a post-industrial society whereas the socio-cultural traditions are difficultly compatible with the strategic task of individual creativity's forming.

Hence, the prospects of the global shift to eastwards are opaque and doubtful. They will depend on operation of many factors, so it is still early to assess this shift as a unconvertible process.

**Clement Labi**

PhD Student, University of Luxembourg, Luxembourg

&

**Willy Tadjudje**

Lecturer, University of Luxembourg, Luxembourg

### **Business Ethics in the Ohada Zone: Uniform Law, Uniform Ethics?**

Ethics and morality are very closely related to culture. The OHADA (Organization for the Harmonization of African Business Law) area includes 17 countries in Central and West Africa. Most are former French colonies, but there are also former Belgian, Spanish, Portuguese and English colonies. On the religious level, we have countries with majority tendencies pushed towards Christianity, or towards Islam, knowing that Animism is still very present.

The OHADA area has a regional court (located in Abidjan, Côte d'Ivoire) that ultimately rules on business law issues throughout the area (Common Court of Justice and Arbitration - CCJA). If national judges may already have difficulties in dealing with ethical issues because of multiculturalism, what about the regional OHADA judge who may receive parties from countries with very different cultural legacies? The role of the Barrister can also be questioned to ask how s/he will proceed and what types of advice s/he will give to his/her client. The court of OHADA is also an arbitration court, and the same questions may arise in connection with arbitration proceedings.

To answer this question, and following an analytical and critical approach, we will review judicial decisions made by the OHADA regional court.

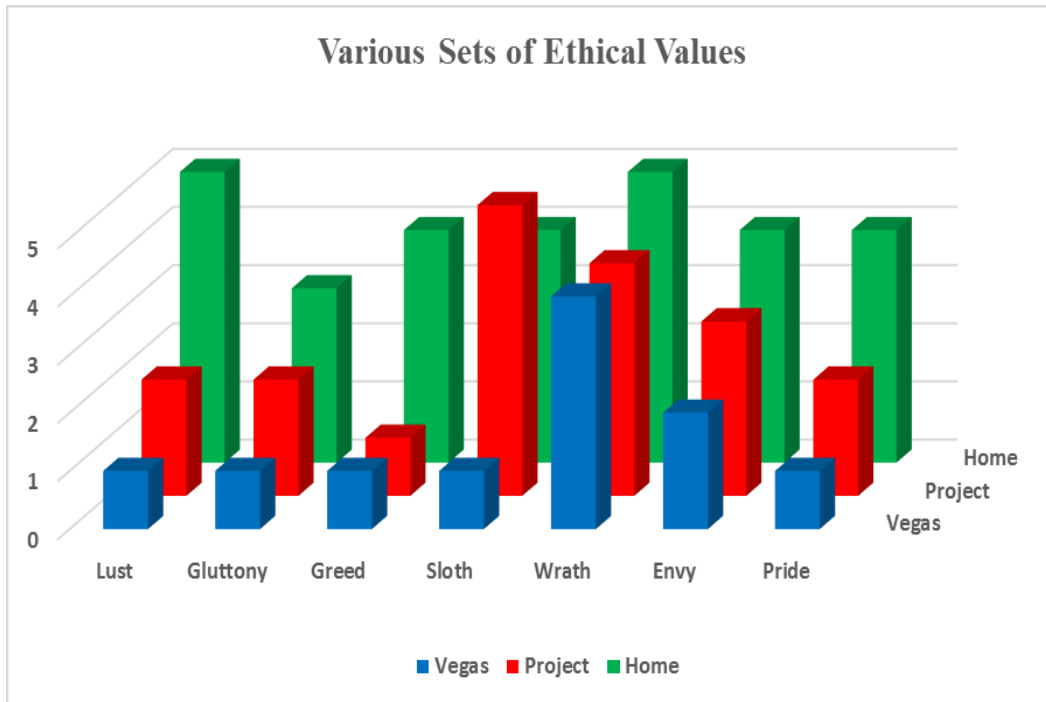
**Eduardo Lopez**  
Assistant Professor, Belmont University, USA

## How to Survive with Various Sets of Ethical Values

The source of ethics can be found on the influences received from parental examples at home, socialization in school, religious teaching, and the legal system; all constituents of a complex construct of universals (the portion of ethics norms widely accepted), and local beliefs (principles confined to a particular culture).

Relating the values of a particular group with the ethical baggage of its individuals is a challenging task.

As some decisions are based on professional considerations (job ethics), while others are based on a private ethical code, people may have various sets of ethical values.



We can imagine a cube with one face for each of the following elements:

- professional ethics,
- family ethics,
- general ethics,
- personal interests,
- allegiances,
- opportunity.



Each face consists of a number of squares, where each one represents an attribute of this element.

The ethics' cube is shuffled when not all its six faces are in the original ideal state. Instead, elements of different faces are mixed up providing an ununiformed distribution of attributes.

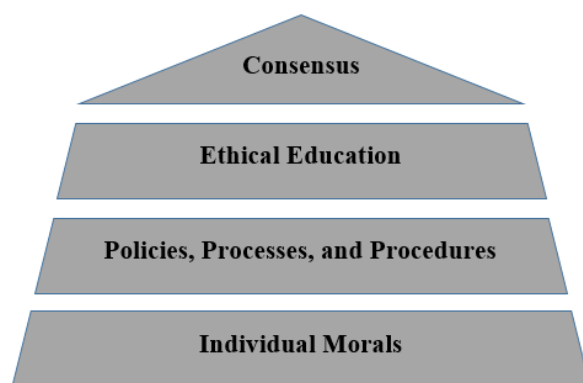
The shuffling happens when conflicts arise from our attempts to balance incompatible goals.

People have various sets of ethical values. For this reason, personal virtue as the sole indicator of ethical probity is not enough.

To be reassured about the capability to handle ethical issues, three issues must be addressed:

- Conflicts of interest.
- Allegiances.
- Opportunities to cheat.

### **Governance Tools**



Let's call for a paradigm shift, a new mindset, understanding that:

- Professional and personal ethics differ.
- Rules and principles are applied selectively.
- Culture and context influence projects.
- Consensus is the ultimate governance tool.

**Anatoliy Lytvynenko**

PhD Student, Ivan Franko National University of Lviv / Robert  
Gordon University, Ukraine / Scotland, UK

## **The Application of Common Law Tort Principles in Civil Actions Involving Disclosure of Bank Records**

The relationship between a bank employee and a depositor, debtor or any other client imposes confidentiality similarly to other professional relationships demanding professional secrecy, such as patient and physician, solicitor and client, priest and penitent, school and a student as well as other combinations featuring bilateral legal relationships. Banks maintain catalogues and registers with records which display accounts and other documents on clients' financial affairs which are bound to be disclosed under ordinary circumstances. The common law of United Kingdom and United States does not possess much legacy in civil actions against banks and bank employees for disclosing sensitive personal information, but these trials are particularly astonishing in the application of tort principles in data privacy cases. Both English (in particular, the splendid decision of *Tournier v. National Provincial and Union Bank of England*, one of the leading cases on data privacy and bank confidentiality), and American courts adjudicated the cases on the foundation of various tort doctrines, as a breach of express or implied contract, invasion of privacy, breach of confidence or duty, as well as libel while some decisions were based upon a breach of statutory duty. At such point, it would be intelligible to claim that the secrecy of bank records is not absolute and may be subjected to various qualifications, both imposed in common law and the legislature: such may involve various derogations arising from society interest in the detection of crime or verification of public office candidates as well as litigations involving the bank as plaintiff or defendant. The author also attempts to classify the banking records upon the existing common law and elucidate on the qualifications of confidence, most of which are adaptations or modifications of the *Tournier* derogatory rules. The said principles are well applied in various common law jurisdictions which presupposes they may be applied by courts both in commonwealths not possessing appropriate case law on the subject as well as international human rights courts, in particular the European Court of Human Rights in its future trials.



**Evangelos Mantzaris**

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South Africa

## **A Matter of Life and Death: Pharmaceutical Supply Chain and Procurement Corruption in South Africa**

Corruption has become a major danger to humanity throughout the world and its political, economic and financial repercussions lead to violations of basic human rights.

Although the Constitution of South Africa and a wide variety of healthcare and anti-corruption laws, rules and regulations exist since 1994, corruption in both the public and private healthcare sectors in the country seems to be increasing by the year.

The present article deals with corruption in public health supply chain management and procurement that are strategic systems instrumental in establishing and perpetrating the foundations of anti-corruption strategies and tactics.

It is based upon the utilisation of the qualitative, interpretive methodological paradigm consisting of primary and secondary sources such a content analysis of official state documents as well as personal interviews of senior provincial administrators.

It consists of an understanding of the relationship and comparative empirical examples of public supply chain and procurement corruption, the existing anti-corruption terrain in South Africa in terms of the study subject and pharmaceutical systems in supply chain.

The empirical findings and the conclusions follow.

**Siddharth Mohapatra**

Assistant Professor, Indian Institute of Management Kozhikode, India

&

**Pratima Verma**

Professor, Alliance University, India

### **Sustainable HR Value: Toward 'the Professional' Driven True Sustainability**

The Professional (employees with higher-order goals like sustainability champions) are the key to create the 3Ps of sustainability (people, planet, and profit). This causal link however is a non-sequitur without their wellbeing. With the worsening state of individual wellbeing, we deem the Professional as the fourth 'P' of sustainability who should be developed and regenerated for achieving true sustainability. This can be possible by the intervention of HRM systems, processes, and practices that are aligned with company sustainability programs and projects – Sustainable HRM (SuHRM). We argue that SuHRM can facilitate greater engagement and retention of the Professional that in turn can lead to true sustainability mediated by the creation of sustainable HR value. Sustainable HR value is conceptualized as a longitudinal value creation means, consisting up of the enhanced wellbeing levels of the four most important organizational stakeholders, namely employees, managers, customers, investors, and community. Implications for research and practice are discussed.

**Mira Moshe**

Senior Lecturer, Ariel University, Israel

**“We Were On a Break” -  
Time For Love and Time for a Pause**

This paper deals with the social and personal aspects of releasing pressure by taking a break, a time out, from romantic relationships. Time and physical space are significant components in designing and maintaining satisfactory romantic relationships. Each relationship, even a recently formed one, has its own past, present and future as well as its own spatial uniqueness. Meaning, romantic relationships time and space are inseparable and time perspective - as well as temporal and space orientations - constitutes the essence of interpersonal romantic relationships between partners.

Taking a break from romantic relationships, on the other hand, is a technique used by couples to cope with tension and anger by taking a temporary step back from one another. The duration of the break from "couple time" for the purpose of self-exploration or coping with their romantic attachment is not fixed and is often not known in advance.

The break space is a product of space and time connectivity. We base our spatial perceptions on our temporal perceptions, as spatial orientation becomes a cognitive anchor in relation to temporal orientation. Namely, individuals find themselves in specific locations (home, office, vehicle, etc.) at set times (morning, afternoon, evening, etc.), causing them to connect between spatial and temporal patterns. Taking a romantic break, constructing a break space, then, is a dynamic process in which spatial change is tied to temporal change and inversely.

**Stefano Neri**

Associate Professor, University of Milan, Italy

**Lisa Dorigatti**

Research Assistant, University of Milan, Italy

&

**Anna Mori**

Research Assistant, University of Milan, Italy

## **Trajectories in Outsourcing Social and Educational Services under Austerity Conditions. The Case of Italy**

In the last decades Southern European countries had to tackle an increasing demand both for child and elderly care, under conditions of “permanent austerity” (Pierson 2001), which became particularly harsh after 2008-2009 (Pavolini and Guillen 2015). In this context, outsourcing often constituted an important strategy for public administration, not only to expand care services, but also to ensure the provision of existing ones (Bordogna and Neri 2014, Mori 2017, Wollmann, Koprić and Marcou et al. 2018). This allowed exploiting the differences in employment regulation between the public and the private sector within labor intensive services, such as social and educational services (Grimshaw et al. 2015, Da Roit and Sabatinelli 2013).

As we will describe, outsourcing and the recourse to private provision in social and educational services was quite extensive in Italy since the 1990s, with a significant increase after 2008. However, it played out differently in elderly and child care services. In the former it was mostly used to first expand and then slow down reduction of service levels in the context of austerity in public finance, in both phases substituting the more expensive direct public provision. In the latter, and especially in the case of crèches, outsourcing to private providers was used to first expand and then maintain service coverage, complementing more than substituting publicly managed services. In the last 8-10 years these sectoral differences persisted taking also a partially different form, given that local municipalities often preferred to transfer directly managed educational services to “public-private” or “hybrid” organizations, instead of outsourcing them to purely private organizations, as happened in the elderly care.

Traditionally, two different literature streams have analyzed outsourcing decisions by public administrations. On the one hand, the industrial relations literature showed how industrial relations and labor market institutions influence the pace and form of outsourcing. On the other hand, comparative public administration literature focused on other explanatory variables, including cost-efficiency maximization, fiscal stress and the political/ideological orientation of public administrations.

The main contribution of this paper is to integrate these two research traditions to analyze patterns of outsourcing in the social and educational services in Italy. The empirical evidence is based on semi-structured interviews with key informants at both national and local level. Interviews are complemented by documentary analysis of reports and official documents and the comparison of collective labor agreements.

We will show that neither of them is able, alone, to explain the different private/public mix characterizing different social and educational services. While the possibility to access to labor market segments with different regulation and working conditions is a key explanatory variable for outsourcing decisions, this does not explain the variation in the extent to which local governments have outsourced different types of services and the development of hybrid organizations. Therefore, other factors need to be taken into consideration and this paper will focus on the explanatory power of some social and political factors.

**Derya Nizam Bilgic**

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### **Milk from Farm to Schools: Innovative Collaboration between Farmers' Cooperative and Municipal Governments**

This paper analyzes cooperation and collaboration between farmers' cooperatives and municipal governments for food sovereignty, focusing on a case study of the 2500-member Tire Dairy Cooperative located in Tire in the Aegean province of Izmir, Turkey. Although established 50 years ago, the Tire Dairy Cooperative has very recently been recognized as the most effective model for a cooperative, with increasing milk production, minimization of production costs, improvement in quality, cost effective processing, and production and marketing of diversified organic dairy products. In addition, it received an FAO award for the best rural development for initiating and sustaining new forms of innovative strategies, strengthening rural livelihoods and preventing migration from rural to urban areas. The cooperative sources fresh milk from its members, and provides agricultural machinery and equipment, feed, and fuel for tractors, and trainings to improve quality in animal husbandry, animal feeding, milking and various other community development projects. For the last decade, fresh milk has been purchased by the Municipality for distribution to more than 20 thousand students in 250 schools, and 125 underprivileged families with children aged 5 and under. This study presents a critical understanding of networks constructed between rural producers and urban consumers through innovative and participatory forms of governance at the local level.

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## **A No-Contest Discharge for Uncollectible Student Loans**

Over 44 million Americans owe more than 1.4 trillion dollars in student loan debt. This debt is uniquely difficult to shed in bankruptcy; even attempting to do so usually requires costly and contentious litigation with the Department of Education, and initial success may be followed by years of appeals by the Department of Education. As a result, very few student loan borrowers even attempt to discharge their student loan debt in bankruptcy.

In this Article, we call on the Department of Education to develop a set of nine easily calculable and verifiable circumstances in which it will not contest a debtor's attempt to discharge her student loan debt. Nearly every category of "no-contest" discharge represents a circumstance where the debtor would clearly suffer an undue hardship if forced to continue to attempt repayment, such that the Department of Education should conserve taxpayer dollars by consenting to discharge. Specifically, we urge the Department of Education to allow a "no-contest" discharge when the debtor's income is less than 150% of the federal poverty level and:

- (1) household income has been at or below the federal poverty level for the last four years;
- (2) the debtor receives disability benefits under the Social Security Act;
- (3) the debtor receives disability benefits because of military service;
- (4) the debtor's income is derived solely from retirement benefits;
- (5) the debtor is a caregiver of an adult or child as defined in the Lifetime Respite Care Act;
- (6) the debtor is a family caregiver of an eligible veteran;
- (7) the debtor did not receive a degree from the institution or the institution closed;
- (8) the debtor owes less than \$5,000; or
- (9) the debtor has been repaying their student loans for more than 25 years.

Our proposal will not solve every problem, but it would go a long way towards resolving many of the grosser inequities currently associated with student loans and their treatment in bankruptcy.

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## **The Occupational Prestige of Interpreters in Hungary**

It is often lamented that the occupational prestige of the translational profession (including translators and interpreters alike) is low, despite the important role translators have as cultural mediators (e.g. Sela-Sheffy 2018). At the same time, being able to translate and interpret from one language to another is often regarded as something very difficult, and such a skill is often admired by many. Although in occupational prestige surveys occupational prestige is often not defined at all (e.g. Treiman, 1977), there have been numerous surveys exploring the occupational prestige of a variety of professions (e.g. Reiss, 1961; the Harris Polls). These surveys measured the prestige of professions by asking the participants of the survey to set up a ranking among the professions presented to them, based on the level of prestige they thought these professions had. In Hungary, the Hungarian Central Statistical Office (HCSO) has so far conducted three occupational prestige surveys (in 1983, 1988 and 2016, as cited in Pataky 2018: 8-9). In the framework of the latest survey, 10 per cent of the population of Hungary were asked to rank altogether 173 professions based on their perceived occupational prestige (Csányi & Giczi 2018). In the end, for each profession a prestige score was calculated, which shows the level of prestige the given occupation has in the eyes of the population. Due to the fact that translators and interpreters are often the invisible link between people speaking different languages, they are not very much in the public consciousness, therefore this time neither "translator", nor "interpreter" were on the list of the occupations surveyed by HCSO. The aim of our research is to measure, or at least to come up with an estimated prestige score for interpreters, and this way find a place for this profession in the ranking of occupations in Hungary. To this end we are conducting a questionnaire survey among interpreters working in Hungary, asking them to judge the level of occupational prestige of interpreters and of some other occupations which are actually on the list of the professions surveyed by HCSO. In choosing our sample for the survey we used a stratified sample, consisting of the members of a professional association, the interpreter alumni of two universities and the interpreters working at the Hungarian Office for Translation and Attestation Ltd. (OFFI), which is the translation provider of the Hungarian state. Using the method of linear regression, by comparing the score given by interpreters to their own profession and professions already on the list



of occupations surveyed by HCSO, we would like to calculate an estimated prestige score for interpreters, and this way locate them in HCSO's prestige ranking of occupations in Hungary. The survey is accepting answers until 15 April, and answers will be processed and the results will be published afterwards.

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&

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## **The Incentives of a Common Good based Corporate Social Responsibility: Mission Statement as first Orientation Tool**

Theories on value creation can be analyzed starting from two macro-categories. On the one hand the institutional conception of the firm that considers the latter as an institute with an objective that is different from the objectives of its stakeholders, while, on the other hand a contractual conception that considers the firm itself as an instrument for stakeholder, useful to satisfy their own interests.

The way in which the firm is committed and faces corporate social responsibility (CSR), thus, the reasons pushing managers to be involved in CSR practices, is really affected by the orientation to one rather than the other firm's conception.

Between the instrumental theories there is the shareholder approach, that considers man as a self-regarding actor aimed only to the maximization of its utility-function. This approach transforms individuals/employees into an instrument to maximize principal's wealth (Jensen and Meckling, 1976). Thus, according to shareholder theory managers have to be incentivized with extrinsic material rewards related to the value of shares in order to behave in the interests of the principal (shareholders). Moreover, concern for profit does not exclude to take into account the interests of stakeholders, only when the satisfaction of those interests can contribute to the maximization of shareholders' value (Plender, 1997).

Indeed, the stakeholder approach lies in the need for corporations to create value for all stakeholders involved in business through responsible practices, but there are two reasons underlying this approach: one that is again instrumental to the maximization of shareholders' wealth and one that has a normative perspective. The former instrumental approach exploits the stakeholders' orientation to better serve the long-term firm's profitability while the latter suggests treating stakeholders fairly regardless of the effects on firms' financial performance. In the latter case the incentives for managers will be far from a mere extrinsic remuneration, they are socially responsible because this is the right thing to do.

Thus, incentives would change according to the altruistic or egoistic vision of man in organization. However, why a manager should follow a normative approach rather than an instrumental one whether, in both

cases, they have to take care of stakeholders? Which are the incentives linked to that choice? It has been Argandoña (1998) to provide a justifiable theoretical foundation to the normative theory by adding an additional non-material incentive to the implementation of moral business practices, reflected in serving the common good. The common good theory puts emphasis more than only on “a fair way to treat stakeholders” even on fundamentals concepts such as the need to consider persons as an end to themselves rather than as an instrument for business, the possibility to satisfy through work the more intrinsic and transcendent needs of men as well as the needed condition to be part of a community of people, interact each other’s in order to give and receive something good back.

This work highlights the practical implementation of a normative stakeholder approach under a common good perspective and answers the following question: since the commitment in serving the common good is the best practice to have incentives in performing a moral corporate social responsibility, how it could be possible to lead managers toward a common good orientation?

Melé (2009) suggests the answer that the work is committed to analyzes “Firms as part of society would contribute to the common good through their specific and clear mission statement” (Melé, 2009: 238).

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## **Digital Tools and Processes in Company Law, a Chance for Intra-European Corporate Mobility**

At long last the European Commission seems to have decided to further the digitalization of Company Law. The approach taken combines the regulation of material Law – regarding Conversion and Segregation of companies organized under a EU member state legislation – and that related to Business Registries, particularly the regulation on online registration of companies. This paper analyses the role that these proposed rules would have in the attainment of real and practical intra-European corporate mobility, and whether the proposed rules have designed effective safeguards against abuse of the freedom of establishment.

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### **Biographical Narratives of Female Prisoners**

Analyzing the experiences of women after a period of incarceration was possible to identify the main topics presented in the speeches. Biographical interviews were conducted with women who were imprisoned in Porto Alegre, Rio Grande do Sul. The biographical narratives highlighted three aspects: ex-prisoner stigma, expressed as a latent manner. The second point presented is the reinforcement of gender roles, used to mitigate the image of ex-prisoners. The third point emphasized in the interviews and analyzed in this research is the correction of character that ex-prisoners attributed to the prison system. All women interviewed had experienced physical and psychological violence either as the author or as the victim. Biographical narratives demonstrate that analysis of prior biographical periods, such as incarceration and prior experiences, might contribute to comprehend the way freedom is experienced. Amongst the outcomes of this work is the finding that the data gathered from the individuals interviewed does not support the logic suggested by some writers that the jail would work as a "crime school". The considerations lead to the understanding that prisoners interviewed want a new opportunity. The priority given to their families is used as motivation to prevent relapsing.

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## **“It’s about Doing Something”. TechnoCitizenship - Governing through the Design of Publics**

What happened with the concept participation while new digital technologies emerge? One answer to this is the rights and duties for citizens changed in different ways. (Digital) participation gave rise to hopes and fears. Through online forums it is not only possible to participate on political decision making processes, but also these new possibilities cause fears of shit-storms and for example the risk to gather a right wing extremist mob around a post. Regarding these new requirements the conception of digital citizenship (Mossberger et al. 2007) emerges. A digital citizen refers to a person utilizing information technology (IT) in order to engage in society, politics and government - not only effectively but also responsible.

New technological developments rise participation opportunities, too. PUS and PEST as political narratives drive public participation in science and innovation (e.g. Irwin 2006). In this framework the requirement of establishing scientific citizens developed, who have the knowledge and the duty to build opinions about new technological and (e.g. Jasanoff 2004, Irwin 2001) scientific issues like genome editing. Scientific citizenship involves the active and conscious participation in democratic processes in the knowledge society.

What strikes me reading all those papers was often the missing interrelation between citizenship and participation, that all refer to the development of new technologies in our society. My work will use the perspective on participation formats in the public sector to show how this interrelation is formed. Therefore my thesis asks: How is citizenship (re-) arranged by technologies and vice versa within participation formats?

My answer is: Citizenship and Technologies are (re-) arranged over the “designs of publics”.

I argue in my thesis participation formats are pursuing a “design of public”. For this reason I understand publics in a pragmatist sense (Dewey, Marres) which conceives the public as designable social formation. Furthermore, for this purpose, design as a social science concept based on Häußling is rendered applicable for (digital) participation formats. The design of a public follows a special structure including the staging of issues and the arrangement of tensions.

By empirical researching and analyzing specific case studies my work shows different designs of publics according to their tensions:

- A) Idea and complaint management: service public through the tension standardization vs. individualization
- Idea challenge and social entrepreneurship workshop: entrepreneurial public through the tension cooperation vs. competition
- Civic Hackathons: hacking public through the tension experimentation vs. regulation

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**Regulating the Uncontrollable:  
The Development of Card Scheme Fees in Payments  
Markets in Light of Recent Policy Intervention**

After more than three decades of research and legal cases pursued by the European Commission and national regulators, interchange fees for four-party consumer card transactions are capped on December 9, 2015 across the European Union. Since then the development of card scheme fees has been a raising concern for retailers. Due to their nature, these fees have not been dealt with in research or covered by the Interchange Fee Regulation (IFR). This paper aims to assess the recent development of card scheme fees within four party card payment networks by relying on survey data obtained from 104 merchants across the European Union. Findings show that for half of the merchant population card scheme fees have increased since the regulation. Further concerns related to transparency of fees, pass-through of savings to retailers and subsequently consumers and the development of commercial cards are discussed. In light of the European Commission's review of the impacts of the policy intervention (Article 17 of the IFR), this paper evaluates alternative arrangements for the setting of card scheme fees with a focus on the legal basis for a potential regulation.



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### **Impact of the Belt and Road Initiative on China's International Image: Preliminary Evidence**

Using latest available international survey data on soft power and China's overseas direct investment (ODI) statistics, this paper examines if China's belt and road initiative (BRI), announced at the end of 2013 and commonly perceived as an institution set up by China to build cross-border infrastructure and bolster trade, had increased China's international image or soft power. We find that China's ODI has a significant positive impact on its soft power. However, our difference-in-difference analysis shows that BRI did not significantly raise China's soft power across the BRI countries relative to the non BRI countries after 2013 (relative to the period before 2013 when the Belt and Road initiative was officially implemented). Besides, the effect of ODI on China's soft power across the BRI countries after 2013 was found to be positive but insignificantly different from that across the non-BRI countries in sharp contrast to the populist expectation. Our empirical results imply that there are various negative factors at play that might have diluted the expected positive economic effect accruable from the massive infrastructural developments across the BRI countries.

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## **Prospects for the Application of Professional Ethics Promotive Model in Business Ethics Assessment**

This paper focuses on the concept, operation process of professional ethics promotive assessment model and its role and valuation in the assessment and construction of professional ethics. The theoretical analysis and practical data show that the promotion assessment model of professional ethics can improve the effectiveness of the assessment and construction of civil servants' ethics. It is a concrete operation model of the practical cultivation method of civil servants' professional ethics quality and an effective way to improve civil servants' ethics quality. Accordingly, this paper argues that the promotion assessment model of professional ethics (OSL) can be fully applied to the assessment and construction in business ethics, and become an effective way to improve the ethical quality of employees in various business organizations.