THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

6th Annual International Conference on Social Sciences

29-31 July & 1 August 2019, Athens, Greece

Edited by
Gregory T. Papanikos

2019

Abstracts

6th Annual International Conference on Social Sciences

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Preface

This book includes the abstracts of all the papers presented at the *6th Annual International Conference on Social Sciences (29-31 July & 1 August 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 55 papers were submitted by 59 presenters, coming from 26 different countries (Australia, Bolivia, Brazil, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Macao, Mexico, Oman, Philippines, Portugal, Romania, South Africa, South Korea, Spain, The Netherlands, Turkey, UK, and USA). The conference was organized into 16 sessions that included a variety of topic areas. 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

6th Annual International Conference on Social Sciences
29-31 July & 1 August 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 a) setting up the program b) chairing the conference sessions, and/or c) reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. 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.
3. Chris Sakellariou, Vice President of Administration and Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
   Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.
4. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.
5. Thanos Patelis, Head, Psychology Unit of ATINER & Research Scholar, Fordham University, USA.
6. Bettina Koch, Head, Politics & International Affairs Unit, ATINER & Associate Professor of Political Science, Virginia Polytechnic Institute and State University, USA.
7. Ilja A. Luciak, Head, Anthropology & Demography Unit, ATINER & Professor, College of Liberal Arts and Human Sciences, Virginia Polytechnic Institute and State University, USA.
8. Peter Yannopoulos, Vice President of Global Communications, ATINER & Professor, Brock University, Canada.
9. Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.
10. Ken Roberts, Academic Member, ATINER & Emeritus Professor, University of Liverpool, UK.
11. Paulo Lencastre, Professor, Católica Porto Business School, Portugal.
12. Musa Pinar, Professor, Valparaiso University, USA.
13. Saul Newman, Professor, Flinders University, Australia.
14. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.
15. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.
16. Paulo Batista, Academic Member, ATINER & Postdoctoral Researcher, University of Évora, Portugal.

17. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.
18. Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India.
19. Julio Cesar Ortiz Enriquez, PhD Student, The University of Electro-Communications, Japan.
20. Raja Selvaraju, Assistant Librarian, Alagappa University, India.

FINAL CONFERENCE PROGRAM

6th Annual International Conference on Social Sciences, 29-31 July & 1 August 2019, Athens, Greece

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to metro station *Panepistimio*)

Monday 29 July 2019

07:50-08:40 Registration and Refreshments

08:45-09:15 (Room B - 10th Floor): **Welcome and Opening Address by Gregory T. Papanikos, President, ATINER.**

09:15-11:00

Session I (Room A - 10th Floor): Politics	**Session II (Room B - 10th Floor): Brand-Centric Individual and Collective Relationships**	**Session III (Room C - 10th Floor): Foresight**
Chair: Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.	**Chair:** Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.	**Chair:** Peter Yannopoulos, Vice President of Global Communications, ATINER & Professor, Brock University, Canada.
1. David Wick, Professor, Gordon College, USA. The Politics of a 'Student Insurgency' in Ancient Greece: Did Liberal Arts Schools of Athens Create a Moment of this in the Hostage Crisis of 88? 2. Saul Newman, Professor, Flinders University, Australia. Political Theology and Political Theory. 3. Moshe Yitzhaki, Professor, Bar-Ilan University, Israel & Aminadav Yitzhaki, Teacher, Ministry of Education, Israel. Continuing Tradition among Youth: Confrontations in the First Religious Agricultural Settlements Founded in British Mandate Palestine during the First Half of the 20th Century. 4. Lindsay Perez Huber,	1. Raymond Liu, Professor, University of Massachusetts Boston, USA, Jurui Zhang, Assistant Professor, University of Massachusetts Boston, USA, Haiping Xu, Associate Professor and Chair, University of Massachusetts Dartmouth, USA & Richard de Groof, PhD Student, University of Massachusetts Dartmouth, USA. An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment. 2. Zhimin Zhou, Professor, Shenzhen University, China, Ge Zhan, Lecturer, Lingnan University, China & Nan Zhou, Professor, Shenzhen University, China. Authenticity in Online Brand Community:	1. Claudio Rodrigues Correa, Professor and Research Coordinator, Brazilian Naval War College, Brazil, Jessica Leite dos Santos, Researcher, Brazilian Naval War College, Brazil, Adriano Lauro, Professor and Researcher, Brazilian Naval War College, Brazil & Nathalie Torreao Serrao, Researcher, International Relations Analyst, Brazilian Naval War College, Brazil. Prospective Scenarios as Vector for Social Engagement on Government Policymaking: A Debate from the Brazilian Defence Sector. 2. Chris Adendorff, Adjunct Professor, Nelson Mandela University, South Africa. Electric Cars: Their Carbon

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6. Bihter Carhoglu, PhD Student, Ankara University, Turkey. An Example of Historical Sociological Approach in the International Relations: Historical Sociology of the German Empire.</td>
<td>Antecedents and Consequences.
3. <u>Khaled Aboulnasr</u>, Associate Professor, Florida Gulf Coast University, USA & <u>Cristobal Sanchez Ruz</u>, PhD Student, Universidad Privada Boliviana, Bolivia. The Role of Cultural Values in Shaping Consumer-Brand Relationships.</td>
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11:00-12:30

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Chair: Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.	**Chair:** Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India.
1. Sandrine Prom Tep, Associate Professor, Université du Québec à Montréal (UQAM), Canada. The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study. 2. <u>Paula Rodrigues</u>, Associate Professor, Lusíada University - North, Portugal & Paula Costa, PhD Student, Universidade Portucalense, Portugal. Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands. 3. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong. Exploring	1. <u>David Caballero Mariscal</u>, Professor, University of Granada, Spain, <u>David Jose Guerrero Quesada</u>, Quality Manager, University of Granada, Spain, Maria Pinto Molina, Professor, University of Granada, Spain, Dora Sales Salvador, Professor, Jaume I University, Spain & Rosaura Fernandez Pascual, Professor, University of Granada, Spain. Metrics of Informational Competencies in the Higher Education in the Context of Mobile Learning. 2. <u>Kimi</u>, PhD Scholar, University of Delhi, India & Meera, Associate Professor, University of Delhi, India.

Millennials' Perceptions about Co-branding in Promotions.	Exploring Needs and Requirements of Differently Abled Students at Equal Opportunity Cell, University of Delhi. 3. Bakhit Bait Fadhil, PhD Student, Sultan Qaboos University, Oman. The Extent of Awareness of the Evidence – Based Practice among the Members of Oman Council and the Use and Potential Use of this Practice in Strategic Decision-Making Process in Oman Council.

12:30-14:00

Session III (Room B - 10th Floor): Psychology	**Session IV (Room C - 10th Floor): Entrepreneurship & Other Issues**
Chair: Ken Roberts, Emeritus Professor, University of Liverpool, UK.	**Chair:** Saul Newman, Professor, Flinders University, Australia.
1. James Clark, Professor, The University of Winnipeg, Canada. A Critique of Indigenous Ways of Knowing. 2. Marie Manikis, Associate Professor, McGill University, Canada. Comparative Conceptions of the Role of Victims in the Criminal Justice Process. 3. Helen Vrailas Bateman, Associate Professor, The University of the South, USA. The Relationship between Children's Overt and Relational Aggression and Children's Social Skills. 4. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia. Strength in Culture: Facilitating Healing for Children from Different Cultural Backgrounds who have Experienced Family based Traumas.	1. Raihan Taqui Syed, Director – Center for Entrepreneurship and Business Incubation, Modern College of Business and Science, Oman & Hesham Magd, Head of Department, Business and Economics, Modern College of Business and Science, Oman. Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature. 2. Vivek Pani Gumparthi, Research Scholar, Indian Institute of Management Kashipur, India. Bibliometric Analysis of Brand Experience. 3. Duygu Celebi, Research Assistant, Yasar University, Turkey, Ige Pirnar, Chair, Department of Business Administration, Yasar University, Turkey & Engin Deniz Eris, Associate Professor, Dokuz Eylul University, Turkey. Bibliometric Analysis of Social Entrepreneurship in Gastronomy. 4. Marketa Svarcova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic & Romana Markova Volejnickova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic. Precarity in Women Entrepreneurship in Regional Context of Czech Republic.

14:00-15:00 Lunch
15:00-16:30

Session V (Room B - 10th Floor): Exercise	**Session VI (Room C - 10th Floor):**

and Health	**Innovation**
Chair: Julio Cesar Ortiz Enriquez, PhD Student, The University of Electro-Communications, Japan.	**Chair:** Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.
1. Francisco Javier Aceves Hernandez, Professor, Instituto Politécnico Nacional, Mexico. Epidemic of Overweight and Obesity in Mexico. 2. Spiro Doukas, Associate Professor, American Public University, USA & Kateryna Karnaushenko-Doukas, Executive Secretary, International Progressive Education Council, USA. Perceived University Students' Stress Levels in South Korea: How Much Does Alcohol Consumption and Exercise Matter? 3. Xin Wang, Associate Professor, Macao Polytechnic Institute, Macao. Knowledge, Attitude and Performance of Pelvic Floor Muscle Exercise of Nullipara and their Influencing Factors. 4. Dai Hong-Xia, Assistant Program Coordinator, Macao Polytechnic Institute, Macao. Application of Bundle Care to Reduce Perceived Stress Level of Lactation Women in China.	1. Ahmad Rosli, PhD Student, The University of Queensland, Australia & Sarel Gronum, Lecturer, The University of Queensland, Australia. Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs. 2. Pascal Boer, Student, Hochschule Konstanz - University of Applied Sciences, Germany & Ditmar Ihlenburg, Professor, Hochschule Konstanz - University of Applied Sciences, Germany. How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs.

16:30-18:00 Session VII (Room C - 10th Floor): Special Topics on Educational Issues

Chair: Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.

1. Ken Roberts, Emeritus Professor, University of Liverpool, UK. Transitions from Education to Work and non-Work in Saudi Arabia.
2. Marco Mazzocca, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento.
3. Mei Hua Kerry Hsu, Lecturer, Macao Polytechnic Institute, Macao. The Need of Disaster Preparedness in Nursing Education.

21:00-23:00 Greek Night and Dinner

Tuesday 30 July 2019

08:00-11:00 Session VIII: An Educational Urban Walk in Modern and Ancient Athens

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

11:30-13:00

Session IX (Room B - 10th Floor): Personal Branding	**Session X (Room C - 10th Floor): Information Science/Archival Science**
Chair: Paulo Lencastre, Professor, Católica	**Chair:** Raja Selvaraju, Assistant Librarian,

Porto Business School, Portugal.	Alagappa University, India.
1. Musa Pinar, Professor, Valparaiso University, USA. Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials. 2. Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Maria Palazzo, Lecturer, Università degli Studi di Salerno, Italy & Agostino Vollero, Lecturer, Università degli Studi di Salerno, Italy. It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from a Young Voter Perspective. 3. Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Stuart Carnell, Lecturer, Nottingham Business School - Nottingham Trent University, UK & Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK. Exploring Personal Politic Brand Identities of Iceland's Parliamentarians. 4. Ning Zhang, Assistant Professor, Shenzhen University, China, Chunqun Liu, Graduate Student, Shenzhen University, China & Nan Zhou, Professor, Shenzhen University, China. Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications.	1. Paulo Batista, Postdoctoral Researcher, University of Évora, Portugal. From Archival Science to Information Science. 2. Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India. E-Theses and Dissertation (ETD) Access through UGC-Sodhganga: The Special Reference to Alagappa University, Karaikudi, India. 3. Guadalupe Maxima Diaz, Independent Researcher, Philippines. Use of Social Media as a Catalyst in Improving the Culture of Research and Archiving among Filipino University Students.

13:00-14:30

Session XI (Room B - 10th Floor): Economic Development	**Session XII (Room C - 10th Floor): Digitalization/Data Science/Data Ethics**
Chair: James Clark, Professor, The University of Winnipeg, Canada.	**Chair:** Paulo Batista, Postdoctoral Researcher, University of Évora, Portugal.
1. Demos Vardiabasis, Professor, Pepperdine University, USA. Foreign Direct Investment Decisions and Financial Market Performances. 2. Bernard Gauthier, Professor, HEC Montreal, Canada & Frederic Lesne, Researcher, CERDI, Université Clermont Auvergne, France. Measuring Corruption in Presence of	1. Efthimios Parasidis, Professor, Ohio State University, USA. Digital Health, Patient Empowerment, and Data Ethics. 2. Mihalis Kuyucu, Associate Professor, Istanbul Aydın University, Turkey. Effects of Digitalization on the Film Industry: Will On-Line Series/Film Platforms Exterminate the Movie

Reticent Respondents: Theory and Application. 3. Claudia Popescu, Professor, Bucharest University of Economic Studies, Romania. Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region. 4. Machya Astuti Dewi, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Sri Issundari, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Iva Rachmawati, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia & Meilan Sugiarto, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. Developing Border Tourism in Sota, Merauke through Tourism Festival.	Theaters? 3. Hajime Sasaki, Associate Professor, The University of Tokyo, Japan, Satoru Yamamoto, CEO, Data Artist Inc., Japan, Amarsanaa Agchbayar, Director, Data Artist Inc., Japan, Nyamaa Enkhbayasgalan, Data Scientist, Data Artist Inc., Japan & Ichiro Sakatai, Professor, The University of Tokyo, Japan. Cross-Domain Linkage of Problems and Solutions: A Case Study in Computer Science. 4. Raja Selvaraju, Assistant Librarian, Alagappa University, India & Jisha Antony, Research Scholar, Alagappa University, India. A Scientometric Evaluation Based on Scopus Database: Geese Research Publication Growth Pattern in India.

14:30-15:30 Lunch

15:30-17:00 Session XIII (Room B - 10th Floor): Brand Tactics

Chair: Musa Pinar, Professor, Valparaiso University, USA.

1. Paulo Lencastre, Professor, Católica Porto Business School, Portugal, Cosme Almeida, Executive Director, Católica Porto Business School, Portugal, Ana Corte-Real, Professor, Católica Porto Business School, Portugal & Nuno Corte-Real, Professor, Católica Porto Business School, Portugal. Brand Mascots Taxonomy.
2. Ria Wiid, Senior Lecturer, University of Worcester, UK. Branding and Consumer Touchpoints.
3. Christina Bosse, Research Assistant, University of Applied Sciences Osnabrueck, Germany. The Role of "Slow Events" for Sustainable Destination Development - A Conceptual and Empirical Review.
4. Rasha Ali Alshehre, PhD Student, University of Dundee, UK. Handwritten Typefaces in Advertising.

20:30-22:00 Dinner

Wednesday 31 July 2019
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 1 August 2019
Delphi Visit

Friday 2 August 2019
Ancient Corinth and Cape Sounion

Khaled Aboulnasr
Associate Professor, Florida Gulf Coast University, USA
&
Cristobal Sanchez Ruz
PhD Student, Universidad Privada Boliviana, Bolivia

The Role of Cultural Values in Shaping Consumer-Brand Relationships

Consumers may connect to brands affectively through emotional attachment and cognitively through brand trust. Both variables play a critical role in building and maintaining successful consumer-brand relationships and have a strong impact on brand relationship quality (BRQ). Emotional brand attachment and brand trust were shown to have a positive impact on important relational outcomes such as brand loyalty, commitment and consumers' willingness to pay a higher price. Despite the growing body of research on the antecedents and consequences of emotional and cognitive consumer-brand connections, little research has investigated the idiosyncratic effects of cultural values on these two key relationships dimensions.

Culture has a profound impact on human and social behavior. Research on the effects of culture found that cultural differences may impact how people view themselves, deal with uncertainty, develop perceptions, make decisions, define their roles and identities in society and form relationships with others. It has a dominant and multifaceted effect on the development of societal norms and individual value and belief systems. These systems tap directly into consumption patterns and behavior. In the context of consumption behavior, culture was found to influence the extent to which consumers process and categorize product information, develop meaning for consumer goods, acquire brand associations, assign value to objects and transmit and interpret advertising messages.

The main question the present research seeks to address is how cultural values affect consumer-brand relationships. The answer to this question has important implications to the way firms develop branding strategies aimed at building and maintaining successful consumer relationships across consumers with diverse cultural backgrounds. We examine how Hofstede's cultural dimensions (Individualism, Uncertainty Avoidance, Masculinity & Power Distance) influence the way consumer connect with brands both emotionally and cognitively. We also measure the effect of these connections on brand commitment.

Francisco Javier Aceves Hernandez
Professor, Instituto Politécnico Nacional, Mexico

Epidemic of Overweight and Obesity in Mexico

Mexico has a growing epidemic of overweight and obesity which generates chronic degenerative diseases such as diabetes mellitus and high blood pressure, which are the leading causes of death, with around 100,000 deaths each in 2017, despite having been implemented governmental programs to control this epidemic.

This epidemic has begun to grow and become uncontrollable since the introduction of the neo-liberal socio-economic model in Mexico in the 1980s, because the population has become impoverished and has changed their eating habits, has stopped practicing physical exercises, and lives stressed by the socio-economic situation.

Fortunately, on December 1, 2018, there has been a change of government regime, which promises to make fundamental changes in the provision of health and social security services, seeking to centralize these services at the federal level, in order to be more efficient and to avoid corruption in the purchase of equipment and medicines.

The authors of this work propose that in addition to these administrative changes, other changes should be done in education, in order to train people to make better decisions regarding their eating habits, physical activation, relaxation and others, with the purpose of controlling the aforementioned epidemic of overweight and obesity.

Chris Adendorff
Adjunct Professor, Nelson Mandela University, South Africa

Electric Cars: Their Carbon Implications and Adoption in South Africa

Climate change is a reality that is starting to have impact on the society through decreased agricultural production and increased extreme weather events resulting to worldwide disasters. It is caused by increasing levels of the greenhouse gas emissions that are the result of human activities around the world. All the main economic activities contribute one way of another but the main sector is the energy through combustion of fossil fuel. One of the key areas of concern is the mobility sector which accounts for around 20% of the total energy use with the GHG footprint of close to 14% of the global emissions.

The concerns raised by governments, private sector and international organisation on energy security as well as climate change has led to ground breaking research and development in the transport sector. The introduction of internal combustion engine vehicle in 1807 and its development for over the last 200 years has made it possible for the people to be transported from one place to another with ease(Zhu, 2016). But these developments have been at the heart of the climate change and pollution problems that the world is facing. This led to the recent wave in electrifying the vehicles which presents a lot of advantages as well as major constraints.

The study used the quantitative research approach to investigate the possible benefits of electric vehicles to our environment in the future. The projections of vehicle population were estimated using three cases and the electric cars penetration into the market by 2030 were investigated with four different scenarios. Since consumers are at the main drivers towards the adoption of any new technology in the market, further research was done to investigate the possible barriers present in the South African market that impedes the adoption of electric cars. This objective was executed through the use of structured questionnaire that was filled online.

The results showed that the projection of the business as usual case coupled with mitigation scenarios present a better option for mitigation. The worst case of exponential increase in vehicle population does not present any GHG emissions moderation hope for any of the mitigation scenarios used in the study. The other case shows high mitigation potential but it is the case of economic decline where number of vehicles are decreasing with time.

The findings of the study on barriers to adoption of electric vehicles in the market highlighted the high purchase price, high battery price and high likelihood for owning a secondary vehicle based on the current circumstances as the main barriers that the respondents in the Gauteng Province find as unattractive. But generally the willingness to buy electric vehicles was high for majority of the factors that were presented. With this perceived positive opinions by the respondents, it is down to government and private companies to provide a conducive environment for the consumers. This relate to advancing the technology and providing policy support for the accelerated adoption of electric vehicles

Rasha Ali Alshehre
PhD Student, University of Dundee, UK

Handwritten Typefaces in Advertising

American Marketing Association has defined branding as “name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors.” Basically, a brand serves as a label that identifies a certain product and its information.

In a marketing perspective, it is commonly pointed out by authors that the brand image, brand positioning, brand identity, and brand equity converge towards the success of corporate branding. The verbal message and visual image are usually combined together, while the ‘voice’ pertains to the physical characteristics and features of the written words, which also pertains to the typeface design.

An investigation conducted by Schmitt, Tavassoli, and Millard (1993) on the influence of ad elements on the memory of the consumer used an ‘associative network model perspective’ that showed the correlation between a number of relations and memory retention, including brand recall. In a brief review of the adverts, the main message is giving attention by making it appear in bold, colored, enlarged and even highlighted to make sure that the target audience does not miss the business entity information.

The research is developed based on the research question with the handwritten typefaces that make the advertising more humane. The sans serif typeface has been noted as versatile thus being applied differently. Despite its traditional sense, among the categories, the handwritten typeface emanates the strongest classic, elegant, romantic, gentle, and sleek feeling.

The researcher believes that increasing people’s awareness on the effects and influences of typefaces specifically handwritten typefaces in the marketing context will give marketers, advertiser and entrepreneur’s alike, increased knowledge on how to better market their products especially as far as handwritten typefaces are concerned.

Guja Armannsdottir
Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK
Stuart Carnell
Lecturer, Nottingham Business School - Nottingham Trent University, UK
&
Christopher Pich
Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK

Exploring Personal Politic Brand Identities of Iceland's Parliamentarians

Political branding research remains under-researched, particularly the internal orientation and intentional, desired positioning otherwise known as *political brand identity*. Existing studies that have tended to focus on the identity of 'party' political brands rather than that of politicians. Further, framing politicians as 'personal brands' allows us to explore the manifestations of intended identities, combined of personal characteristics such as personality traits, experiences feelings, beliefs and personal values, which up until now remained an under-developed research area. In this study, we explore the creation and management of personal political brand identity particularly from the perspective of the brand's creators. Further, this is achieved by bridging two streams of commercial branding theory such as *personal branding* and *brand identity*. More specifically, this study investigates the creation and management of personal political brand identity by building on the six-staged personal brand auditing framework (Philbrick and Cleveland 2015) to examine the personal political brand identities of politicians from an internal brand-creator perspective. Members of Parliament from the Republic of Iceland contextualises this study. The reason for this is twofold. Icelandic politics faced a succession of financial scandals, which has meant general elections have taken place in 2013, 2016 and 2017 instead of every four years. In addition, the last Icelandic general election witnessed an influx of new parliamentarians each possessing distinct identities and positions. Therefore, up to half of the Icelandic Parliament is represented by newly elected personal political brands.

This qualitative case-study approach reveals how personal political brands create, construct and communicate their identity. This research adopted semi-structured, in-depth interviews with Members of the Icelandic Parliament. In addition, as part of the case study analysis, public websites and public social media sites were analysed to help better understand the topic. This study adopted a two-staged thematic approach to analyse the key findings identifying common themes and patterns. This

study reveals that the personal brand identities of members of the Icelandic Parliament represented a clear brand mantra and created-managed via personal values and ideology and based on key issues that were personal to the individual. In addition, this study highlighted that personal brand identities were developed with offline and online touchpoints with the aim of communicating an aligned, clear and authentic political brand in the mind of Icelandic citizens. However, this study also revealed the challenges of managing an integrated, authentic personal brand identity given the problematic nature of the party-coalition political system. Our paper builds on the six-staged analytical process of personal branding and proposes the *Personal Political Brand Identity Framework* as an operational tool to introspectively evaluate personal political brand identity. This framework can be used by political actors across different settings and contexts to assess personal political brands from multiple perspectives. This in turn will address the explicit calls for further research on the internal perspective of political brands, which in turn will extend an under-developed area of political branding.

Bakhit Bait Fadhil
PhD Student, Sultan Qaboos University, Oman

The Extent of Awareness of the Evidence – Based Practice among the Members of Oman Council and the Use and Potential Use of this Practice in Strategic Decision-Making Process in Oman Council

Aims of the study: This study aims to explore to what extent the members of Oman council are aware of the evidence – based practice and the use and potential use of this practice in strategic decision-making process in Oman council.

Methods of the study: The study used a mixed-method research (quantitative and qualitative) approach in collecting data as this study aims to understand and explore the extent of awareness of the Evidence – Based Practice and use and potential use of this practice by members in Oman council. The survey was targeted all (169) members of the Oman council, however, only 50.8% (86) of them responded to the survey. To get a deeper understanding of the case it interviews 2 members from each chamber (Vice Chairman in State Council and Vice Chairman in Shura Council).

The results of the study: This study has found that strategic decision-making process in the council of Oman does not use the Evidence –Based practice in a systematic and structured manner in decision-making, although, 86.7% (72) of participating members had already heard about evidence-based practice and 86.3% (69) of the respondents have already used the evidence in some of their decisions. The interview with members showed that they were skeptical of their understanding as well as their colleagues' understanding of what is meant exactly by evidence-based practice. The study reached the conclusion that members of oman council are not fully aware of evidence-based practice and not always committed to using this practice in strategic decision-making process in the council of Oman, where 55.4% of the respondent's members sometimes make decisions without using any research evidence. Moreover, it was found also that 50% (43) of the participants rely on their experience mainly in examining the accuracy of the information in the decisions of the council.

Chinnasamy Baskaran
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E-Theses and Dissertation (ETD) Access through UGC-Sodhganga: The Special Reference to Alagappa University, Karaikudi, India

"Shodhganga" is the name coined to denote digital repository of Indian Electronic Theses and Dissertations set-up by the INFLIBNET Centre. The word "Shodh" originates from Sanskrit and stands for research and discovery. The "Ganga" is the holiest, largest and longest of all rivers in Indian subcontinent. The Ganga is the symbol of India's age-long culture and civilisation, ever changing, ever-flowing, ever-loved and revered by its people, and has held India's heart captive and drawn uncounted millions to her banks since the dawn of history. Shodhganga stands for the reservoir of Indian intellectual output stored in a repository hosted and maintained by the INFLIBNET Centre. The Shodhganga@ INFLIBNET is set-up using open source digital repository software called D-Space developed by MIT (Massachusetts Institute of Technology) in partnership between Hewlett- Packard (HP). The D-Space uses internationally recognized protocols and interoperability standards. Shodhganga provides a platform for research scholars to deposit their Ph.D. theses and make it available to the entire scholarly community in open access. The repository has the ability to capture, index, store, disseminate and preserve ETDs (Electronic Theses and Dissertations) submitted by the researchers.

D-Space supports "Open Archives Initiative's Protocol for Metadata Harvesting" (OAI-PMH) and uses a qualified version of the Dublin Core schema for its metadata. The INFLIBNET Centre promotes setting-up of institutional and ETD repositories in member universities using OAI-PMH complaint software. A number of member universities have already set-up their institutional and ETD repositories using either D-Space or other OAI-PMH compliant Institutional Repository software. It would be possible for universities having sufficient network and computing infrastructure to maintain their own ETD repositories wherein their research scholars could deposit e-versions of their theses and dissertations. Moreover, they can use Shodhganga to host their theses as backup archives. INFLIBNET Centre, besides maintaining the Central ETD Repository (Shodhganga) would also deploy a central server to harvest the metadata from all such ETD repositories distributed in universities with an aim to provided unified access to theses and dissertations through its harvesting server.

Alagappa University is one of the early birds to adopt the University Grants Commission (Minimum Standards and Procedures for award of

M.Phil and Ph.D. Degree) Regulations, 2009. The guidelines were formed on the lines of UGC regulations as well as on the guidelines of Tamil Nadu State Council for Higher Education (TANSCHE) in important Aspects such as fixing the eligibility criteria for M.Phil/Ph.D Supervisorship, Procedure for admission, and Allocation of Research Supervisor to Research Scholars, Course Work, Evaluation and assessment methods. On the advice of RAC, the University conducts an All India Level Pre-PhD Entrance Examination twice a year (February and July) for selecting meritorious candidates for M.Phil and Ph.D. programs in various disciplines.

The study analysed that ETD copies submitted to UGC-Sodhganga, the Alagappa University has successfully completed task and being uploaded soft copies of thesis also the retro conversion of theses between printed to soft copies into Shodhganga@INFLIBNET portal. The total no. of 1789 theses uploaded by Alagappa University in the Shodhganga @INFLIBNET portal from during 1988-2018. It has found that maximum 311 (17.38%) of the theses submitted by Dept. of Education out of 1789 total theses of Alagappa University. It followed by Dept. of Industrial Chemistry submitted 245 (13.69%) of the theses to Sodhganga. The majority 1677 (93.73%) of theses appeared in English languages rest of theses published in Tamil language. Further, the study revealed that majority 45 (2.51%) of the theses supervised by Prof. S. Mohan from Dept. of Education, it followed by Prof. R. Thirumalaisamy has 38(2.12%) of the theses in the Dept. of Physical Education.

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From Archival Science to Information Science

Following the Second World War an explosion in the quantity of documentation led to a dramatic change in Archiving, or the profession referred to as record managers/records management and archivists/archives. Starting in the 1980s, however, archivists in Quebec began to make great progress by changing their approach and looking at the entire documentary cycle from current to definitive information. Carol Couture and Jean-Yves Rousseau made a crucial contribution towards the understanding of the Three Age Theory that viewed Archiving as an integrated discipline centered on a structural understanding of archives. In 1994, their work Les *Fondements de la Discipline Archivistique*, presented a new interpretation of Theodore Schellenberg's Three Age Theory. They called attention to the fact that the three phases of archival documents are not separate but, on the contrary, integrated. They argued that these three stages can even be looked at in a segmented way, provided the union between them is ensured. Their great innovation relative to Schellenberg's work lay, precisely, in critiquing the division and separation between the three ages of archival documents. Couture and Rousseau thereby brought together all the phases of the lifecycle of records, from production to dissemination, in opposition to the sterile distinction advocated by traditional archivists and document managers. In my opinion, however, the best approach to integrating information management is known as records continuum, which places archives in a post-custodial, informational and scientific paradigm. This Australian concept arose in the 1990s amid the huge explosion of information, communication technologies and new media. This context forced Information Science to redefine its object of study. Records continuum is closely related to the integrated management model of Couture and Rousseau, while it carries their innovation further, perfecting it and replacing it with systemic dynamics and providing continuity between archives. In fact, records continuum means, literally, continuous management. It looks at the whole process from the production of records to their final archiving. Otherwise, we cannot speak of continuous management. That is why, when we speak of rigid archives – current, intermediate and definitive, this approach is more theoretical than practical. There is, in fact, no separation between these phases, even less so from the point of view of the value of documents. The traditional distinction between information with probative and historical value ceases to exist. The information is simultaneous and is, in fact, the same.

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How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs

The transformation to an Industry 4.0, which is in general seen as a solution to increasing market challenges (f. i. increasing market complexity and shortening product lifecycles), is forcing companies to radically change their way of thinking and to be open to new forms of collaboration. In this context, the opening-up of the innovation process is widely seen as a necessity to meet these challenges, especially for SMEs. The aim of the study therefore is to analyse how cooperation today can be characterized, how this character has changed since the establishment of the term Industry 4.0 at Hanover Fair in 2011 and which cooperation strategies have proven successful. This empirical study consists of a secondary data analysis that includes country-specific data from 35 countries from 2010 and 2016 collected by the European Commission and the OECD focusing on the secondary sector. The research shows that MNEs in Europe still tend to cooperate more than SMEs, with a slight overall trend towards protectionism. Nevertheless, there is a clear tendency towards the opening-up of SMEs. In this regard, especially universities, competitors and suppliers have become increasingly attractive as cooperation partners for SMEs.

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The Role of "Slow Events" for Sustainable Destination Development - A Conceptual and Empirical Review

In times of ever-shorter innovation cycles of products, the time factor is of great importance for organisations. Companies that can change their value chain quickly and flexibly, gain competitive advantages and successfully operate in the market. The digitization of the economy has further accelerated this development. However, this steady acceleration of the economy also has serious disadvantages. As the market in an industry changes faster and faster, the opportunities for companies to gain market share in the short-term increase. To address these challenges, one contemporary approach is based on the "slowing down" of economic activities, often also referred to as the "slow movement".

The "slow movement" has gained considerable recent attention as a social movement that seeks to counteract increasing globalisation, commercialisation and marketisation in Western societies (Nilsson et al., 2011). The "slow movement" has its roots in "slow food", an ecological and gastronomic movement founded in Italy in the 1980s, with three main fields of action: preservation of gastronomic traditions; promotion of network building between producers and consumers; and the enhancement of consumers' knowledge of food, nutrition and the environment (Nilsson et al., 2011). Over the last years, the movement dispersed into many other economic areas and sectors such as "slow cities (cittaslow)" (e.g. Miele, 2008) "slow work" (e.g. Reiche, 2019) , "slow mobility" (e.g. Maltese et al., 2017) or "slow travel and tourism" (e.g. Dickinson et al., 2011). A strategic approach to "slow events" and an analysis of whether and how events can be used in the marketing of towns and cities to support the "slow movement" is lacking. This research seeks to analyse how events can be used more actively and strategically to promote slower forms of life, support local businesses and preserve local traditions and the environment. More specifically, the research addresses the following research questions:

(1) What makes an event a "slow event", i.e. what are the main characteristics of an event for it to be regarded as "slow"?
(2) Which types of events are best suited to do so? Is there a potential to include business events or are festivals, cultural and other leisure events the better alternative?
(3) How can events strategically be used by (city) marketers to support the slow movement and build upon recent developments for a

more balanced, sustainable and responsible handling of the natural surroundings, resources and the environment?

The methodical framework of this research includes three steps. Firstly, the study analyses the literature related to the “slow movement” with a particular focus on slow tourism and slow events. Secondly, a definition of “slow events” is developed based on the findings from the literature review. Thirdly, empirical research through 15 semi-structured interviews with residents, public servants and business owners from the town of Bad Essen in the north of Germany (member of the “Cittaslow network”) is verifying and complementing the understanding of slow events from a practical point of view. This last step particularly helps to understand the ability of “slow events” to deliver real economic, social and ecological benefits for different stakeholders.

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Metrics of Informational Competencies in the Higher Education in the Context of Mobile Learning

The introduction of mobile technologies in the higher education field has entailed a new way of approaching, searching and relating to information. Therefore, it appears as a priority to carry out a diagnosis of the new teaching-learning environment, in which mobile devices stand out as fundamental components.

To this end, two quantitative instruments have been compiled and validated to measure the relationship between the use of mobile devices for learning, the informational competencies possessed by the actors involved in the learning-teaching process and their attitudes towards the new paradigm of education.

The questionnaires MOBILE-APP (addressed to teachers) and MOBILE-APPS (addressed to students) have been prepared taking into account the following pillars:

1. A prior diagnosis of the needs of the university students of the field of Social Sciences through the use of the Focus Groups technique.
2. The reference framework of the ACRL.
3. The dynamic and changing nature of mobile technologies.

For the validation of these instruments, a pilot study was carried out on an intentional random sample of students (N = 105) and teachers (N = 43). To this sample, in addition to the questionnaire, a rubric was provided to evaluate the different aspects of the questionnaire, from sociodemographic data and the different dimensions that comprise it, to the understanding of each of the items.

Simultaneously to this pilot study, an experts judgement was carried out. The questionnaire was sent to professionals of higher education and international researchers, whose observations allowed to refine the design of the questionnaire.

After studying the results obtained with the two previous techniques, with which the high internal consistency of the tools was demonstrated, a final review of the questionnaires was carried out, which resulted in the redefinition of some items to adapt them to reality of the context to study.

We can conclude that two useful, flexible, transferable tools have been developed, which are easy to apply to diverse contexts and it is capable in turn of being revised to be adapted to the changes that could take palce in the higher education and related to the mobile technologies.

As a future project, we consider applying these instruments to develop comprehensive mobile-based educational models that facilitate the learning of university students, complementing the formal education they receive in the classrooms.

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An Example of Historical Sociological Approach in the International Relations: Historical Sociology of the German Empire

The aim of this study is to conduct an international historical sociological study of the factors leading to the establishment of the German central state. International historical sociology is as a research method relatively new in the field of International Relations. Since the 1980s there are some historical sociology studies in the field of International Relations which aimed to demonstrate the integrity of social relations by criticizing the classical state-centered approach of the discipline. Especially after the Cold War, studies have been conducted to explain the great transformations in world history, such as the formation of capitalism and nation states, in longue durée. The common aspect of these studies is the historicization of international relations. They deal with the transformation to capitalism from feudalism in Europe and the emergence of central states as a result of these transformations. Teschke, one of the important representatives of historical sociology in the International Relations, points out that relations of social production are the starting point for understanding the structure and change of international politics. He relates the formation of the system of modern states to the process in which capitalist production relations begin and spread from England. Similarly, the works of researchers like Skocpol, Mann, Tilly, Giddens, Anderson and Hobson led to a debate on the "state" that the discipline of International Relations has assumed. These studies try to understand the historical transformation of the state and its social origins.

In line with this approach, the German Empire indicates more a transformation than a structure established in January 1871. Political unification can be understood as the political transformation of the change in the mode of production. There is an interaction between the conflicts among social classes, the form of state and the mode of production. In this paper, it is aimed to present a model of the historical social origins of the German political union by examining the process of transition from feudalism to capitalism and the social classes that play a role in this process.

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Bibliometric Analysis of Social Entrepreneurship in Gastronomy

As being an academic term, “entrepreneur” has first used by the economist; Richard Cantillon, as a specialist who willing to take a business related risks to gain profits (Casson, 1993). Similarly, Schumpeter (1934) explained “entrepreneur” as a person who is highly willing to take risks and talented in terms of converting a new ideas into innovations. Furthermore, description of “entrepreneurship” comes from the nature of entrepreneur which can be clarified as a practice of setting up a new business by the taking financial risks to gain profits. A new phenomenon; “social entrepreneurship” has emerged as a follow up concept of entrepreneurship, which gain increased popularity and become a critical issue in the context of both development and wellbeing of societies (Abu-Saifan, 2012). Social entrepreneurs try to produce permanent and sustainable (Mair and Marti, 2006) solutions to the social problems or needs such as poverty, unemployment, insufficient education or public health through the using of general entrepreneurship principles. Gastronomy has been a rising star for global industry for the benefits of one of the oldest forms of social gathering, profit-gathering business and niche local applications available for better quality of life and welfare of society. Social entrepreneurship is especially significant for gastronomy industry due to the social local benefits as cultural integration and employment it brings. In order to understand the promising research areas on the gastronomical social entrepreneurship applications, bibliometric analysis is chosen for this study since they are quite rare in the gastronomy field (Okumuş et al., 2018) as well as social entrepreneurship. The research in subject area consisted on different keywords stated in the Table 1, below. These keywords used as search items for articles title section to choose articles that are more accurate for the aim of the research. The analysis shows that there are 20 articles consisting of the combination variations of the stated key words and the full paper will show the details of each for aiding further studies.

Table 1. *Keywords and Number of Articles in the Literature*

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Foodie:
Gastronomy:
Restaurants:</td><td>0
3
0
0
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Food:
Foodie:
Gastronomy:
Restaurants:</td><td>0
3
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Foodie:
Gastronomy:
Restaurants:</td><td>0
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0
0
1</td><td>Social Business</td><td>AND</td><td>Culinary:
Food:
Foodie:
Gastronomy:
Restaurants:</td><td>0
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Exploring Millennials' Perceptions about Co-branding in Promotions

In view of the fierce competition in the advertising market and the rising costs of advertising, many organizations have leveraged on joint promotions to gain credibility and reduce promotional costs. Utilizing a short survey of 221 respondents and a qualitative study of 25 focus group discussions, millennials' perceptions and preferences of joint promotion partners were explored. Survey results indicate that millennials favored a wide spectrum of brands which confirmed the decline of super or powerful brands. Previous studies in co-branding tended to focus on fast-moving consumers goods though millennials in the current study believed that clothing and accessories was the most appropriate category to adopt joint promotions. Qualitative insights were drawn from the focus group discussions which show that millennials saw the merits of joint promotions and have exercised a set of judging principles in selecting joint promotion partners. This study explores an emerging trend in marketing communications and provides useful insights for future research in the area of joint promotions to further enrich the literature on co-branding.

James Clark
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A Critique of Indigenous Ways of Knowing

A number of ethnic and national groups have proposed their traditional ways of knowing as alternatives or complements to the use of reason and science in mainstream academia, notably in the social sciences and related applied disciplines. I first review a number of these proposals, with a particular focus on the indigenous peoples of Canada, and identify some common themes shared by diverse populations around the world. Problems associated with proposals for indigenous ways of knowing are then discussed, including weak attention to issues of validity, acquiescence to conservative forces that resist societal change, and excessive reliance on lay conceptions of people and society. I close by considering some factors that might explain why these proposals receive wider support in academia than they might merit.

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Developing Border Tourism in Sota, Merauke through Tourism Festival

The development of border tourism in Indonesia still faces many obstacles due to distance and the lack of public facilities. That situation implicated on low tourist arrivals. To attract tourist arrivals, the Indonesian government through the Ministry of Tourism conducted a Cross Border Festival in a number of border areas in Indonesia. The activity succeeded in attracting more tourists to come to the border, especially domestic tourists. One of the venues for the festival is Merauke, the border between Indonesia and Papua New Guinea. Cross border Tourism organized by the Ministry of Tourism of the Republic of Indonesia was held in the Sota border area, managed to increase the number of arrivals including the involvement of local communities as subjects in the border tourism industry. This article discusses the economic impact and public awareness of border tourism in Merauke, especially communities on the border. This research is based on documentation study, interviews, and field observations conducted in Sota, Merauke. The result indicated that the tourism festival which is intended to attract tourists to come to Sota, has a positive impact on people awareness and is able to encourage local people to play a greater role in the tourism industry. Unfortunately, the activities of the Cross Border Festival organized by the Ministry of Tourism were no longer continued in the following years.

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Use of Social Media as a Catalyst in Improving the Culture of Research and Archiving among Filipino University Students

Technology has been booming in the Philippines for the past two decades. Cellphones, computers tablets have been coming out of the market, providing easier access for research and learning for Filipino university students. Although there is a significant improvement in technology, most of the institutions and majority of the population, are still not able to purchase laptops or computers they need for researching. Instead of using these platforms and technology to preserve culture, history and knowledge, most of the younger generation in the Philippines use these valuable pieces of technology to defame, destroy and butcher culture, history and knowledge and for playing e-games.

According to surveys, the Philippines tops the list of being number one users of social media in the world. Facebook, Twitter, Instagram, and the like are being the staple websites the younger generations use. Every news, event, rant, issues or the like is shared with the tips of their fingers. If we turn the tables around, these social media platforms can play the role of a catalyst for Archiving and Research in the Philippines. Instead of being required to buy laptops or other grand equipment, these people can access information and knowledge through their phones, especially for those who cannot afford to purchase laptops. Filipino university students can access valuable digitized pieces of information through their phones, making it more accessible and mobile for everyone.

With the help of an app like PDF reader and Facebook, users can scan valuable papers, convert it into jpg or tiff and then upload it to the server. By uploading these information into the server, those who are members of the app can access any information inside the server freely. Downloading is prohibited to secure the privacy and to prevent mass production of these files. All information will be in a PDF format, with a "Search" feature to make the process of searching more efficient. Members would, if possible, not pay any amount for the membership. Instead, they must share the application to as many people as possible for them to access rare/antiquated materials. To entice the people more, the application, if possible, would tie up with google music or google games to provide entertainment for the readers while they are researching or reading the documents. Even before scrolling, users are given the chance to choose their playlist and/or games. For music, they can listen to it as soon as they start researching until the end of their session. As for the games, they will only able to play at the end of their session.

To entice the younger generation to research on history & culture and to make it easier for researchers to get hold of the information and knowledge that they need for their specific researches. Make use of the relevance, importance and availability of technology when it comes to research. Through this, hopefully, people would be encouraged to let the culture of research and learning alive, especially for University students.

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Perceived University Students' Stress Levels in South Korea: How Much Does Alcohol Consumption and Exercise Matter?

Suicide amongst university students in Asia is a distinct phenomenon when analyzed through a Western perspective. Suicide is the main cause of death for people between 15–34 year old young adults in China. While information is difficult to retrieve on this topic in Communist China as these statistics are not maintained, looking at a more transparent South Korea (hereafter Korea) allows these unfortunate incidents to be studied.

Japan and Korea have the highest suicide rates in the world. In Korea suicide mortality has increased since 1985 to reach over 30 per 100,000 person-years lived (PYL) in 2010, making Korea the country with the highest rate of suicide mortality amid all OECD countries.

Working in a Korean University, foreign professors discussed their perspective on stress levels of Korean university students and potential ways these students deal with stress. Korean students were also surveyed to analyze stress triggers, methods of release and how healthy the lifestyle of the average Korean student is.

Korea has launched policy implications towards suicide prevention, but students have a lack of university campus sports options that are popular in North America and the researcher looks at this gap of sports and recreation in university students' lives and how this may be a contributing factor to stress along with binge drinking.

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&
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Measuring Corruption in Presence of Reticent Respondents: Theory and Application

We propose a method to detect reticent respondents and correct biases in survey-based corruption estimates using direct and indirect questions on bribery payments. We develop a simple formal model of response behavior to identify reticent respondents as well as predictions regarding direct and indirect questioning behavior. We test the predictions of the model and apply the proposed method to a survey of 382 newly created firms in Madagascar. The survey was carried out in March 2016 by the NGO Transparency International for which we drafted the survey instrument, organized the fieldwork, and monitored data collection. The survey sample was drawn from databases of companies created in 2015 obtained from tax centers located in the first and fourth arrondissement (boroughs) of the city of Antananarivo, Madagascar's capital city. We find that the frequency of bribery payment by firms measured by the standard way of measuring corruption activities ignoring reticence is underestimated by 47 percent. Our proposed technique to detect reticent respondents and correct biases using indirect and direct corruption questions has several advantages compared to current methods, especially Randomized Response Questioning (RRQ) and its derivatives, as it makes use of currently standard corruption question approaches. The reticence detection and bias correction technique could hence be used to correct past as well as current corruption surveys.

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Development of a Hybrid Forward Looking Framework and Methodology: How to Modernise Forward Looking Analyses with Big Data Analytics and AI Supported Tools

Advances in computing power, the advent of Artificial Intelligence (AI) and the increasing availability of large amounts of digital data offer the opportunity for the modernization of forward looking processes, including foresight. The incorporation of big data analytics and AI can enrich, speed-up and support classical expert-based forward looking methods and thereby create more evidence-based insights into future trends. Classical expert-based methods can not only be enriched and supported by data-driven methods, but data-driven methods can also accelerate and increase the expansion of the coverage of the analyses. In addition, a data-driven approach is more adaptable when new information becomes available and multiple different sources of data can be included, for example to enable the detection of weak signals in (disruptive) technology and innovation in a structured way, more frequently and with significantly less efforts.

As of yet there is no data-driven forward looking framework and methodology that can be applied to provide meaningful results for policy and strategy development. Current international efforts to incorporate big data analytics into foresight and policy development are still in an experimental phase (Poel 2018). Using a hybrid approach combining the best of established foresight and forecast methods and new data science methods, such as sophisticated text and data mining and new machine learning techniques, offers great potential for a next generation forward-looking framework and methodology. Still, the interpretation and interpretation and explainability of results and outcomes is a risk which needs to be taken into account. The human factor cannot be taken out in the foreseeable future (if at all), but could be aided greatly by AI and big data techniques.

The aim of this paper is twofold: i) design of a hybrid forward looking framework and methodology building upon data-driven and AI-supported tools to identify emerging trends and weak signals in (disruptive) technology and innovation, determine their societal impact logic and design actionable strategies, and ii) to argue how this new approach can support and facilitate policy and strategy development and provide scope to assess the future and form a strategic perspective. The paper draws on foresight, data science and strategy development literature (e.g. Minzberg, 1994; Voros, 2003; Popper, 2008; Poel et al., 2016;

Eggers & Park, 2018; Grodal, Gotsopoulos & Suarez, 2015) and recent projects to incorporate big data analytics into foresight and policy development (Reijzen et al., 2018) and will highlight findings from a use case to the emergence of Mobility-as-a-Service. The expected outcomes in scientific terms include a new framework and methodology for forward looking analyses incorporating big data and AI supported tools, better understanding of what types of questions AI is currently (and in the near future) good at answering, what is the optimal combination of qualitative and data-driven tools and how to organise the interaction between expert opinion and data-driven and AI tools.

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Bibliometric Analysis of Brand Experience

Brands deliver three kinds of benefits to consumers, utilitarian, experiential and symbolic. Hence in this competitive era, marketers do not just differentiate on utilitarian values, but also focus on other benefits. In this line of thought, marketers have realized that experience of customers is one of the central issues of marketing activities (Pine and Gilmore, 1998; Schmitt, 1999 and Berry et al, 2002) and can be instrumental in building consumer – brand relationships. Brakus et al (2009), who gave the scale of brand experience, defined brand experience as a set of sensations, feelings, cognitions and behavioral responses that are evoked by brand related stimuli, when consumers directly or indirectly interact with a certain brand. Experience is important from a brand perspective because, an experience is a delivered impression (Carbone and Haeckel, 1994), that is created in the minds of consumers as a result of the encounter with any of the brand offerings (brand related stimuli). This is a bibliometric analysis of brand experience construct. The purpose of this study is to give a broader understanding of the literature pertinent to this construct. This kind of study is hoped to give a direction for future researchers in the brand experience stream of research.

Schmitt (1999, 2003, 2012), was one of the pioneers to pursue extensive research on experiential marketing. Schmitt (1999, 2003) through his research studies has extensively developed the concept. According to him, customer experience management is a process of strategically managing a customer's entire experience with a company, when the customer interacts with various touch points initiated by the brand. According to Schmitt, brands facilitate five different types of experiences. They are: sense, feel, think, act and relate.

Khan. I et al., (2015), in their research reviewed the literature and observed that antecedents of brand experience can be divided into online and offline. Online antecedents according to their study are – trust and perceived usefulness and offline antecedents are – event marketing, brand contacts, brand – related stimuli and storytelling. On the other hand, they noted that customer satisfaction, brand loyalty, brand attitude, brand credibility, brand equity and purchase intention are significant consequences seen in the literature.

We conducted a bibliometric analysis of brand experience, keeping in view the crucial role that it plays in consumer – brand relationships. We have analyzed 409 papers, extracted from Scopus database, from the time-period 1981 to 2018. In the paper, we discuss the evolution of the concept, literature review, general results, number of publications per year, most cited articles, most productive authors, country collaborations, authors' coupling, keyword co-occurrences, historical network of direct citations, most relevant sources, future research scope and limitations of the study.

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Application of Bundle Care to Reduce Perceived Stress Level of Lactation Women in China

Objectives: To evaluate the stress level after application of 'bundle care' among lactation women in China.

Methods: The study was a prospective clinical experimental research. 313 postnatal women were recruited from 3 hospitals in Guangzhou by using cluster sampling method. The control group received general care with verbal education about breastfeeding without handbook, standard breastfeeding instruction and telephone follow-up. The treatment group received 'bundle care', a series of comprehensive nursing intervention, which composed of a practical handbook on breastfeeding, instruction of breastfeeding skills through face-to-face and one-to-one methods at bed-side within 24 hours postpartum. The participants accepted twice telephone follow-ups related to breastfeeding at 5 and 11 weeks postpartum. They completed 3 questionnaires on infant feeding and Chinese Perceived Stress Scale (CPSS) in the hospital, at 6 weeks and 3 months postpartum. The scale of CPSS is a validated instrument for measuring individual perceived stress. The Cronbach's alpha coefficient is 0.78 in the original research and 0.850 in this research. The scale includes 14 items, use Likert 5 rank for each item. The total score ranged from 14 to 70. The higher score means severe perceived stress level. The T test, X^2 test and analysis of variance (ANOVA) were used to evaluate the effects of intervention by using SPSS 22.0 software.

Results: At 3 days, 6 weeks and 3 months postpartum, the exclusive breastfeeding rates of the treatment group (31.5%, 52.7%, 59.4%) were higher than the control group respectively (20.9%, 29.7%, 29.1%), *p* values were 0.006, 0.034, <0.001 and <0.001 respectively; The mean total score of CPSS in the treatment group was 32.08±8.06, which was lower than that of the control group (37.51±7.19) at 6 weeks postpartum, $p<0.001$. However there was no statistical significance for 3 days and 3 months postpartum. The results of two-way ANOVA found significant effect on group, and interaction between group and time on PSS score ($p<0.001$).

Conclusions: Bundle care is a kind of comprehensive nursing intervention. It improved exclusive breastfeeding rates at 3 days, 6 weeks and 3 months postpartum, reduced lactation women's perceived stress and this effect could still be seen at 6 weeks postpartum.

Mei Hua Kerry Hsu
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The Need of Disaster Preparedness in Nursing Education

Introduction: Disaster could be happened everywhere and cause mass damage and casualties in affected area. Super Typhoon Hato hit Macao in 2017 which caused 16 people dead and at least 158 people injured. It is essential that nurses have knowledgee and skills to respond to disaster in order to provide nursing care for any disaster situation. There is a need to include disaster preparedness course into nursing education in Macao.

Aim: The purpose of this study is 1) to explore the situation of disaster preparedness in nursing education including disaster management and resilience; 2) to summarize the disaster preparedness curriculum for nursing practice and education in Macao.

Method: A literature search was conducted on major electronic databases from 2007 to 2017: Ovid MEDLINE, SCOPUS and CINAHL using the keywords; Disaster Preparedness, Disaster and nursing education; disaster preparedness and nursing education.

Results: The number of disaster preparedness program in Macao nursing education is still limited. The WHO and ICN Framework of Disaster Nursing Competencies are suggested for the disaster preparedness course to underpin nursing curriculum content in nursing education. The preparation and training of the faculty for disaster preparedness are important in nursing education.

Discussion: Disaster preparedness curriculum is needed in Macao which follow The WHO and ICN Framework of Disaster Nursing Competencies. The simulations of disaster scenarios such as typhoon, earthquake should be involved into the programme. More, the disaster preparedness programme should include the regulations, actions, and contingency plans to disaster in Macao.

Kathy Karatasas
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Strength in Culture: Facilitating Healing for Children from Different Cultural Backgrounds who have Experienced Family based Traumas

Across Australia the numbers of children experiencing child abuse and trauma within their family and subsequently requiring alternate safe families such as foster care is increasing. In NSW for example the numbers have doubled in the last ten years. A third of the children are Aboriginal and at least 20% from multicultural backgrounds.

Multicultural services such as Settlement Services International (SSI) have recognized the lessons from many Aboriginal agencies advocating for the importance of collaboration and cultural engagement in healing trauma, nurturing relationships, preserving families and communities.

The NSW government and non-government organizations through legislative and regulatory changes have actively increased interest in understand the factors influencing family conflicts, relationships and child rearing practices that consider the importance of cultural and spiritual wellbeing as part of the healing process. SSI is leading the work in NSW in working with government, non-government organisation and communities to advocate for the importance of culturally responsive practice in helping children recover and facilitating opportunities to improve parenting skills and keep families safe, together.

In 2013 following an extensive period of collaboration with a number of multicultural partners and the government, SSI established the first multicultural foster care service in NSW. The program continues to lead cultural awareness consultations across the sector and work with government and non-government organizations to shape and improve practices for children from multicultural backgrounds.

The program has been a lead in providing culturally responsive foster carers to children from multicultural backgrounds, working with birth families to change practices and improve their relationships with children as well as working with communities to advocate for community supports to support and preserve families, safely in community.

The paper presents an overview on the Multicultural Child and Family programs' approach to facilitating healing for children from different backgrounds. The *strength in culture* strategies include working with:

- foster families who share the child's culture and can preserve and nourish cultural identify

- carers and professionals to build their own culturally awareness and responsiveness capabilities when working with children from different cultural backgrounds
- policy makers across the NSW child welfare sector to advocate and educate on the importance of incorporating cultural responsive services
- community leaders and communities to increase awareness and responsiveness to the drivers influencing child abuse, family dysfunctioning and family preservation

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&
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Exploring Needs and Requirements of Differently Abled Students at Equal Opportunity Cell, University of Delhi

A differently-abled learner is a student, who learns in a "different" way than other children because of a different learning ability, medical condition or physical disability. These students have different needs and requirements in order to put themselves in effective learning and being equally educated like all other counterparts. Various institutions provide lots of facilities to meet these needs. The purpose of this study is to look into the different ways and methods which are adopted by EOC (Equal Opportunity Cell) at University of Delhi, Delhi (India) to meet the requirements and needs of these students for learning and being equally educated. This study would enable to find out more effective ways to meet requirements of differently abled students by improving the existing facilities and overcoming the problems being faced by the differently abled students. An interacting and feedback approach by way of questionnaire and verbal interviews with the students at EOC has been practised by the author for the present study. The study shows that EOC is established for differently abled students to provide them "equal opportunities" to keep themselves upgraded, self-fulfilled and equivalent to other students with the help of facilities and services specially designed for them. These facilities includes short term courses along with sports events specially designed and organised for them, computer labs as per their requirements, scanning and accessible reading equipments to visually impaired students and provisions of volunteers for providing support to disable students etc. followed with transport facilities to disabled students. These findings would not only help the respective institution to improve its facilities according to the needs and requirements of the disabled students but it would also influence and inspire different Universities all over the world to adopt such facilities for disabled students.

Mihalis Kuyucu
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Effects of Digitalization on the Film Industry: Will On-Line Series/Film Platforms Exterminate the Movie Theaters?

The globalisation that began with the end of the cold War years around the world has led to the emergence of a unipolar world. One of the leading role actors in the emergence of this unipolar world is digitalization, which is emerging in the light of technological developments. Digitalization, which touches almost every moment in the lives of societies, affects all sectors deeply. Media, medicine, art and all imaginable industry branches are divided into two periods with the digitalization. Firstly the traditional period before digitalization, secondly a new period that emerged after the digitalization. Very serious differences have emerged between these two periods. Sectors have entered into a very serious transformation between these two periods. The film industry has also taken its share from this transformation. In the traditional period, the films were watched in cinema halls, and the TV series were watched more on TV. In the period of new media that emerged with digitalization, cinema halls and television have been replaced by digital film platforms. According to "Cinema and On-line Series/Film Platforms Research" conducted in Turkey, consumers in Turkey use Netflix but want to watch movies in cinema. The majority believes that digital platforms will not end the cinema sector. How about the young? What do they think? This study was prepared to describe young people' thoughts about digital series and cinema platforms in Turkey. Will digital TV/film platforms like Netflix finish the movie theaters? The research includes the analysis of survey questions applied to young people living in Turkey, prepared to investigate the effects of digitalization on the traditional cinema industry in the future. Which platforms do teens prefer to watch TV series and movies from? The general question of the research is "does digitalization threaten the cinema halls?". Today in the music world, we have entered a period where the tapes and records of the physical album sales began to disappear. Can a similar situation be said in the consumption of cinema and series contents? Will digitalization finish records and tapes as well as movie theaters and TVs?

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Brand Mascots Taxonomy

Purpose

The purpose of this paper is to present a Brand mascots taxonomy based on literature review related to this topic. The literature review systematized the studies of two research domains: brand and design, which allowed a more comprehensive classification of brand mascots.

Design/ Methodology/ Approach

Regarding the taxonomy, the study was carried out based on secondary data, which allowed to define mascot's types. After the mas ot's taxonomy definition it was tried to identify business examples that reinforced the nature of the mascot's classification. Several examples have been identified for each type of mascot, either in childrens brand signs or adult.

Findings

The study identified a key first classification of mascots: people-based mascots and mascots based on the object's antropormofism. The taxionomy defined 5 types of mascots, with distinct characteristics, and that should be used as distinct brand signs, its nature has different impacts on the consumer response.

Limitations

The defined taxonomy results from an interpretation of the authors, based on the literature review of the brand and the design area. This taxionomy may not cover all types of mascots in the business domain. it would be important to complement the study with a primary survey both with the brand managers and with the final consumer, kids anda adults.

Originality

The originality of the study results from his proposal of mascot's classification, something that until then has not been defined neither in the Brand literature nor in the graphic design studies.

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An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment

Social media is widely used to build digital community to promote product and service brands. It is very important to examine how people's digital community engagement, customer experience, and online community motivation influence their online brand advocacy. In this study, we build a framework on how music consumers' consumption experience, consumer online engagement, and consumer online motivation influence their advocacy behavior. First, literature on music consumption, social network, and branding has been reviewed. Second, a framework on Consumer Brand Advocacy in the digital community environment has been proposed. Third, some measures for the key variables are developed and validated. Fourth, empirical data from two nation-wide surveys (about 1000 respondents each) are collected and the structural equations modeling approach and multivariate statistical methods have been used to test our model. Fifth, the hypotheses drawn from the framework are confirmed and the theoretical and managerial implications are discussed. Finally, the limitations of the research and future research are indicated.

Marie Manikis
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Comparative Conceptions of the Role of Victims in the Criminal Justice Process

This paper argues that the scholarship to date on victims in the criminal process has mainly adopted a private conception of victims – as bearers of individual interests, rights, and remedies – rather than a conception of the victim as an actor with public functions and interests, who has historically and continuously taken on an active role in the common law tradition. This conception enables a greater understanding of the various developments around victim participation in common law criminal justice systems and provides a useful analytical tool to understand the different roles of victims in England and Wales and the United States. Indeed, the main focus on individual rights and the conception of the victim as a private entity undermines the distinctive and increasing role victims play in the wider criminal justice process as agents of accountability through administrative-based processes within and outside courts, including private prosecutions, internal review processes within prosecutorial agencies, judicial review, and ombudsmen processes.

Marco Mazzocca
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The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento

Debate has always been considered as a fundamental tool for developing knowledge and skills (curricular and extracurricular), as well as to represent a good way to educate into democratic coexistence and civic participation. This is because, since it embodies a sort of training strategy that "de-structures" and reassembles the traditional setting of a learners community in an innovative and participatory way, it builds a sort of "upside-down class" in which students are called to cooperate in order to manage access to different sources of information and to deal with them in a way that helps them to construct persuasive arguments and hypothesize counter-argumentations. In this sense, therefore, professors are called to assume a new role, leading but not directing students in this didactic experience.

Today, however, in Western societies the public debate seems to have in many ways deteriorated: the logic and the argumentative strategies are often designed or performed in a way that enables a delegitimization of the other party and a demotion of logical and argumentative tools into manipulative forms of persuasion, not immune to violent outcomes, as it is particularly evident in the daily use of social media (e.g. in hate speeches). In this context of post-democracy, it is a valuable tool for the formation of the new democratic citizens, as people willing to participate in a critical way, open to dialogue and confrontation, and so to non-violent interaction. Moreover, it is to be considered that, in the academic field, the practice of debate may lead to the development of ever greater integrity and ethics of scientific research which, today, seem to be undermined by monologist practices not based on a healthy professional relationship among peer.

The main purpose of this work is, therefore, to show how the introduction of this form of educational approach marked by the debate on university students can lead them to some indisputable academic and social benefits. In this regard, during the course of the presentation, the various steps undertaken in the last sixteen months by the University of Trento's strategic project called "NSF -Nuove Strategie per la Formazione" ("NTS -New Training Strategies") are presented. For this reason, after a short introduction regarding the idea of Socratic debate, the approach to the debate (academic and non-academic) followed by some volunteer

students of the University of Trento will be presented. A path that, as will be explained, despite having started in a top-down manner has subsequently developed to the establishment of a real student association open to citizens.

Bogyeong Min
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A Scenario-based Approach to Urban Forms and Design in South Korea

South Korea has developed rapidly through population, urban, and economic growth during the past several decades. Recently, however, the country has been undergoing a fundamental change in urban policies due to the advent of low fertility, aging, and low growth. Setting 2050 as a target year, this study looks at current developments and predicts future change and uses this to make policy decisions for future generations.

The Seoul metropolitan area accounts for 11% of the South Korean total area, but the number of people living there comprise almost half of the national total. According to the National Statistical Office's 2017 forecast for future population, however, the population of the metropolitan area is only expected to reach 50% of the national total by 2045, from 49.5% in 2015. Furthermore, Korea has implemented policies to transfer public institutions, such as government departments and national research institutes, from Seoul to other areas in order to resolve the population concentration in the metropolitan area and to achieve balanced national development, although these seem to have little effect as yet.

The national fertility rate has been decreasing continuously since 1971, when it was 4.53, to 0.98 in 2018. This is causing an overall population decline, but the decline is not uniform across the country since it differs across the regions. In fact, many employment opportunities and young people are concentrated in Seoul, and the population is rapidly declining and the population structure is aging in areas outside the Seoul metropolitan area.

In addition to the population issues, the development of technology is also a factor that can affect the future of the city. With the development of digital information and communications technology (ICT), e-commerce, telecommuting, and smart work systems are developing, and the physical environment and people's lives are changing as autonomous vehicles, hyperloops, and drones become available.

It is in this context that the present study examines the future of cities and regions in Korea by building scenarios that focus on several drivers, including population and demographic change, balanced development across the country, and the rapid introduction of new technologies.

Saul Newman
Professor, Flinders University, Australia

Political Theology and Political Theory

In our supposedly secular age, the 'return of religion' has exploded across our political horizons and presents a significant challenge to secular, liberal and democratic politics. One way to make sense of this is through the paradigm of political theology, which refers to the way that secular political institutions - particularly the sovereign state - are structured around theological categories and still bear the trace of the religious world they replaced. My paper will explore the relevance of political theology for political theory, and will argue that recent political phenomena - such as the renewed demand for strong sovereignty, authoritarian populist and post-liberal forms of politics, as well as the identity politics that characterises both the left and the right in different ways, may be seen as an expression of the political theological problematic that has yet to be resolved.

Efthimios Parasidis
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Digital Health, Patient Empowerment, and Data Ethics

Digital health is one of the fastest growth areas in the technology sector. In the United States alone, investment in digital health start-ups surpassed $8 billion in 2018, a 42% increase over the previous year. Established biotech and pharmaceutical companies also have created robust digital health practice areas. These investments target four key areas within the healthcare industry: innovators, providers, payors, and patients. On the patient side, individuals value the ease of using smartphones, wearable devices, and health apps to monitor their health and take steps that promote wellness and health outcomes. Consumer-facing decision support tools add to patient empowerment, and are expanding in depth, breadth, and quality. At the same time, digital health tools create massive quantities of health data. Digital health pioneers recognize the immense value in health data, particularly when the data are aggregated with other data points. Data privacy laws endeavor to afford privacy protections and regulate the flow of data, but rely heavily on notice and consent. Yet, these legal principles are inadequate markers for responsible use of health data. The recent wave of data abuses highlights the dangers. Legal documents often are crafted to provide companies with broad consent to use and sell health data, and individuals usually tick "agree" without carefully reading the legalese. Through an examination of the legal frameworks in the European Union and United States—GDPR and HIPAA, respectively—this presentation details the ethical and social implications of digital health and data use.

Lindsay Perez Huber
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Fear and Learning in the Era of Trump: How Racist Politics of the 45th U.S. President Changed Education

This conceptual article offers a scholarly analysis of the racist rhetoric Donald Trump and his administration have utilized during his campaign and presidency, and its effects on education. The election of the 45th U.S. president has brought a defining political moment in history where racist discourses, reinforced by ideologies of white supremacy, have shaped new political, economic, and social landscapes. These landscapes will change the everyday lives of all people, but have the most drastic negative effects on People of Color whose rights are being retrenched, and humanity denied. The effects of this racist rhetoric began almost immediately. The Southern Poverty Law Center (SPLC, 2016) found that within days following the November 16th election of Trump in 2016, hate incidents rose substantially against People of Color, including immigrants, and other marginalized groups. The SPLC argued that although "hate crimes and lower-level incidents of racial or ethnically charged harassment" are not new events in the U.S., "targets of post-election hate incidents report that they are experiencing something quite new" (p. 4). Perhaps among the most vulnerable of those being targeted are our youth, who will live with the consequences of the decisions being made today, and for generations to come.

Beginning with Trump's presidential campaign, I provide an analysis of his racist rhetoric and its effects on promoting racial violence in the U.S. I argue this rhetoric, has translated to action via articulatory practices of racist nativism. These practices illustrate a virulent adherence to white supremacy that opens the discursive doors of public discourse to engage in more overt and violent practices of racism that target People of Color in the U.S. I argue that these practices of articulation challenge the explanations of heightened racism as emboldened behaviors. Rather, the overt racism we are seeing are ideologies of white supremacy manifested, as they have existed in the U.S. for over 200 years. I provide several examples directly from the Trump campaign and current events engaged by Trump supporters to argue that what is being created through racist nativist discourses is not so much a "safe" space for racism, but a space to more comfortably perform white supremacy—as Trump supporters across the nation have demonstrated. I examine how these practices have impacted students in U.S. education institutions, and conclude with strategies for educational institutions to deal with the aftermath of this presidency.

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It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from a Young Voter Perspective

Celebrity branding has been described as a strategy designed to utilize an individual's existing reputation and high levels of awareness to promote products, services and initiatives. Indeed, celebrity personalities often make a transition from one profession to politics and this is well documented. For example celebrity personalities such as Arnold Schwarzenegger [Austrian-US actor], Anna Soubry [UK journalist] and Donald Trump [US businessman-television presenter] have seamlessly made the transition into politics using their familiarity, experience and personal characteristics. Nevertheless, there are many typologies of political brands such as political parties, politicians, governments, and campaign groups. Further, there are explicit calls for further research on different typologies of political brands predominantly from a citizen-voter standpoint. In order to examine celebrity political brands the concept of brand equity will serve as a theoretical lens.

Brand equity can be conceptualized as the value ascribed to brands. The value is reflected in imagery, experiences, and expectations consumers associate with brands. If consumers identify consistent perceptions and associations projected by the brand and reveal favorable expectations, experiences which are clearly differentiated from competitors this translates into positive-strong brand equity. One framework that has received some attention is the *customer based brand equity* framework (Keller 1993). This framework is structured via five dimensions such as *identity-saliency, imagery-performance, rational-emotive responses* and *relationships-resonance*. Despite widespread acclaim and limitations of brand equity, there appears to be a paucity of research devoted to *customer based brand equity* of political brands. Therefore, *customer based brand equity* will serve as a framework to explore the imagery, experiences, and expectations consumers ascribe to celebrity political brands. In order to contextualise this study, this project will focus on two leading Italian political brands: Matteo Salvini (Lega Nord Party Leader - Deputy Prime Minister of Italy and Di Maio Luigi (Five Star Movement Party Leader - Deputy Prime Minister of Italy). Furthermore, both politicians position themselves as ‘celebrities-entertainers’. Therefore, this study will:

- *Explore political brand equity of Italian political brands*
- *Investigate how Italian political brands are positioned by entertainment and celebrity status*
- *Assess the transfer potential of the customer based brand equity as a mechanism to understand the rise of celebrity political brands*

This study adopts a qualitative approach using focus groups combined with qualitative projective techniques. Focus groups will be conducted before June 2019. Young Italian voters aged 18-24 years will form the sample as both political parties - Lega Nord Party and the Five Star Movement target young voters 18-24 years. The findings will be analysed/transcribed by the researcher adhering to the rigorous process of thematic inquiry. The findings will advance research in political branding by exploring the rise of celebrity political brands with the support of customer based brand equity and assess its applicability as an operational tool. This study will also have implications for practice as political actors such as politicians, candidates, parties and groups will be able to utilize this research as a guide of how to investigate and manage celebrity political brand equity and make refinements/improvements if required.

Musa Pinar
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Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials

Recently, the concept of branding has been extended to include personal brands and branding. This paper investigates the student brand as it refers to the totality of attributes, serving as brand associations of student brand that translate to high employability and attractiveness to potential employers in highly competitive job markets. Specifically, this exploratory study intent to identify the criteria or attributes that are perceived as important for creating student brand up on graduation, as well as to determine how students they evaluate their performance on each criterion in order to determine existence of any difference (gaps) between perceptions and performance regarding these attributes. Based on 828 surveys, results show that while students perceive self-motivation, interpersonal skills, being self-confident, having strong work ethic, verbal communication skills and discipline as the most important top six attributes, they perceive that evaluation of their performance was below on each of these top six attributes. Study also found that female students attach significantly higher importance and higher evaluation of their performance to the first five attributes than male students do. The study discusses the implications regarding for identifying the attributes (brand associations) important, and deficiencies for creating a strong student personal brand, as well as limitations of the study.

Claudia Popescu
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Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region

During the 20th century, the Danube Valley Region has been radically changed in terms of economic base and function, from the agricultural outlet in the first half of the century to the manufacturing belt in the second half and the on-going redefinition of the regional economy. The Danube Valley is placed in a particular regional context characterized by the peripheral geographical location and constrained economic performance; the agricultural legacy of the region and the high level of rurality; the scale of urbanization with small and medium-sized towns subject to successive rounds of disinvestments. The population of almost 2 million inhabitants is set in a continuous belt of settlements with a share of the urban ones of about two thirds. As a result of profound socio-economic changes caused by the transition from the centralized economy to the market economy, the economic restructuring and deindustrialization, by intensifying internal and external migration flows, the demographic decline affected 90% of both the rural and urban settlements. The decline in birth rates and the transformation of local economies with negative effects on the labor market added to the inherited demographic characteristics related to population aging, the mortality rate above the national average, the outmigration to the large urban centers in the neighborhood that exert gravitational pull over the Danube Region. The economic performance is often constrained by underdeveloped economic structures, a dependence on relatively small regional and local markets and the absence of efficient communication links to the national „core" and other peripheral urban centers. Additionally, the agricultural legacy of the region and consequently the high level of rurality alongside the proximity to dynamic large cities outside the region has led to underdevelopment, out migration, poor human capital, low incomes, rising unemployment combined with "survival" self-employment, and eventually to poverty. Since rurality is closely associated with underdevelopment, the Danube towns are deprived of development opportunities due to the laggard socio-economic context of the region. The paper is aiming to assess the potential for local development of 238 communes and 28 towns of various demographic scale and economic performance. Using statistical measures and GIS tools, the analysis focuses on identifying the patterns of concentration in terms of economic activity and population, the territorial connectivity and the networks of cooperation. The findings help designing the local development policy aiming to overcome differences in density, the

distance and the divisions which strain the socio-economic growth of the region within the framework of the EU Strategy of the Danube.

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The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study

Videogame streaming platforms such as *Twitch* combining video games and social media, are gaining popularity and introducing new business models specific to social commerce (s-commerce); from 2014 to 2017 this industry has grown from 192 to 355 billion viewing minutes per year. Streaming platforms offer an attractive touch point for brands targeting millennials who are moving away from television (Nielsen, 2017). In marketing research, the positive effect of product placement on brand recall and recognition has been widely demonstrated in traditional media such as film or television (Gregorio & Sung, 2010; Stern & Russell, 2004; Lehu, 2005), or video games (Glass, 2007; Hang, 2014; Lee & Faber, 2007). However, despite this consumer hype around live streaming of video games on *Twitch*, in which product placement is ubiquitous and is the main source of revenue for streamers (Hamilton et al., 2014), few studies have been conducted to measure the effectiveness of brand placement on consumer behavior in this emergent type of participative platform. Leveraging theoretical frameworks taken from marketing and the computer-human interaction field, this study aims to better understand the impact of a peripheral and small-sized product placements on brands in this new form of social media environment. The method uses direct eye tracking measures of attention, and reported measures for awareness, attitude and purchase intention for the brand. Designed to be representative of *Twitch* content, a video was made of a professional gamer's streaming session playing the game *Hearthstone*. As part of an experimental design using a mini tablet as mobile device, the video was randomly presented in two versions (with / without product placement) to 40 subjects who then answered a questionnaire. The experiment was conducted in a laboratory to limit the influence of external variables and thus maximize the internal validity of the research. The results demonstrate that product placement, even when peripheral and small in size in proportion to the scene setting, captures the attention of video game streaming viewers. Furthermore, that attention to brand placement positively affects brand recall and recognition, which in turn positively influence attitude towards the brand. Extending theoretical understanding of product placement to the unique and increasingly important media context that streaming now represents, this empirical study validates existing brand placement tactics used in such s-commerce streaming platforms. In addition, the use of eye tracking enables direct measurement of the attention paid to product placement; attention is often

neglected in studies examining the effect of brand placement. Eye tracking measures thus validate the key role of attention on brand recall and recognition. From a streamer's perspective, this study shows that they can influence their audience using brand placement. From a strategic branding perspective, this research offers marketing managers relevant suggestions for monetizing and exerting influence in this sector which is especially popular with young people.

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Paradiplomacy Roles in Border Diplomacy. Case Study: Camar Bulan, Temajok, Kalimantan Barat, Indonesia

The paradiplomacy or the subnational actor who hold diplomatic practices has important role in diplomacy, including border diplomacy. Not only has it succeeded in influencing relations between countries, they have also been a driver of development in the border area which most of them area often underdeveloped. In the Indonesia-Malaysia border region in West Kalimantan, especially the Camar Bulan hamlet, the role of paradiplomacy is also quite significant. This area is an underdeveloped area with minimal access to roads, communications and electricity. Unfortunately, this area have border conflict between Indonesia and Malaysia in Camar Bulan enclave. Through an in-depth interview method and documentation study, the research found that the subnational actors that are the local official of Regional Border Management Agency and the Paloh district officer were able to play a unique role in managing borders while attracting the attention of the central government to accelerate development in the region. It was unique because they were not always copying central government policy in maintain territory sovereignity. The lack of information and coordination on national borders encourages subnational actors to choose their own way to solve the problem of national borders.

Ken Roberts
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Transitions from Education to Work and non-Work in Saudi Arabia

Saudi Arabia rarely features in any field of English language youth studies. This is despite the availability of considerable official data in English language on young people's education, employment, and links between them, routinely analysed by gender, province and nationality. However, this evidence has never been analysed using the 'transition paradigm' that has been developed and is now favoured in Western studies of youth education and employment. This paper reports a small-scale interview study among 23 Saudis all aged 25-35 which was designed to fill gaps and enable typical life stage transitions to be identified. The paper describes and justifies the research methods, sketches the Saudi context, then gives examples of the youth transitions that became normal during the latter decades of the 20th century. We then sketch the changed Saudi Arabia context of the 21st century, and give examples of 'difficult transitions' which, we suggest, will become more common. The paper continues with a discussion of how Saudi youth will respond to their new circumstances, concludes that the 'transition paradigm' can be applied and works well in an Arabic and Islamic context, and makes proposals for further research.

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Prospective Scenarios as Vector for Social Engagement on Government Policymaking: A Debate from the Brazilian Defence Sector

The choice of the methodological arrangement for future studies is decisive not only to guide the task, but also to define the points of view and the procedures to be applied. The methodological choices, crucial for the study's intended type of outcome, can propose new approaches for old questions and objects, and that goes beyond a research's final product, it covers the beginning, the middle and the end of the process. In this sense, the methodology, as much as the final work, can be understood as a vector of change, especially if the social sciences role is observed. It is also worthy of notice that the military leaders have a very dense model of mind built within years of studies and practices around the issue of warfare, which can make then less able to foresee slight signs of the future uncertainties. Considering the above and the Brazilian defense sector, the present paper aims to analyze possibilities for the public sector to apply prospective scenarios studies focusing on the social engagement established for the 2019 scenarios defense process. The specific objective is analyzing the methodological arrangements that were designed to allow the inclusion and engagement of citizens in future studies to be carried out within the public sector. The participatory approach with many different part of the Brazilian society was the main choice parameter established for the selection of tools. It was intended to generate mutual knowledge, to expand mental models and to build or strengthen an interaction and exchange context for those leaders in the Ministry of Defense (MoD). Literature review and participant observation were the research's methods used to drive the process of surveying and processing data and information that lead to the present paper. Considering the specific impacts from employing participatory scenarios for social engagement, the following are highlighted: the democratic foundations will be attained and ratified; the society will be more aware of the possible futures and the political targets of its country; it can lead to coordination between the

MoD aspirations and the practical demands and needs of the society; and it can provide data and knowledge for innovative paths about the future environment of the war.

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Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands

The preference of counterfeit versions of luxury brands is a growing phenomenon. A growing body of research has been directed toward understanding consumers' responses to counterfeits. This research intend to study if there are differences in the choice of counterfeit luxury brands among consumers who have different preferences, between what they consider New or Old Luxury brands. The research examines the influence of choice of new or old luxury brand, age, brand love and consumer-based brand authenticity on consumer choice of buy counterfeit luxury brands. The data collection was done through a structured questionnaire held in the two major metropolitan areas of Portugal – Porto and Lisbon. To measured brand love, we used the short scale of Bagozzi et al. (2017) with six items and to measure consumer-based brand authenticity, we used four items of the Ilici & Webster (2014). We used confirmatory factor analysis and logit regression to analyze data collected for new and old luxury brands. The main findings suggest that, for Portuguese consumers, the probability of buying luxury counterfeit brands increases 27.7% if the respondent prefer new luxury brands, increases 70.7% if the respondent is oldest and increases 105.7% if the respondent perceived the luxury brand as an authentic luxury brand. By other hand, the probability of buying luxury counterfeit luxury brands decrease 29.2% when consumers love luxury brands. This research is important to the development of the brand management of luxury brands because it was proved that a strong relationship with the consumers decrease the probability of buying counterfeit luxury brands. By other hand, taking into account the previous studies, this research fulfill a gap in the literature by investigating the effect of consumer perception on what is new or old luxury in counterfeiting.

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Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs

The Australian biotech industry is mostly made up of SMEs and although the industry is innovative with a growing industry value, the role of absorptive capacity and importance of open innovation is undefined. This exploratory empirical study investigates the relationships between absorptive capacity, open innovation, and performance in Australian biotech SMEs. Absorptive capacity is viewed from a dynamic capability and multi-dimensional perspectives. Multiple regression analyses were carried out on survey data obtained from 58 biotechnology SMEs to test relationships between absorptive capacity, open innovation, and performance in the presence of organizational influences (firm size, age, type, biopharma sector). Regression findings indicate that *formal* open innovation engagement - comprising of joint-R&D, joint-commercialization, in-licensing, and out-licensing activities - is significantly negative-related with all three performance measures examined respectively – sales growth, profits growth, and combined performance (sales, profits growth), and these findings are influenced by absorptive capacity which is significantly positive-related with the same performance measures. Subsequently, the findings are influenced when firm age increases and when a firm is independent and not a subsidiary of a larger parent corporation. Also, the findings show that absorptive capacity is significantly positive-related with open innovation, but the opposite is not significantly positive. Our findings contribute to the open innovation, absorptive capacity, and exploration and exploitation literatures by providing new insight on the multi-dimensional nature, impact, and relationship of the study constructs on Australian biotech SMEs. Thus, these firms should avoid engagement in formal open innovation activities and engage in *informal* open innovation activities such as knowledge sourcing strategies instead to leverage their absorptive capacity for performance outcomes. Also, limitations of the study and avenues for future research are addressed.

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Cross-Domain Linkage of Problems and Solutions: A Case Study in Computer Science

Science and technology activities are recognized as problem-solving activities. Most solutions are created by tackling problems with previous knowledge, not only in an academic context but also in an industrial context. Knowledge is transferred between science and industry domains to solve new problems, as represented by the chain linked model. In particular, the field of computer science, there are many examples demonstrating how technologies that have been developed in companies have boosted the field of science. As discussed in several previous studies, knowledge described in scientific publications can help develop technologies of the future. However, there is not enough discussion on the possibility that industrial knowledge can help address problems of the science domain. Approaches toward problem solving do not necessarily match between scientific papers and patentable technology, even in the same field. In such a circumstance, it is effective for both science and technology domains to extract knowledge related to solutions for certain problems in science domain from technology domain, and vice versa, to extract knowledge related to solutions for certain problems in the technology domain from the science domain.

The research question is whether it is possible to provide information that can be solved from the viewpoint of industrial technology against the problems in science. This means that knowledge in patent publications is able to provide insight into scientific problems under development. In this paper, we propose a concept for inter-domain linking of problems for knowledge discovery using a linguistic approach. The more the number of publications, the more difficult it is to read all of them. When we search for existing knowledge in papers or patents, keyword-based searching makes it difficult for us to notice that there are several problems of the same type. Solving these problems can be regarded as "reinventing the

wheel." In this sense, information extraction that not only relies on keywords is required.

We extracted scientific papers and patent publications related to computer science as datasets in this study. Then, from these datasets, we identified problem sentences and solution sentences by neural probabilistic language model (BERT) focusing on attention mechanism. "Attention" is a mechanism that allows machines to learn which vectors are important when there are multiple vectors. In other words, it is a function that informs the prediction model which part of the input data to focus on. In this research work, when a document labeled as a problem is given, it can be used to identify whether a word having a high probability corresponding to the problem is included. Our approach is applied to extract groups of sentences for identifying semantically similar problems in inter-domains. From the results, we achieved high performance classifier using the neural probabilistic language model. Based on the classifier, we could extract several pairs of problem sentences across the domain in computer science. The results suggest that scientific problems and industry solutions may be able to give insights each other. This approach is also recommended not only for corporate activities but also for identifying research trends.

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A Scientometric Evaluation Based on Scopus Database: Geese Research Publication Growth Pattern in India

This study analyzes the publication growth of Geese Research publications of India based on data indexed in the Scopus database from 2008 to 2017. Data relevant for this assessment were extracted from the Scopus database. In "source title tag" the keyword, "Geese" was used to search and search has been restricted for the period 2008-2017 by selecting "date range tag." The search again restricted by choosing the country 'India' only. All data were downloaded and tabulated in the Microsoft Excel, and relevant statistical formulas and methods were applied for analyzing the downloaded data.

The assessment explores that there is a total of 94 publications during the study period. Most numbers of publications are found in the years 2015 and 2017 with 14 papers. RGR is highest in the year 2009(1.099) and doubling time is most significant in the year 2017 (4.297 years). Publication growth analysis indicates that the exponential model of growth is found in this field of publications, and the highest exponential growth found in the year 2010(1.012). Out of 94, Sixty-four publications are in the form of articles. Batbayar N. is the most prolific author, and Indian Veterinary Journal is the leading journal of this field. Four authorship patterns are dominating other authorship patterns with 19.05% of total authorship pattern and by donating 20.21% of the whole literature. Average Citations Per Paper and Publication Efficiency Index are found to be top in the year 2009 with the values 14.75 and 2.80. Application of Price Square Root law, as well as 80/20 rule, revealed that this law is not fit to the Geese Research publications of India.

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Precarity in Women Entrepreneurship in Regional Context of Czech Republic

The paper focuses on the specifics of women entrepreneurship in the regions of the Czech Republic from the perspective of their own reflection of entrepreneurship in the context of the Czech labour market. As an analytical framework, we use intersectionality to refer the intersecting of different axes od disadvantages (eg gender, age or education) and the theory of precarity that defines the areas of entrepreneurship which precarity may influence. We focus on personal perception of precarity, using qualitative methods, ie problem-oriented interviews and focus groups. The analysis of qualitative data enables to examine the motivation to start entrepreneurship for women in different life situations (graduates, women after/during parental leave, women in pre-retirement age) considering to the specifics of employment in the regional environment. The paper deals with the individual choices of women entrepreneurs in the connection with the structural characteristics of entrepreneurship, eg regional specifics and legislative framework of entrepreneurship in the Czech Republic. Within this paper the motives for entering to the entrepreneurship, the choices of branches of entrepreneurship and the financial aspects of entrepreneurship will be discussed. We will reveal how much the legislation, working, structural and regional conditions of the Czech labour market affect to the work strategies of women who decide to do business in the Czech Republic.

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Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature

Purpose – There is a vast amount of literature focused on entrepreneurial ecosystems. However, it is disintegrated in terms of understanding the influencing parameters within its components. The purpose of this study is to review and consolidate the literature by adopting a 'funnel-approach'. This is done by considering Mazzarol's model of Entrepreneurial Ecosystem - derived from the work of Isenberg, narrowing down to two components - Universities as Catalysts and Education & Training. The ultimate focus on this study are the two ends of these components – Academic Entrepreneurship & Edupreneurship.

Design/Methodology/Approach – This work adopts thematic literature review approach and includes studies that are covered in journals, white papers and text books. Data is collected from secondary sources - key search engines such as Scopus, Elsevier, Taylor & Francis and Google Scholar.

Findings – Over 50 research articles, papers and books were perused in the process of drafting this thematic review. It is found that the published literature covers the concept of Academic Entrepreneurship, independently, to a large extent. However, there is limited literature on Edupreneurship. Moreover, a gap was noticed in the literature about investigating the reason (s) or the influencing factors which result in faculty, students, professionals or entrepreneurs pursuing and continuing the path of either Academic Entrepreneurship or Edupreneurship.

Research Limitations/Implications – This work intends to give rise to a new avenue for both empirical and conceptual research by highlighting the role of Edupreneurship and Academic Entrepreneurship as vital contributing elements for the growth and sustainability of entrepreneurial ecosystem. Future investigations can assess the degree of impact these two elements have on the ecosystem. Also, more comprehensive studies could be carried out to evaluate the impact of elements on ecosystems based in different geographic locations.

Practical Implications – The role of Edupreneurship and Academic Entrepreneurship in an entrepreneurial ecosystem gives the much-needed

impetus for stronger and effective collaboration among governmental agencies, private investors, consultants and educators.

Social Implications – Unemployment has been on a rise in many countries across the world. With effective regulatory framework and optimal financial & infrastructural support, Edupreneurship and Academic Entrepreneurship would assuage, to an extent, the problem of unemployment.

Originality/Value – This work bears the novelty of integrating the two elements – Edupreneurship and Academic Entrepreneurship through two components of the Entrepreneurial Ecosystem.

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Foreign Direct Investment Decisions and Financial Market Performances

We have selected data from MNE executives, asking them to answer questions related to cross border investments, based on their experiences and Foreign Direct Investment (FDI) expertise.

Our goal is to answer the degree upon which FDI decisions of the International companies are related to the uncertainty indicated by the stock market risk and volatility.

Countries in the study include many European countries (UK, Belgium, Germany, Italy, Romania) along with China, India, Mexico, and Canada.

The industries surveyed are: Manufacturing, Healthcare, and Consumer Packaged Goods.

We have gathered the data and we are in the process of further analyzing them. We are also planning to complete the rest of the interviews during April and May and then finalize our conclusions.

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The Relationship between Children's Overt and Relational Aggression and Children's Social Skills

One of the major issues that parents, educators, and societies are dealing today is the negative impact that aggressive behavior has on our children. Childhood aggression is associated with lower achievement levels, lower levels of belonging, and higher levels of peer rejection in school settings. In addition, children who exhibit aggressive behavior have a higher probability of dropping out of school and engaging in criminal behavior as adolescents and young adults. In order to address the problem of aggressive behavior in children, we need to understand the social skills that aggressive children appear to be deficient in. Understanding these types of deficiencies will enable us to design interventions that focus on increasing aggressive children's social skills and prosocial behavior, with the goal of reducing their aggressive behavior.

The goal of this study is to examine the relationship between different types of aggression in children and children's social skills.

One dimension of aggression we explored is physical (over) versus relational. Physical (overt aggression) is behavior that entails physical harm or the threat of physical harm against others. Relational aggression is a behavior that entails harm to one's relationships or reputation. Another dimension of aggression we examined was proactive or reactive aggression. Reactive aggression is generated as a response to a perceived or actual threat or provocation. Proactive aggression is generated in order to achieve specific goals.

We assessed 74 children and pre-adolescents (ranging 10-14 years old) in a school located in a rural area of the Southeastern United States. Children completed a self-report questionnaire measuring different types of aggression and different types of social skills. We found that children's aggressive behavior both physical (overt) and relational was negatively associated with students' ability to cooperate, to empathize, to exercise self-control, and to exercise positive assertion skills (ask for information, etc.). In addition, we found that both reactive and proactive aggression was negatively associated with children's self-control, cooperative skills, empathy, and positive assertiveness.

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Knowledge, Attitude and Performance of Pelvic Floor Muscle Exercise of Nullipara and their Influencing Factors

Objective: To understand the knowledge, attitude and performance of pelvic floor muscle exercise during pregnancy women of mainland of China and to analyze their influencing factors.

Methods: A sample of 610 nullipara were interviewed by a self - designed questionnaire of knowledge and performance of pelvic floor muscle exercise.

Results: 30.7% of the nullipara knew pelvic floor muscle exercise while only 11.3% knew the specific techniques of pelvic floor muscle exercise and 2.1% exercised daily. There was a positive relationship between the knowledge level and educational background of the nullipara ($P<0.05$). There was a significantly positive relationship between knowledge and frequency of exercise ($P<0.05$).

Conclusion: The knowledge of pelvic floor muscle exercise remains poor in nullipara, consequently, they lack related exercise. The performance is related to knowledge level. Corresponding measures should be taken to improve the knowledge and eventually to improve the performance of pelvic floor muscle exercise.

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The Politics of a 'Student Insurgency' in Ancient Greece: Did Liberal Arts Schools of Athens Create a Moment of this in the Hostage Crisis of 88?

Student protest, or an 'Athenian student independence' movement, is often part of how the "siege of Athens" in 88 of the old era gets its narrative.

This episode qualifies as Athens' "second greatest hostage crisis" if one interprets the greatest as the city's takeover and destruction by Xerxes in 480 of that same era. In this second crisis the city's 'liberal arts' schools – they were by the late Roman Republic's era one of the drivers of the city's economy – are often seen spurring it to resist Roman imperialism, even to the extent of taking children of town business families hostage on the Acropolis and inviting a foreign power (Mithridates) to invade and save the city from Rome. All this happens under the twin shadows of Rome's civil war against Sulla, and the Anatolian war of conquest launched by Mithridates -- and in an Athens that had become a sort of flame-keeping educational and artistic symbol for the new European/Mediterranean culture clustering itself around Italy in the west, Athens itself leaning toward Europe but forced into a disastrous bit of political theater, in which Athenian townsfolk (those unable to flee) were used, and starved, as symbols for the agents of either an Anatolian coup, or a coup by students who alone valued the ancient independence and brilliance of the city's 'Greekness.'

This study looks at the politics, and student politics, of the Athenian part in the Crisis of 88, from the political troubles in the decades preceding which made the city vulnerable, through the various internal coups in the crisis year that left Athens a city divided between refugees and captives, to the ultimate dilemma: an armed external insurrection holding the Acropolis and attempting to bar the gates, and a Roman renegade outside the walls desperate for any sort of improvisational victory, without regard for the fragile treasures of culture trapped within its walls.

Among the threads untangled to pursue the story are brief looks at the Athenian-educated 'student rebel' or Anatolian agent Athenion, and of the military adventurer Aristion of Rhodes, and the local public support they raised against Rome (some of it certainly *seemed* to come from 'students in the streets). Also worth notice are careers of the Athenian financial-political families of Medeius (the Piraean) and Sarapion of Melite, who play either as pro-Roman or independent 'power-gamers' who may have helped make the hostage crisis possible.

Much of the evidence for these episodes is dependent (via Plutarch)

on fragments of Poseidonius, with help from surviving inscriptions, but the study attempts to find a reasonable, respectful way of dealing with writers who, whatever their stylistic eccentricities, were quite a bit closer to the events and to the historical heritage of these events than we are.

The object is to re-assess the outlines of the story and its resemblance to urban protest narratives familiar in recent Greek (and EU) social history, in part for clarity, but with an eye to the echoes of Athens' cultural place in this harrowing ancient story, and its resonances with Athens' place in modern Europe, and with a dilemma it sometimes seems the city, over the last decade or two, is from time to time facing again.

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Branding and Consumer Touchpoints

An organisation may well have developed a strong brand, yet when things go wrong at critical points in the customer journey, and the brand fails to respond in an appropriate way, the brand's equity is at stake. This paper explores brand response to consumers in the furniture industry, in particular, the case of UK brand Sofology. Sofology constructed their brand on differentiation around the customer experience. Their stores offer one of the most advanced omnichannel platforms in UK retail, and in-store, 'sofologists' take customers through the vast space which oozes style, colour, comfort and room plan. The physical encounter with the brand activates the consumer on both sensory and emotional levels, and together with the suave sales process, consumers tend to leave as vocal Sofology advocates. Following their store visit, customers are encouraged to provide feedback on Trustpilot, and the brand trades on its many five-star ratings.

An analysis of TrustPilot reviews reveal that 88 percent of 81,693 reviews rate Sofology as *excellent* (5 stars), five percent as *great*, one percent each for *average* and *poor* and five percent as *bad* (1-star). However, further analysis of 200 reviews in each of the two extreme categories show an alarming trend: the 5-star reviews tend to be based on the store experience and includes many consumers who were browsing and not purchasing. The average 5-star review consists of 22 words, and 1-star reviews on the post-purchase experience an average of 175 words. The longest 1-star review in the sample consists of 1,249 words.

Keller's Customer-Based Brand Equity (CBBE) model aims to assist management in their brand-building creation. Based on Keller's (2001) blue-print to building strong brands, for many, Sofology stumbles at the second step, namely brand performance. Prominent TV advertising campaigns – one featuring American actor, Owen Wilson, and reality TV show *Gogglebox* sponsorship attract consumers, yet at the crucial touchpoint when the brand enters the home, the brand fails to perform. Although the CBBE model places the consumer at the centre, when things go wrong, the various steps taken by the organisation in building its brand become irrelevant. Especially when the consumer has to spend time and cognitive effort to sort out issues or worry about whether the brand will deliver on its promises.

The framework approaches customer-based brand equity from the brand's perspective and fails to consider the consumer experience at critical touchpoints, which often include third party service suppliers. Crucial in these experiences are how the brand performs at the

touchpoint, or place where contact experiences are linked to the brand, and communication – where focus should be more on informing, answering and listening than on persuasion. This paper aims to extend the CBBE framework to incorporate both consumer touchpoints and relationship communication.

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Continuing Tradition among Youth: Confrontations in the First Religious Agricultural Settlements Founded in British Mandate Palestine during the First Half of the 20th Century

This study discusses the development of cultural and religious life in the early days of the religious workers' 'moshav' [agricultural village] during the first half of the 20th century in British Mandate Palestine, and how it was impacted by unique challenges and difficulties. The paper addresses the first five 'moshavim' founded by the Zionist-religious movement of "Ha'Poel Ha'mizrahi" between 1927 and 1939 and follows their religious and cultural development from foundation to the establishment of the state of Israel in 1948.

Various research methods were employed in the collection of material data. Besides reviewing relevant books and recent studies, several archives were visited and searched, and some old-time members were interviewed in each moshav.

The establishment of the first settlements was fraught with numerous difficulties and obstacles, greater than those experienced by their non-religious counterparts. The early settlers had to overcome official opposition to the very existence of a religious settlement which involved a long and anguished struggle. Then, members discovered that a greater challenge lay ahead: the management of an entirely collective farm while uncompromisingly observing the 613 commandments of the Jewish law? The pioneering moshav members came from diverse backgrounds, originating from various countries and communities. This ensured diversity but also bred social and cultural tensions. Particularly prominent were the disparities between settlers of Hassidic background and those of Lithuanian origin, as well as integrating the German-born members.

Once settlements were established, members realized the great difficulty of combining a spiritual cultural life with tedious agricultural labor. However, they were not deterred by the challenge and determined to prevail. Gradually, a characteristic cultural and religious lifestyle emerged which, together with farm life, became a symbol and model of the fusion of spirit and matter.

The Sabbath and holidays held an important place in these settlements and were celebrated festively with specific characteristics for each occasion. Local conditions fostered a particular milieu for Sabbath and

holidays, which became "spiritual days", devoted to Torah study and spiritual pursuits.

The appointment of rabbis to moshavim had immense impact on the religious and spiritual realm. Initially, moshav members found it hard to accept the presence of a rabbi in their midst. The notion of a religious figure residing in the moshav but not physically working somewhat violated the principle of equality. For this reason, the religious kibbutzim long opposed the installation of rabbis. However, the pressing need for a spiritual figure to handle religious affairs eventually outweighed any reservations and religious moshavim welcomed the arrival of rabbis. Besides local religious and spiritual matters and acting as judges and arbiters of local disputes, they also had a substantial impact on the non-religious vicinity, whether in marrying young couples, solving Jewish law queries and delivering sermons.

The attempt of religious pioneers to create a new type of settlement that combined agricultural labor with a full Torah life, was not simple. The early years raised complex problems, some of which remained unresolved for some time. Hardships were encountered which threatened to undermine their existence, but finally were solved by the spiritual leaders.

The demand for religious education necessitated a local school in every moshav. The youth's abandonment of religion disturbed moshav members and obligated coping with complex social dilemmas.

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Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications

Prior research demonstrates that it is crucial for firm to interact with a consumer by websites which are often the first, and sometimes the only way (Lowry, et al., 2014). However, in recent years, the increasing number of smartphone subscribers has driven the usage of mobile application software for mobile devices, commonly referred to as mobile"apps" (Hsu, et al., 2015). In addition, recent industry trends suggest that in attempts to find distinctive strategies, many managers turn to the tactic of anthropomorphizing their brands (i.e., imbuing brands with humanlike features; Aggarwal and McGill, 2012). There are many firms applying their spokescharacters to design their launcher icons and capitalize two models of spokescharacter composition. For example, the Tmall app (an online professional and integrated shopping platform covers clothes, bags, cosmetics and other major categories) adopts the intercepted spokescharacter to design the launcher icon. On the contrary, the launcher icon of Jingdong app (an online professional and omnibus shopping mall covers 13 categories including household appliances, mobile phones, computers, beauty makeup, personal care, food and tourism and other major categories) adopts the integrated spokescharacter. Hence, we want to explore whether designing the launcher icons with the intercepted or integrated spokescharacter on the smartphone terminal have a different impact on consumers' perception of the enterprise.

While many companies tend to enhance consumer's evaluation by employing their spokescharacters in mobile application, little is known about the impact of the model of spokescharacter composition in designing the launcher icons of apps. According to gestalt psychology, choosing the intercepted spokescharacter to design a launcher icon that would attract users' attention and might influence brand attitudes. Three studies show that the composition of spokescharacters influences brand evaluations. The first study suggests that users prefer the brand that the launcher icon designed spokescharacters intercepted (vs. integrated). The second study explores the underlying mechanism of the effect. Our results demonstrate that brands utilizing intercepted (vs. integrated) spokescharacters causes more perceived visual interaction for users in designing launcher icons. The third study assesses the moderating role of brand power. As a result, when brand power is high, users are more likely to evaluate the brand launcher icons with intercepted (vs. integrated) spokescharacter favorably. People usually have a need for power. When brand power is high, consumers might be motivated to persue power and they are more willing to interact with brands, which enchances the perceived visual interactivity and bring more positive attitudes when they face the intercepted spokescharacter icons.

This study enriches both gestalt psychology and anthropomorphism theory. The findings suggest that, in the launcher icons, the powerful brands designing the spokescharacter intercepted elicit higher perceived viausl interactivity than the less powerful brands designing the spokescharacter integrated. The perceived viausl interactivity plays an important role in exploring the underlying mechanism of both theories. The findings also have important implications for firms to capitalize the composition of spokescharacters to advertise its brand power or service. The results may provide further insights into spokescharacter marketing strategies.

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Authenticity in Online Brand Community: Antecedents and Consequences

Purpose

Online brand community (OBC) authenticity means a real existence in OBC. Based on the concept of brand authenticity, OBC authenticity was approached as a second-order construct with four first-order factors: continuity, credibility, integrity, and symbolism. The purpose of this study is to investigate the antecedents and consequences of OBC authenticity. Specifically, we seek to answer how interactions among OBC members drive OBC authenticity, and how OBC authenticity influences brand engagement.

Design/Methodology/Approach

The relationships among OBC interactions, OBC authenticity, and brand engagement were hypothesized. Quantitative data were collected from an online survey of 524 OBC members, most of whom are online forum users of major mobile phone brands in China. Employing the software of SmartPLS, Structural equation modelling was used to evaluate the fit of the data with the proposed model.

Findings

The findings indicate that both information interaction and social interaction enhance OBC authenticity. The effect of information interaction on OBC authenticity is positively moderated by trust propensity. OBC authenticity has a positive and strong effect on brand engagement.

Research Implications/Limitations

This research extends the authenticity theory to a brand community context. The findings in this study have important implications to brand relationship and brand community research.

This study provides strategic guidelines to develop brand communities and to stimulate brand engagement. Managers must simultaneously consider both information interaction and social interaction in order to enhance members' authentic experience.

In order to measure OBC authenticity accurately, the specialized scale of OBC authenticity should be developed in the future.

Originality/Value

This study contributes to the literature by developing a new construct which is OBC authenticity. We have identified two types of interactions in online brand communities as important sources of OBC authenticity. We have also identified boundary conditions of these effects by drawing from the concept of trust propensity. Furthermore, we pointed out OBC authenticity can lead to brand engagement.