THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

13th Annual International Conference on Sociology

6-9 May 2019, Athens, Greece

Edited by

Gregory T. Papanikos

2019

Abstracts
13th Annual International Conference on Sociology
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First published in Athens, Greece by the Athens Institute for Education and Research.
ISBN: 978-960-598-244-7

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

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(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the *13th Annual International Conference on Sociology (6-9 May 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 44 papers were submitted by 48 presenters, coming from 23 different countries (Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Germany, Hungary, India, Israel, Italy, Luxembourg, Pakistan, Poland, South Africa, Serbia, Spain, Sri Lanka, The Netherlands, Turkey, UK and USA). The conference was organized into 15 sessions that included a variety of topic areas such as Historical Sociology, Social Research Methods, Resources and Equity, Community and Local Issues, Education and Youth, Race, Gender and Religious Identity & Inequality, Health Promotion, 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

13th Annual International Conference on Sociology, 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. Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.
3. Yorgo Pasadeos, Director Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, 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, BeerSheva, Israel.
5. Michael P. Malloy, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.
6. Ken Roberts, Academic Member, ATINER & Emeritus Professor, University of Liverpool, UK.
7. Siddharth Mohapatra, Academic Member, ATINER & Assistant Professor, Indian Institute of Management Kozhikode, India.
8. Felice Addeo, Academic Member, ATINER & Assistant Professor, University of Salerno, Italy.
9. Angela Delli Paoli, Adjunct Professor, University of Salerno, Italy.
10. Paola Rodas Paredes, Academic Member, ATINER & Associate Professor, Universitat Rovira i Virgili, Spain.
11. Marcela Yasmin Iglesias Onofrio, Professor, University of Cádiz, Spain.
12. Paul Anisef, Professor Emeritus, York University, Canada.
13. Andrea Borghini, Associate Professor, University of Pisa, Italy.
14. Burak Cop, Associate Professor, Istanbul Kültür University, Turkey.
15. Amy Stone, Associate Professor, Trinity University, USA.
16. Julie Frederick, Assistant Professor, Minnesota State University Mankato, USA.
17. Victor Krasilshchikov, Senior Research Fellow, The Polish Institute of Advanced Studies, Poland.
18. Lampros Pyrgiotis, Senior Research Fellow, ATINER.

FINAL CONFERENCE PROGRAM
13th Annual International Conference on Sociology, 6-9 May 2019, Athens, Greece

PROGRAM

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

Monday 6 May 2019

08:00-08:30 Registration and Refreshments

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

09:00-10:30

Session I (Room A – 10th Floor): Critical Insights on Historical Sociology	**Session II (Room D – 10th Floor): Global Ethics I**
Chair: Andrea Borghini, Associate Professor, University of Pisa, Italy.	**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, BeerSheva, Israel.
1. Ricardo A. Dello Buono, Professor, Manhattan College, USA. Elements for an Emancipatory Historical Sociology: Revisiting Lukács via Mészáros. 2. Domenico Maddaloni, Associate Professor, University of Salerno, Italy. The Historical Sociology of Long-Term Social Change: Notes on the Contribution of Christopher Chase-Dunn to World-System Analysis. 3. Gerardo Pastore, Assistant Professor, University of Pisa, Italy. Antonio Gramsci's Contribution to a Critical and Historical Sociology. (SOCHIS) 4. Luca Corchia, Postdoctoral Research Fellow, University of Pisa, Italy. From "Historical Sociology" to the Theory of Social Evolution. Analysis and Critique of Habermas' Reflection on the Method of Reconstructive Sciences.	1. 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. 2. Matthias Huehn, Mary S. Carey Chair of Ethics and CST, Saint Vincent College, USA. The Ethical Irresponsibility of Corporate Social Responsibility. 3. *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.

10:30-12:00

Session III (Room A – 10th Floor): Emerging Trends in Social Research Methods	Session IV (Room D – 10th Floor): Resources and Equity
Chairs: Felice Addeo, Assistant Professor, University of Salerno, Italy & Angela Delli Paoli, Adjunct Professor, University of Salerno, Italy.	**Chair:** Victor Krasilshchikov, Senior Research Fellow, The Polish Institute of Advanced Studies, Poland
1. Marcela Yasmin Iglesias Onofrio, Professor, University of Cádiz, Spain, Ester Ulloa Unanue, Professor, University of Cádiz, Spain & Lucia Benitez-Eyzaguirre, Associate Professor, University of Cádiz, Spain. Crossing Methodologies: The Logical Framework Approach (LFA) and the Participatory Action Research (PAR) within an Interuniversity Cooperation Project. 2. Sofia Perez de Guzman Padron, Professor, University of Cádiz, Spain, Marcela Yasmin Iglesias Onofrio, Professor, University of Cádiz, Spain & Ester Ulloa Unanue, Professor, University of Cádiz, Spain. Daily Life and Gender Relations as a Framework for the Analysis of Social Acceleration. 3. Annarita Sorrentino, Assistant Professor, Parthenope University of Naples, Italy & Myriam Caratu, PhD Student/Research Fellow, Sapienza University of Rome /University of Perugia, Italy. Public Policy, Sociology and Neuromarketing: From Addressing the Consumer Behaviour to Addressing the Social Behaviour. 4. Marija Loncar, Assistant Professor, University in Split, Croatia & Zorana Suljug Vucica, Assistant Professor, University in Split, Croatia. Addressing Social Problems in Croatia through 3 Youth Perceptions and Values: Sociological Research.	1. Per H. Jensen, Professor, Aalborg University, Denmark. Active Ageing – Participation in Society. 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.

12:00-13:30

Session V (Room A – 10th Floor): Education & Youth	**Session VI (Room D – 10th Floor): Community / Local Issues**
Chair: Marcela Yasmin Iglesias Onofrio, Professor, University of Cádiz, Spain.	**Chair:** Burak Cop, Associate Professor, Istanbul Kültür University, Turkey.
1. Ken Roberts, Emeritus Professor, University of Liverpool, UK. Uses of Free Time by Young Adults in Arab Mediterranean Countries. 2. Ivanka Buzov, Assistant Professor, University of Split, Croatia & Gorana Bandalovic, Assistant Professor, University of Split, Croatia. Rural Youth Education Plans – Family Influence(s). 3. Nosheen Raza, Assistant Professor, University of Karachi, Pakistan. Impact of Institutional Integration on Retention of Freshmen in Public and Private Universities in Karachi, Pakistan.	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

14:30-15:30

Session VII (Room A – 10th 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 VIII (Room A – 10th 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 IX (Room A – 10th 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.
This Academic Dialogue is organized by the Business, Economics and Law Division, the Health & Medical Sciences Division and the Social Sciences Division of ATINER.

21:00-23:00 Greek Night and Dinner

Tuesday 7 May 2019
07:45-11:00 Session X: 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 XI (Room A – 10th Floor): Health Promotion & Other Issues	**Session XII (Room D – 10th Floor): Global Ethics II**
Chair: Julie Frederick, Assistant Professor, Minnesota State University Mankato, USA.	**Chair:** Siddharth Mohapatra, Assistant Professor, Indian Institute of Management Kozhikode, India.
1. Edna Aurelus, Assistant Professor, Wagner College, USA. Excessive Alcohol Consumption: The Case of Haitians. 2. Eunice Kamunge, Professor and Chairperson, Division of Biology, Chemistry and Physics, Essex County College, USA, Genevieve Pinto Zipp, Professor, Seton Hall University, USA, Terrence Cahill, Associate Professor and Chairperson, Seton Hall University, USA & Raju Parasher, Principal / Director, University of New Delhi, India. Registered Nurses' Knowledge, Attitudes and Practices Regarding the Spread of Nosocomial Infections.	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

3. Ton Van Oostrum, Independent Expert, The Netherlands. Occupational Doctors and their Role in Promotion of a Healthy Life Style in the Netherlands.
4. Ivana Resanovic, Research Assistant, University of Belgrade, Serbia, Zoran Gluvic, Medical Doctor, University of Belgrade, Serbia, Bozidarka Zaric, Research Associate, University of Belgrade, Serbia, Milan Obradovic, Research Assistant, University of Belgrade, Serbia, Davorka Milacic, Medical Doctor, Zemun Clinical Hospital, Serbia, Olgica Nedic, Research Professor, University of Belgrade, Serbia, Milos Sunderic, Research Associate, University of Belgrade, Serbia, Nikola Gligorijevic, Research Assistant, University of Belgrade, Serbia & Esma Isenovic, Research Professor, University of Belgrade, Serbia. Effect of Hyperbaric Oxygen Therapy on Insulin Signalling in Type 1 Diabetes Mellitus Patients.

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 XIII (Room A – 10th Floor): Race, Gender and Religious Identity & Inequality

Chair: Paul Anisef, Professor Emeritus, York University, Canada.

1. Rhonda Levine, Professor Emerita, Colgate University, USA. "Ghetto Fabulous" at Parlington High: The So-Called Bad Black Girls Who Are Not All Bad.
2. Amy Stone, Associate Professor, Trinity University, USA, Phillip Schnarrs, Associate Professor, The University of Texas at Austin, USA & Robert Salcido Jr., Executive Director, Pride Center San Antonio, USA. The Role of Family and Faith in LGBTQ+ Resilience in San Antonio, Texas.
3. Ivana Acocella, Researcher, University of Florence, Italy. Gender Identity and Religious Identity of Young Muslim Women in Italy: Between Tradition and Innovation.
4. Arshad Khan Bangash, Assistant Professor, Bacha Khan University Charsadda, Pakistan. Honour Killing: An Instrument of Women Subordination in Tribal Areas of Pakistan.

14:30-15:30 Lunch

15:30-17:00

Session XIV (Room A – 10th 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.
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 XV (Room A – 10th 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, Pontifícia 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

Ivana Acocella
Researcher, University of Florence, Italy

Gender Identity and Religious Identity of Young Muslim Women in Italy: Between Tradition and Innovation

The papers aims to illustrate how the biographical approach can be used for analysing processes of gender and religious identity building and strategies adopted by young Muslim women - who lives in Italy - in their private and public sphere. Such approach is supposed to safeguard the role of “agency” and “intersectionality” in this process of identity building. More specifically, the agency allows us to shed light on the performative dimension of identity building and the young Muslim women’s active strategies, by identifying which “challenges” or “tensions” arise from their multi-membership (intra-ethnic and inter-ethnic, as well as intra-generational and inter-generational). By referring to “intersectionality”, the paper aims to explore the interconnect of different social categories, e.g. gender, religious beliefs, age and ethnic origins, in a dialectic or even conflictual exchange. In brief, the biographical approach will be used to identify the main ideal-typical features of such processes, thus allowing us to switch from an individual story to a sociological type into which this biographic story can be inserted.

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.

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.

Edna Aurelus
Assistant Professor, Wagner College, USA

Excessive Alcohol Consumption: The Case of Haitians

PROBLEM: Excessive alcohol consumption prevention has been one of the media's and the NHTSA's main targets as s way of decreasing fatal drunk driving from occurring in the United States reported in an article in 2017. They indicate that every day, 28 people in the United States die in an alcohol-related vehicle crash—that's one person every 51 minutes.

DESIGN: Quantitative study.

PURPOSE: Identify the motive of alcohol consumption among the adult people living in Haiti.

METHODS: The program was designed for only people who consume alcohol. It was based on an exploratory approach where questionnaires were provided to participants to analyze their motives for consuming alcohol. Four variables (*enhancement, coping, conformity* and *social*) were included in the questionnaires and each had 5 sub-variables. We had a total of 58 participants, 37 males and 21 females. 52 participants responded to the enhancement, 51 to the coping, 45 to the *conformity* and 51 to the *social* variables.

FINDINGS: The results were not statistically on any of the variables. However, the results were effective in showing significant differences between ages and gender in relation with each variable. The only variable that reveals same reasons between males and female was enhancement variable; where and 6 males and 6 females indicated that they drink for excitement.

CONCLUSION: An educational program to help patients determine the negative impacts on health, such as cirrhosis causing by alcohol consumption, will be beneficial to patients.

Arshad Khan Bangash
Assistant Professor, Bacha Khan University Charsadda, Pakistan

Honour Killing: An Instrument of Women Subordination in Tribal Areas of Pakistan

The study was carried out in District Kurram, Khyber Pakhtunkhwa, Pakistan with the core objective to examine various factors associated with the occurrence of honour killing in tribal society in a positivistic manner by using questionnaire as a tool of data collection. A sample size of 377 respondents consisting upon *Maliks* (prominent leaders of the area) by virtue of their wisdom and member of *Jigra* institution selected through simple random sampling method. The collected data was analyzed and presented at univarite level of analysis to draw clear picture of data through frequency and percentage distributions. The association between dependent and independent variables were determined at bivarite level with the help of Chi-Square test application. The study concluded that honour killing is considered as normal and acceptable act in tribal society according to long standing normative structure and customary practices and the local also believed that this heinous act should be protected and preserved through any means. Further, the local cultural identity protects this brutal act under the shade of socio-cultural values and religious dogmas, however; public attitudes regarding honour killing were more rigid in the past than the present. Moreover, in case of any breach of honour norms, both the offenders are killed on the spot without any mercy as there is no other available alternate of honour killing for restoring the honour and washing the shame. The study also concluded that in case of rape, mostly the victims are forgiven while the rapist is brought to killing sword. However, there is no evidence of children killing below the age of puberty in the name of honour in the study universe. Likewise, women looking for divorce, women remarriage after divorce from husband and women inability to conceive have no association with honour killing in tribal society. Lastly, it is assumed that silence with regard to the violation of honour norms neither encouraged nor prevailed, however; the situation gets further worsen once the same gets public. Creation awareness among all stakeholders over the direction and magnitude of human lose, taking strict actions by state authorities and law enforcement agencies about honour killing, understanding women role and body in light of the teachings of Islam, revisiting the concept of virginity and chastity according to physical milieu of women, and formation of special laws for the protection of women were forwarded some of the policy recommendations in light of the study results.

Ivanka Buzov
Assistant Professor, University of Split, Croatia
&
Gorana Bandalovic
Assistant Professor, University of Split, Croatia

Rural Youth Education Plans – Family Influence(s)

In this paper we analyze the results of the survey on the sample of high school students (N=565) in rural environments including coast, island and inland in the region of Dalmatia in southern Croatia. Although Croatia belongs to the group of EU countries where young people leave the school at the lowest rate, differences are still being found, that is, the impact of socio-cultural and geographical conditions on educational opportunities, youth aspirations and on their educational achievement. In this context, we analyze the impact of the family on the youth education plans from our sample, given that apart from the school environment and the place of living, parents represent one of the key factors in the formation of their life experiences and indirectly through their educational aspirations and life plans. Taking into account the current context of their plans for further education (high education), the aim of research is to determine the influence of parents or family environment on their plans. In this regard, parents' assessment on the (non)support of plans for further education is of particular importance, where we analyze gender differences. We examined the attitudes of young people related to their assessment of whether their parents would be disappointed if they would not be able to continue their education, or if they would not graduate, as well as attitudes on whether their parents could finance the continuation of their children's education. We also examined how often young people talk to parents about further education. The obtained results, in addition to the positive trend according to which most of the respondents plan to continue their education, also show significant involvement of parents in the information process related to post-secondary school plans. Additionally, prospects for their future family have a significant impact on current educational achievement plans.

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.

Luca Corchia
Postdoctoral Research Fellow, University of Pisa, Italy

From "Historical Sociology" to the Theory of Social Evolution. Analysis and Critique of Habermas' Reflection on the Method of Reconstructive Sciences

The paper aims to describe the development of Jürgen Habermas' reflection on the method of historical-social sciences. Directly methodological writings and sociological writings – in which the assumptions about the logic of discovery and the logic of confirmation can be inferred indirectly –will be analyzed. In particular, it is necessary to reconstruct the transition from the perspective of "historical sociology", formulated in Strukturwandel der Öffentlichkeit (1962) and again followed in Zur Logik der Sozialwissenschaften (1967), to the approach of the "theory of social evolution", which Habermas introduces as an exemplary case of "reconstructive science" and elaborates in the three relevant studies of the Starnberg period (Legitimationsprobleme im Spätkapitalismus, 1973; Zur Rekonstruktion des Historischen Materialismus, 1976; Theorie des kommunikativen Handelns, 1981). Finally, the problematic methodological aspects of Habermasian's proposal regarding the relationship between social theory and historical research will be examined.

Ricardo A. Dello Buono
Professor, Manhattan College, USA

Elements for an Emancipatory Historical Sociology: Revisiting Lukács via Mészáros

György Lukács argued that Hegel's dialectical method ultimately achieved its full sociological significance in the form of Marxist historical materialism. This achievement, he argued, was later suppressed by neo-Kantian sociologies (Weber and Schutz) as well as by Stalinist "DIAMAT" in which a clumsy, stagnant and opportunistic version of dialectical materialism eliminated the critical and dialectical thrust of Marxian dialectics. The elements of a critical historical sociology in Lukács was drawn out by his student, István Mészáros, in exploring the contours of transformational social change while remaining acutely sensitive to the structural limits imposed by global capital. Mészáros critique of Lukács focused on the latter's failed attempt to reunite the subjective and objective aspects of capitalist crisis, asserting that Lukács remained entrapped in Weber's dualist, neo-Kantian conception of human subjectivity that today remains predominant in much of progressive sociology. This paper argues that the historical sociology of Mészáros offers an alternative based in a praxis-centered approach in continual confrontation with envisioned goals and concrete achievements, theoretically informed strategies and practical results. In exploring the theoretical transmigration from Lukács to Mészáros, the active analysis of practical activity designed to resist, dismantle, and transform exploitative social relations is no longer seen as some future apocalyptic event but rather as Gramsci suggested, tantamount to theorizing a process of struggle where problems are resolved as new problems arise, driven by the underlying systemic contradictions of the larger system.

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
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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 glocal 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.

Marcela Yasmin Iglesias Onofrio
Professor, University of Cádiz, Spain
Ester Ulloa Unanue
Professor, University of Cádiz, Spain
&
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Associate Professor, University of Cádiz, Spain

Crossing Methodologies: The Logical Framework Approach (LFA) and the Participatory Action Research (PAR) within an Interuniversity Cooperation Project

The project "Gender, Technology and Social Innovation", developed in Morocco and Tunisia between 2016 and 2018, has had multiplier effects that exceed the expectations of the initial design, within the interuniversity cooperation intervention. The singular results arise from the combination of two methodologies of opposite approaches, when managing a project designed from the Logical Framework Approach (LFA) through the Participatory Action Research (PAR).

The objective of this paper is to share the experience of the project focusing on the benefits of the dual methodological approach in relation to the achievement of the results and objectives stated in the project and as a source of generation of evidence for research. The project, funded by the Andalusian Agency for International Development Cooperation (AACID), was coordinated by the University of Cádiz (Spain) in partnership with the Université Abdelmalek Essaâdi (Morocco) and with the University of Sfax (Tunisia). The aim of the project has been to contribute to the strengthening of the capacities of Moroccan and Tunisian women in the use of technologies and communication practices through transformative and collaborative learning in order to promote women's equality to access knowledge, employment and economic independence.

The project included a set of training and research activities within a process of constant transfer from academic to social institutions. The first phase of the project was devoted to the training of 30 women from each country, who obtained the diploma "Agent of social dynamization, technologies and social innovation management". During the second phase, the students initiated a participatory action research process to design training workshops for members of a civil association. The workshops were held during the third phase of the project in order to promote collaborative economy and/or social innovation initiatives within local entities.

The methodological crossing of the LFA and the IAP has allowed us to combine two forms of work and evaluation, with an enriching dynamic for methodological and social learning. At the same time, it has enable us to develop a research process on how local actors behave and interact

during the different phases of the project, how they appropriate actions, empower themselves and propose creative and innovative solutions to transform reality according to their own needs and interests. This has been possible by means of different mechanisms and instruments of dialogue, participation, consensus decision-making and "reflection in action" among all the project's stakeholders.

In addition to the outcome evaluation required by the financing entity following the LFA, we have conducted a process evaluation and carried out a systematization of the experiences in both countries. The latter with the purpose of generating new knowledge that allows us to: improve the design and management of future social interventions, collect evidence to perform an impact evaluation of the project in terms of social transformation and continue researching on the benefits of the chosen methodological crossing.

Sudheera Jayaweera
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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
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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.

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Registered Nurses' Knowledge, Attitudes and Practices Regarding the Spread of Nosocomial Infections

Background and Purpose of the Study: Nosocomial infections (NIs) are new localized or systemic infections that develop in patients receiving medical care in a hospital or other healthcare facilities. The infections are not incubating or present during a patient's admission into the healthcare facility and are identified at least forty-eight to seventy-two hours following the patient's admission. Episodes of NIs are recognized in hospitalized patients world-wide and are prevalent in all age groups. They are caused by pathogens such as bacteria, viruses and parasites present in the air, surfaces or equipment and are often transmitted by indirect and direct contact. Some of the pathogens are resistant to antimicrobial agents. The burdens of NIs include prolonged duration of hospitalization for patients resulting in increased costs of healthcare and deaths. Implementation of safe patient care activities is the role of healthcare workers such as physicians, dental health care workers and nurses. It has been documented in the literature that at the time of their graduation from their professional education, healthcare professionals have sufficient knowledge to practice patient safety and infection control guidelines. However, the evidence suggests otherwise since healthcare workers including nurses are implicated in the transmission of nosocomial infections. With nurses having the most contacts with patients; understanding of their knowledge, attitudes and practice patterns with regard to the spread of NIs may provide one approach by which this health care issue would be addressed.

Methods: This exploratory, cross-sectional and descriptive study was conducted using on-line survey responses from 352 registered nurses. Data was analyzed with descriptive and inferential non-parametric statistics.

Results: The participants demonstrated high levels of knowledge regarding the spread of nosocomial infections, adherence to recommended guidelines of infection control practices, and positive attitudes. The results of correlation analysis indicated a significant positive

correlation between organizational support and respondent's knowledge and weak but significant positive correlations between organizational support and respondents' attitudes and practices in respective categories.

Conclusion: Findings in this study suggest that nursing education, concerted efforts of infection control, and organizational support play pivotal roles toward reducing the spread of NIs.

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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.

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&
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.

Rhonda Levine
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"Ghetto Fabulous" at Parlington High: The So-Called Bad Black Girls Who Are Not All Bad

This paper is part of a 15-year ethnographic study that analyzes the lives of low-income African American teenagers and young adults in a small city in the Northeast United States. Specifically, it is about how their lives unfold through the intersection of human agency and the social and cultural milieu in which they live. Focusing on their high school years but continuing through young adulthood, this project explores how their interaction and experience with multiple social institutions (family, school, community) and individuals (parents, friends, teachers, coaches, strangers) shapes their hopes, fears, aspirations, and worldviews. In turn, the intersectionality of their social identities–how race, class, gender come together to influence how they come to think about who they are–influences many behaviors that directly contradict their stated aspirations. Coupled with limited access to resources, this intersectional conceptualization of self often takes these youth on a path profoundly different than their stated values and life goals.

This paper focuses on a subset of the girls studied – those who self-defined as "ghetto fabulous" and were labeled as "bad black girls" during their high school years. The paper explores the behavior of these girls in the context of the construction of gender and race identity in their everyday lives. I make three general points. First, the "oppositional" behavior the so-called bad black girls of Parlington High engage in at school is a means to overcome feelings of disempowerment, first arising from complicated and unstable home lives and later from racialization both in and out of school. Lashing out becomes the way to gain a sense of control and Second, and as others have found the gendered behavior of black high school girls that does not fit traditional notions of femininity provokes greater disciplinary action on the part of school administrators and teachers, leading to disengagement from school and even greater oppositional behavior. Finally, rejected in school by black boys who prefer to date white girls, the so-called bad black girls not only develop a heightened racial identity and become the racial boundary keepers of Parlington High, but they date older males, attracted to what they call "thugs", and as such, drawn to the racialized world of "the street" further alienating them from school and putting them on an accelerated downward spiral.

Marija Loncar
Assistant Professor, University in Split, Croatia
&
Zorana Suljug Vucica
Assistant Professor, University in Split, Croatia

Addressing Social Problems in Croatia through 3 Youth Perceptions and Values: Sociological Research

Numerous disciplines have focused on the state's influence on social processes and tried to estimate the degrees of the influence regarding the structure, development and dynamics of social change. In doing so, the continuity of freedom - security remains one of the key issues of social sciences. The state plays a significant role in ensuring the sustainability of society's progress and well-being as well as in regulating certain behaviors of its citizens. It is generally accepted that the modern state, apart from civic and political rights, should provide basic living conditions for its citizens. However, in the process of creating public policies, the role of the state is transformed in such a way that public policies are redefined as a political activity of solving collective social problems by the interested actors. By changing the process of creating public policies from a vertical to a horizontal way, the wider public gets access to a co-creating policy. Thus young people become important actors, and the study of their perceptions of public policies can represent a potential environment for the development of young people and their active participation in social life.

Contemporary analyzes indicate that youth problems reflect not only objective difficulties but also subjective estimates of the presence of various social issues. Therefore, the aim of this sociological research was to indicate social problems dealing with economic issues, security issues, social rights, democratic system and minority rights through the perceptions and values of young people from rural areas. At the same time, differences were considered in terms of socio-demographic characteristics and residency status. A survey was conducted in 2017 with secondary school students from four cities of the Split-Dalmatia County in Croatia. Our preliminary analysis shows that young people attach great importance to the role of the state in defining public policies, but with the aim of ensuring the security of citizens, social assistance programs for the weakest and equal positions of women and men in society and politics. Likewise, young people highly rank respect traditional values, what is reflected in their perceptions on marriage and abortion. On the other hand, they emphasize the importance of the democratic government, which also points to the openness of young people towards democratic changes and the rights of others, while maintaining the traditional expectations regarding the institutions of marriage and family.

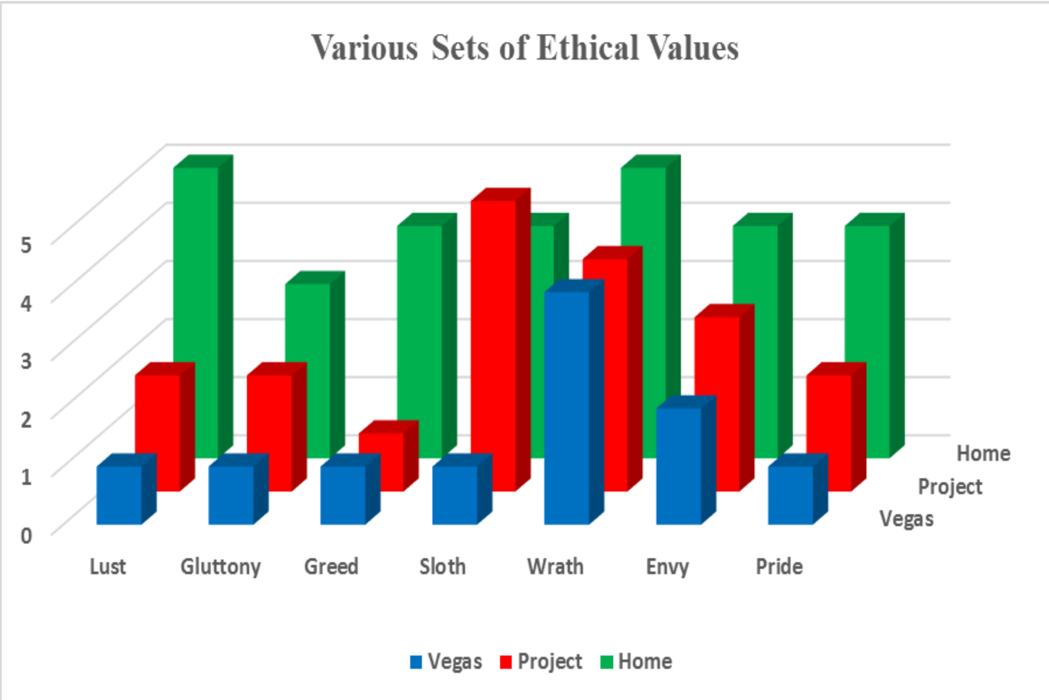
Eduardo Lopez
Assistant Professor, Belmont University, USA

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.

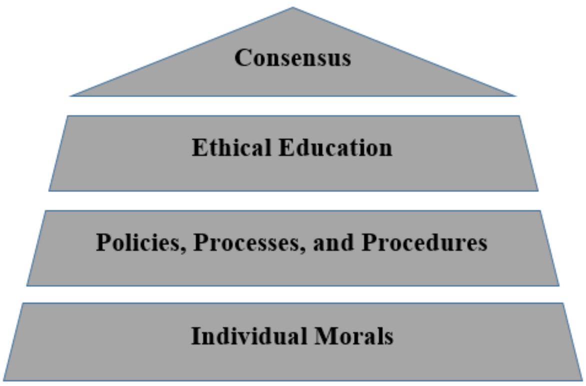
The shuffling happens when conflicts arise from our attempts to balance incompatible goals.

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.

Domenico Maddaloni
Associate Professor, University of Salerno, Italy

The Historical Sociology of Long-Term Social Change: Notes on the Contribution of Christopher Chase-Dunn to World-System Analysis

The world-systems analysis originated in the early seventies as a new perspective of research on social change. It is a strand of studies that mixes categories derived from classical approaches, such as historical materialism or the school of the *Annales*, with more innovative elements. The main object of this paper is the comparative historical approach to world-systems analysis proposed by Christopher Chase-Dunn and Thomas D. Hall. This perspective tries to compare the modern capitalist world-economy, emerged during the 16th century, with other social systems that preceded it. This comparison is used by the two authors to identify patterns of reproduction and transformation that characterize all the world-systems, from the less evolved ones of the past, with their limited dimensions and archaic technologies, to the current global capitalist system. The paper examines the approach developed by Chase-Dunn and Hall, in order to highlight its main features and the persistent usefulness for the analysis of social changes in the world of today.

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

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.

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&
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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.

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"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.

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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 Marćou 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.

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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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Antonio Gramsci's Contribution to a Critical and Historical Sociology

The work of Antonio Gramsci distinguishes itself through its interdisciplinary nature, and it addresses issues and problems that are typical of the human and social sciences (D'Orsi, 2014; Filippini & Rosati, 2013; Gallino, 1975; Paci, 2013; Vacca, 2017). Nevertheless, the sociological studies give little space to the significant theoretical and methodological contribution of Antonio Gramsci. Certainly, Gramsci cannot be considered strictly a sociologist, and it can add that he did not have this aspiration. In the Prison Notebooks is expressed a critique of positivist sociology primarily. However, a "sociological imagination" in the Prison Notebooks can be seen in the main addressed issues and the elaborated categories (de Nardis, 2011; Ferrara, 2015; Filippini, 2017; Pastore, 2018). Despite his intellectual output being intermittent, it shows an internal ideal and theoretical consistency: the permanent yardstick for this was the struggle for the emancipation of the subordinate classes and more just society (Santucci, 2010).

This paper aims to go beyond the critical judgments on the sociology formulated by Gramsci. It wants to consider in the Philosophy of Praxis a Gramscian Science of Society that recognises to historical subject a decisive role in the processes ofsocial change (Hall, 1977). Gramsci's starting point was clearly of Marxist origin. In line with the teachings of Antonio Labriola, Gramscian Marxism was a critical and anti-dogmatic Marxism (Badaloni, 1975). Gramsci raised the question of the strategic role of intellectuals in the organisation of the hegemony of a social group. To achieve a firm hegemony, Gramsci considered it essential to reform the intellectual and moral direction to create conditions that were favourable for changing the whole social structure, thereby allowing the subordinate classes to be elevated in civil terms. In this way, Gramsci indicated a possible path, a strategy for breaking the conservative rationality linked to the ranks of traditional intellectuals and dependent on the status quo. The integration of a social system is possible when a robust hegemonic system emerges and is consolidated under the direction of a fundamental class, the management of which is entrusted to the intellectuals. It should be noted that in Gramscian theory the concept of hegemony is to be understood primarily as a synonym for leadership (political, intellectual, and moral). The terrain on which the struggle for hegemony is to take place is the civil society (Burgio, 2014; Green, 2011). It should also be added that, in this theoretical perspective, the notion of State was presented as an interweaving of political society and civil society. Gramsci thus offered an active reading of the form of power in contemporary

society -a hegemonic power (in which force and consent, direction and domain coexist), the subject of which was the class, a class that had to "become State" if it was to become genuinely hegemonic (Frosini & Liguori, 2004). Starting from these theoretical and practical premises, the main Gramscian concepts can be useful tools for a critical and original interpretation of development trajectories of contemporary societies today.

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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 calcuate 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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Daily Life and Gender Relations as a Framework for the Analysis of Social Acceleration

Many recent sociological studies reveal a widespread and rising impression among the populations of Western developed countries that the pace of life is increasingly accelerated; that time is a scarce commodity, and that the temporal organization of their daily lives are beyond their control. Most of the empirical research on changes in the socio-temporal organization of everyday life and the subjective experience of temporal pressure have taken households or couples (Clarkberg and Moen 2001; Jacobs and Gerson 2001; Southerton, 2003 and 2005), individuals (Jacobs and Gerson, 1998; Kaufman-Scarborough and Lindquist, 2003) and even everyday practices (Nockolds, 2016) as the material object of analysis. Our research, however, takes *daily life* as the object of analysis, understanding it as a scheme in which work, care (and domestic work) and personal life are articulated, on the basis of family life, and framed in asymmetrical gender relations. The study of everyday life has a long tradition in the history of sociology. Among the sociologists who have placed this concept and its reality at the center of their approach to the analysis and understanding of social life are Erving Goffman and Ágnes Heller. In contrast with these authors, this paper defends a conception of daily life that, apart from defining it, facilitates its investigation. We consider that this analytical approach, based on the idea that none of these areas of activity is thought and valued in isolation but as components of a system in which certain activities co-exist with others - more or less in conflict and gendered- and involve several kinds of subjects (men and women), can reveal aspects of the problem that perhaps other types of theoretical and methodological approaches do not make so visible.

Thus, we take *daily life* as the object of analysis and understand it as a scheme in which work, care (and domestic work) and personal life, framed in asymmetrical gender relations, are articulated. We have applied this this innovative approach to the analysis of the empirical material (14 discussion groups and 70 semi-directed in-depth interviews) generated from an investigation on "Work, care, personal life and social order in the world of life of Spanish society", financed by the Ministry of Science and Innovation of Spain and carried out between 2011 and 2013, seeking to demonstrate that the perception of the time squeeze is not based on the stressful changes of paid work, unpaid work and/or personal life, but the concurrence of all of them, and how they are differentially suffered, managed and perceived by men and women in their daily family life.

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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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Impact of Institutional Integration on Retention of Freshmen in Public and Private Universities in Karachi, Pakistan

Student retention is an important issue for Higher Education Institutions (HEIs). The present study tested Tinto's Institutional Integration model to examine the impact of demographic variables, self-efficacy, initial commitments, academic integration, social integration and subsequent commitments of freshmen in their decision to stay in the public and private institutions of higher education. Each of the academic and social integration construct consisted of two sub-scales. Academic integration has two sub-scales, Academic and Intellectual Development (AID) and Faculty Concern for Students (FCS). Social integration has two sub-scales, Peer Group Interaction (PGI) and Interaction with Faculty (IWF). Institutional and Goal Commitments were tested in the two phases of data collection and were called Initial and Subsequent Commitments. The data was collected from both public and private sector universities in Karachi. A survey method was used to collect the data from 645 students from public and private sector universities. The data was analyzed using IBM SPSS 20 Statistical software. Self-efficacy was found to have influence on intention to stay in the same university. The impact of Self-efficacy was the same for both public and private sector universities. The analysis between students' intention to stay in the current universities and the subscales of academic and social integration of the sample showed that only one sub-scale of each variable was statistically significant. Initial and Subsequent Commitments were also found to have an impact on intention to stay in the current university. Important difference in results were observed for both public and private sector universities. It was recommended to conduct more retention studies including the institutional integration model.

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Effect of Hyperbaric Oxygen Therapy on Insulin Signalling in Type 1 Diabetes Mellitus Patients

Introduction: Diabetes mellitus (DM) Type 1 (T1DM) is an autoimmune disease, characterized by destruction of the insulin-expressing pancreatic β-cells. In order to maintain appropriate blood glucose levels in T1DM patients, exogenous insulin application is necessary. The metabolic changes in T1DM cause impaired endothelium dependent-vasodilatation, which leads to tissue hypoxia, insufficient tissue nutrition, and diabetes-specific microvascular pathology. Hyperbaric oxygen therapy (HBOT) can significantly improve the outcome of ischemic conditions in T1DM patients and reduce vascular complications.

Aim: The aim of this study was to investigate the early effects of HBOT on insulin signaling in T1DM patients.

Methods: In this study 24 adult T1DM patients with diagnosed peripheral vascular complication, were enrolled. Patients were exposed to 10 sessions of HBOT in the duration of 1 h to 100% oxygen inhalation at 2.4 ATA. Blood samples were collected for the glucose and insulin measurements. Expression of insulin receptor substrate 1 (IRS-1), subunit p110 of phosphatidylinositol 3-kinase (PI3K-p110) and protein kinase B (Akt) were examined in lymphocyte´s lysates, while insulin growth factor binding protein 1 (IGFBP-1) was examined in serum, by Western blot.

Results: After exposure to HBOT, blood glucose ($p<0.01$) and insulin ($p<0.05$) were decreased, while the level of IGFBP-1 ($p<0.05$) was

increased. Also, results show that phosphorylation of IRS-1 at Ser^{307} was decreased ($p<0.05$), while the level of, PI3K-p110 protein ($p<0.05$), and phosphorylation of Akt at Thr^{308} ($p<0.01$) were increased in lymphocyte, after exposure to HBOT.

Conclusion: Our results suggest that exposure to HBOT exerts beneficial effects in T1DM patients on metabolic parameters in the circulation, and also improves the effects of insulin on glucose regulation by PI3K/Akt signaling pathway in lymphocytes.

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Uses of Free Time by Young Adults in Arab Mediterranean Countries

Evidence on uses of free time in non-Western societies exposes and forces us to address several problems in the study of leisure. A combination of qualitative and quantitative evidence from nationally representative samples of 15-29 year olds in Algeria, Egypt, Lebanon, Morocco and Tunisia finds some familiar divisions in the age group's use of free time – by social class and gender. However, the evidence also reveals some region-specific features: namely that for many young people free time is less clearly separated from the rest of life than in Western societies, work and play are frequently fused, and religious and political participation are sometimes pivotal in young people's bundles of free time activities (youth sub-cultures).

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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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Public Policy, Sociology and Neuromarketing: From Addressing the Consumer Behaviour to Addressing the Social Behaviour

Aim of this paper is to investigate to what extent social sciences can be a useful science for the public policy in developing effective Public Service Announcements (PSAs) against smoking, drinking etc..

In particular, hereby a specific discipline will be taken in consideration: the one that merges marketing with neuroscience, that is the so-called 'neuromarketing', which - in order to assess the advertising efficacy - adopts biometric and neurometric indexes. The objective of this work is to gain insights into the above-mentioned fields (social sciences, neuromarketing and public policy) by:

- reviewing previous studies, as well as topical literature;
- exploring the latest case studies and best practices;
- examining the traditional methods' results for the assessment of the PSAs (i.e. polls, surveys, focus groups) in their evolutionary path (till arriving to birth of the neuro-metric methods).

Such kind of research has the purpose to identify the factors that are considered relevant to answer the ultimate research question: is it possible today, by using state-of-the-art biometric indexes and techniques, to provide policymakers with precise guidelines for developing effective PSAs, so that neuromarketing will be able to address no more just the consumer behavior, but also the social behavior?

In fact, the goal of any advertising campaign is to convey a specific message and reach a specific audience: the consumers. But, when talking about PSAs, many things changes: the KPIs for the assessment of their efficacy are no longer the commercial ones (GRP, reach etc.), but rather the gain obtained in public health after the airing of the campaign. Consequently, the specific message will be a different 'call-to-action': no more an invite to purchase, but rather to change a (wrong) social behavior or adopt a (right) civil conscience.

Given these premises, it is possible that social sciences could be invested with a precise responsibility in terms of lives saved and public health. The practical and managerial implications of the research are the

following: EU policymakers and local governments will have the opportunity to dispose of scientific data and information about the society that might be transformed in guidelines for producing effective PSAs based on the inner audience's insights.

The originality of this research resides in having framed the new neuromarketing protocols in the traditional theory of sociology, combining thus future and past of the research.

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The Role of Family and Faith in LGBTQ+ Resilience in San Antonio, Texas

Many social scientists have studied the relationship between lesbian, gay, bisexual, transgender, and queer (LGBTQ) adults and their faith and family of origin in the United States, but with rare exception these studies have focused on the experiences of white, middle class, college educated gay men and lesbians. This project expands this inquiry to examine the way that race and gender identity shape LGBTQ+ adults' relationships with family and faith in San Antonio, Texas. This paper is based on the analysis of 637 surveys with the San Antonio LGBTQ+ population and 82 in-depth interviews with LGBTQ+ adults aged 16 years and older who are either low-income or have a high adverse childhood experiences (ACEs) score. The majority of the survey sample and two-thirds of the interviewees identify as Black, Latinx, or Native American. We demonstrate how Black, Latinx, and Native American LGBTQ adults, particularly adults who are transgender-identified, report higher ACEs scores and are more likely to report being harassed, neglected and unloved by adults in their lives as children. In interviews, these adults describe the ways they create resilience in their relationships with family members and their communities of faith. Compared to white or cisgender respondents, LGBQ people of color and transgender people are more likely to threaten or actualize severing relationships with members of their family of origin or leaving their church. LGBTQ people of color also reported closer relationships with their extended family members, such as grandmothers and aunts, and used even neglectful or abusive parents as models of resilience for their adult lives. This work is an important intervention into understanding the complicated role that race and gender identity play in LGBTQ adults' negotiations of family and faith.

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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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Occupational Doctors and their Role in Promotion of a Healthy Life Style in the Netherlands

Five out of ten adult residents of the Netherlands are obese. Two out of these five are neither satisfied nor dissatisfied with their weight. One of these five is satisfied with his weight. These are some aspects of health problems in a modern welfare state, where the workforce ages and (as a result) has multiple chronic disorders. Lower educated people suffer most.

The Dutch government made a cautious start with lifestyle medicine. A big problem is the delineation: who may or may not follow (expensive) two-year programs, reimbursed by the insurer. The same applies to the demarcation with (promotion of) regular sports practice that is stimulated and facilitated also by the government.

Unhealthy lifestyle is strongly influenced by the social environment. Researchers from the Netherlands Social and Cultural Planning Office cautiously conclude ".. that health-related behaviour is culturally determined; it is part of the lifestyle and identity of a social group or class."

Can the work have meaning in improving lifestyle?

Company doctors in the Netherlands often promote the 'PAGO' and 'PMO'. The first is medical examination compulsory in the European Union in connection with the work done, the second concerns broader health. Universities are working on a comprehensive evaluation, preliminary results might be available in spring 2019.

The experiences with these medical examinations up to now are very diverse. The construction sector is the only sector in the Netherlands where such an examination has been offered to employees, for decades, albeit with interruptions. A scientific evaluation study of a specially designed project shows that, despite a promising preliminary investigation and an enthusiastic turnout at the beginning, ultimately hardly one percent of the target group started with a health program developed specifically for the sector. A recently new established sector institute for the promotion of health and sustainable employability has better results, but the current scale and short period does not yet make possible any hard statement. In any case, construction is a sector that shows improvements in work capacity and health over decades. The same is shown by data from diverse large companies. This, too, does not provide a basis for scientific certainties.

Various analyses show that the role of doctors in promoting lifestyle is modest. There is a lot of discourse in the occupational physicians group, but there is no agreement about an approach. The guiding principle seems to be: the occupational physician mainly has strength through

cooperation. Recent legislation in the Netherlands works that way. The challenges for occupational physicians are: individual support to employees with health problems, recognizing the different health cultures among employees, recognizing the health culture of the labour organizations for which he works, assessing the mechanisms to stimulate labour organizations to healthy business operations and promoting healthy behaviour of employees, persuading management to (further) improvement.

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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.