THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

10th Annual International Colloquium on Branding
25-28 July 2022, Athens, Greece

Edited by
Cleopatra Veloutsou & Olga Gkounta

2022

10th Annual International Colloquium on Branding

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(In Alphabetical Order by Author's Family Name)

Preface

This book includes the abstracts of all the papers presented at the *10th Annual International Colloquium on Branding* (25-28 July 2022), organized by the Athens Institute for Education and Research (ATINER).

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 only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can 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 can meet to exchange ideas on their research and consider the future developments of their fields of study.

To facilitate the communication, a new references section includes all the abstract books published as part of this colloquium (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the colloquium have evolved over the years. According to ATINER's mission, the presenters in these conferences are coming from many different countries, presenting various topics.

Table 1. *Publication of Books of Abstracts of Proceedings, 2013-2022*

Year	Papers	Countries	References
2022	29	17	Veloutsou C and Gkounta O (2022)
2021	27	15	Papanikos (2021)
2020	16	12	Papanikos (2020)
2019	27	18	Papanikos (2019)
2018	24	16	Papanikos (2018)
2017	29	18	Papanikos (2017)
2016	18	13	Papanikos (2016)
2015	24	15	Papanikos (2015)
2014	16	14	Papanikos (2014)
2013	29	20	Papanikos (2013)

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 can regularly meet to discuss the developments of their disciplines and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published over 200 books. Academically, the institute is organized into 6 divisions and 35 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 after the Editors' Note.

Gregory T. Papanikos
President

Editors' Note

These abstracts provide a vital means to the dissemination of scholarly inquiry in the field of Branding. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the colloquium.

ATINER's mission is to bring together academics from all corners of the world in order to engage with each other, brainstorm, exchange ideas, be inspired by one another, and once they are back in their institutions and countries to implement what they have acquired. The 10th Annual International Colloquium on Branding accomplished this goal by bringing together academics and scholars from 17 different countries (Australia, Bulgaria, Canada, China, Finland, Germany, Israel, Italy, Mexico, Portugal, Romania, Serbia, Slovakia, South Africa, Turkey, UK, and USA), which brought in the symposium the perspectives of many different country approaches and realities in the field.

Publishing this book can help that spirit of engaged scholarship continue into the future. With our joint efforts, the next editions of this colloquium will be even better. We hope that this abstract book as a whole will be both of interest and of value to the reading audience.

Cleopatra Veloutsou & Olga Gkounta
Editors

10th Annual International Colloquium on Branding, 25-28 July 2022, Athens, Greece

Organizing & Scientific Committee

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

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.
3. Nicholas Pappas, Vice President of Academic Conferences and Meetings, ATINER & Professor of History, Sam Houston University, USA.
4. Chris Sakellariou, Vice President of Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
5. Henry Thompson, Head, Economics Unit, ATINER & Emeritus Professor, Auburn University, USA.

FINAL CONFERENCE PROGRAM

10th Annual International Colloquium on Branding, 25-28 July 2022, Athens, Greece

PROGRAM

Monday 25 July 2022

09.00-09.30
Registration

09:30-10:00
Opening and Welcoming Remarks:
- **Gregory T. Papanikos**, President, ATINER

10:00-11:30 TIME SLOT 1 – MORNING PRESENTATIONS

Coordinator: Gregory T. Papanikos, President, ATINER.

1. **Xinming He**, Professor, Durham University, UK.
   ***Title**: Customer Concentration and R&D Investment.*
2. **Peter Koveos**, Professor, Syracuse University, USA.
   ***Title**: Small and Private Chinese Firms in Africa.*
3. **Demos Vardiabasis**, Professor, Pepperdine University, USA.
   ***Title**: Medical Tourism: Greece vs Thailand. A Case Study.*

11:30-13:00 TIME SLOT 2 –NOON PRESENTATIONS

Coordinator: Peter Koveos, Professor, Syracuse University, USA.

1. **Lucia Zbihlejova**, Assistant Professor, University of Presov, Slovakia.
   Zuzana Birknerova, Associate Professor, University of Presov, Slovakia.
   ***Title**: Gender Differences in Self-Assessment of the Selected Bossing and Leadership Factors by Business Managers.*
2. **Patrick Brecht**, Researcher, Karlsruhe University of Applied Sciences, Germany.
   ***Title**: KaPIL – Karlsruher Platform Innovation Laboratory: An Open Innovation Format to Design Digital Platform Business Models through Cooperation between Academia and Corporates.*

13:00-14:30 TIME SLOT 3 – AFTERNOON PRESENTATIONS

Coordinator: Patrick Brecht, Researcher, Karlsruhe University of Applied Sciences, Germany.

1. **Francine Vachon**, Associate Professor, Brock University, Canada.
   ***Title**: Data and Confidentiality Leaks Reported in Canada in 2020-2021.*
2. **Moshe Yitzhaki**, Professor, Bar-Ilan University, Israel.
   ***Title**: Is there a Future for the Book?: A Case Study of Sub-Cultural Children's Literature in Israel*
3. **Ying Lu**, Director, Chengdu Library and Information Center, Chinese Academy of Sciences China.

Coordinator: Maria Kosma, Associate Professor, Louisiana State University, USA.

1. **Lorenzo Dalvit**, Associate Professor, Rhodes University, South Africa.
   ***Title**: Towards a Decolonial Curriculum for a Critical Digital Media Masters Course in South Africa.*
2. **Thomas Pettinato**, PhD Candidate, University of Milan-Bicocca, Italy.
   ***Title**: Modern Slavery: a System of Exploitation. Study on Vulnerability Factors' Dynamics.*
3. **Denise Comer**, Professor, Duke University, USA.
   ***Title**: Interdisciplinary Pedagogies &*

***Title**: User Analysis and Development Suggestions of Subject Services Based on the Integration of Document Data and Scientific Data.* 4. **Marija Bulatovic**, Librarian Advisor, University library Svetozar Markovic, Serbia. ***Title**: Academic Libraries" E – Journal of Serbian Academic Library Association.*	*Epistemologies: Designing a Wellness Course.*

14:30-16:00
Lunch

16:00-18:00 TIME SLOT 4 – AFTERNOON PRESENTATIONS

Coordinator: Konstantinos Manolidis (ATINER Administrator).

1. **Luiza Ribeiro Haddad**, PhD Student, NOVA School of Business and Economics, Portugal.
   ***Title**: How Consumers Relate to "Giga Brands"*
2. **Ulla Hakala**, Associate Professor, University of Turku, Finland.
   ***Title**: Semantic Features in Municipality Slogans and their Use in Place Branding.*
3. **Carla Sequeira**, Researcher, University of Porto, Portugal.
   ***Title**: Trademarks and Denomination of Origin in Portuguese Wine Sector (1918-1924).*
4. **Ahmed Soboh**, President, Advanced Dentistry of Newport Beach, USA.
   ***Title**: From the Spanish Flue to Covid-19, Resemblance and Differences in the Post Pandemic Economic Effects.*
5. **David Smith**, Professor, Pepperdine University, USA.
   ***Title**: Trends in the Gender Earnings Gap among Veterinary Graduates.*

20:30-22:30
Greek Night

Tuesday 26 July 2022

07:45-10:45 TIME SLOT 5 – Old and New-An Educational Urban Walk

The urban walk ticket is not included as part of your registration fee. It includes transportation costs and the cost to enter the Parthenon and the other monuments on the Acropolis Hill. The urban walk tour includes the broader area of Athens. Among other sites, it includes: Zappeion, Syntagma Square, Temple of Olympian Zeus, Ancient Roman Agora and on Acropolis Hill: the Propylaea, the Temple of Athena Nike, the Erechtheion, and the Parthenon. The program of the tour may be adjusted, if there is a need beyond our control. This is a private event organized by ATINER exclusively for the conference participants.

11:30-13:00 TIME SLOT 6 – NOON PRESENTATIONS

Coordinator: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.

1. **Inbal Stockheim**, Head, College of Law and Business, Israel.
   ***Title**: Complimentary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchasing Intentions.*
2. **Adele Potgieter**, Senior Lecturer, Nelson Mandela University, South Africa.
   ***Title**: Brand Trust, Shared Values, Satisfaction and Brand Loyalty in a Public University Context.*
3. **Jacqueline Burgess**, Lecturer, University of the Sunshine Coast, Australia.
   ***Title**: Understanding Evaluations of Video Game Brand Authenticity.*

13:00-14:30 TIME SLOT 7 – AFTERNOON PRESENTATIONS

Coordinator: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.

1. **Anja Stroebele**, Researcher, Karlsruhe University of Applied Sciences, Germany.
   Title*: The Conceptualization of a Cooperative Company Builder Platform for Systematic Transfers of University Research and Innovation into the German Mittelstand.*
2. **Perla Quintana**, Adjunct Professor and Executive Director, Pepperdine University, USA.
   John Carnesale, Adjunct Professor, Pepperdine University, USA.
   Title*: Leadership Constructs Social, Political and Economic Understandings for Communication Behaviors of Participants.*

14:30-16:00
Lunch

16:00-17:30 TIME SLOT 8 – AFTERNOON PRESENTATIONS

Coordinator: Kostas Spyropoulos (ATINER Administrator).

1. **Christina Frese**, Researcher, University of Stuttgart, Germany.
   Title*: Chronic Knee Pain in Volleyball.*
2. **Ordean Mircea-Nicolae**, Lecturer, 1 December 1918 University of Alba Iulia, Romania.
   Title*: Develop Focusing Attention, Perception and Distributive Attention through a Dance Program-Therapy.*
3. **Veselin Vasilev**, Assistant Professor, Medical University of Plovdiv, Bulgaria.
   Title*: Changes in Some Blood Lipid Variables after 8 Week Training and Ostarine Administration.*
4. **Numan Alpay**, Associate Professor, Balıkesir University, Turkey.
   Title*: Effects of Vitamin E Application on IFN-γ, TNF-a, IL-2 and IL-6 Levels in Elite Taekwondo Athletes.*

17:30-19:00 TIME SLOT 9 – AFTERNOON PRESENTATIONS

Coordinator: Olga Gkounta, Researcher, ATINER.

1. **Oscar Diego Salgado Guzman**, Administrator, Mexico.
   Title*: The Impact of Perception in the Decision Making of the Directing.*
2. **Judy Porter**, Professor, Rochester Institute of Technology, USA.
   LaVerne McQuiller Williams, Associate Provost for Faculty Affairs, Rochester Institute of Technology, USA.
   Nickolas Robertson, Associate Professor, Rochester Institute of Technology, USA.
   Title*: The intersection of Sexual Orientation, Auditory Status, Childhood Maltreatment, and Experiences of Sexual, Psychological, and Physical Abuse among Adult College Students.*
3. **Danilo Yanich**, Professor, University of Delaware, USA.
   Title*: Buying Political Reality in the United States.*

20:00-21:30
Dinner

Wednesday 27 July 2022
Educational Islands Cruise
Mycenae Visit

Thursday 28 July 2022
Delphi Tour

Numan Alpay
Associate Professor, Balıkesir University, Turkey

Effects of Vitamin E Application on IFN-γ, TNF-α, IL-2 and IL-6 Levels in Elite Taekwondo Athletes

The aim of this study was to investigate the effects of vitamin E application on secretion of cytokine in individuals who do taekwondo sport. This research was carried out on 10 elite taekwondo athletes who were studying in Seljuk University, School of Physical Education and Sports. Their mean age; 20.67±0.24 years and mean body weight was; 65.45±1.69 kg. Every day 300 mg vitamin E (alpha tocopherol acetate) was given to the participants orally during 4 weeks, and exhaustive exercise was done until fatigue occurs before and after vitamin E treatment. Before and following the 4 week implementation period, blood samples were taken 4 times from the participants at rest and fatigue. Interferon gamma (IFN-γ), tumour necrosis factor-alpha (TNF-α), interleukin -2 (IL-2) and interleukin -6 (IL-6) levels were determined by ELISA test kits on taken blood samples. There were no significant differences on the levels of IFN-γ and TNF-α both before and after implementation. On the other hand, levels of serum IL-2 increased in the exercises until fatigue occurs both before and after the implementation ($P<0.05$). There was significant increase on the levels of serum IL-6 at exercise period in comparison with resting period ($P<0.05$). This increase in the levels of serum IL-6 at exercise period prior to implementation was prevented by vitamin E application. Results indicated that; vitamin E application did not lead to significant changes on the levels of IFN-γ, TNF-α and IL-2 in individuals who practice taekwondo sport. However, vitamin E blunted the increase in levels of IL-6 due to exercise.

Patrick Brecht
Researcher, Karlsruhe University of Applied Sciences, Germany

KaPIL – Karlsruher Platform Innovation Laboratory: An Open Innovation Format to Design Digital Platform Business Models Through Cooperation Between Academia and Corporates

The four most valuable companies of 2021 all incorporate a digital platform in their business model, highlighting the increasing significance of platform business models (Interbrand 2021). Many small and medium-sized companies adopt this business strategy, especially in the B2B industry (BDI 2021). Effective collaboration between academia and the industry should be considered a measure to design platform business models since it combines the advantages of companies with market knowledge and academics with technical and methodic know-how.

One practical method to achieve this collaboration is the implementation of a so-called live lab. It is a research environment that allows testing methods and processes in a realistic setting while allowing the researchers to control specific conditions (Walter et al. 2016). In this context, this research focused on designing and implementing the live labs environment to solve real-world platform business challenges. Therefore, firstly, the Karlsruhe Platform Innovation Laboratory (KaPIL) was conceptualized based on the existing live labs "Product Development in the Virtual Laboratory" (Walter et al. 2016), "Integrated Product Development Laboratory" (Walter et al. 2016), and hybrid learning approaches (Niever et al. 2020). The KaPIL was created through workshops and discussions among the researchers. Secondly, the concept was tested empirically in a real problem case with agile methods.

From April to July 2020, KaPIL was run with 20 master students forming four teams working on a problem case provided by the company Uhlmann located in Laupheim, Germany. KaPIL consisted of 5 ½ theoretical and 5 ½ practical sessions, lasting about three hours. It conveyed the importance of platform business models, designs and architecture, launching strategies, network effects, monetarization strategies, and advantages of closed vs. open design. It also required students to do homework after each session, prepare a final presentation regarding the designed business model, submit a written report, and participate in a written exam. In contrast to other live labs, KaPIL was run entirely digitally due to the corona pandemic. The researcher used software, such as Microsoft Teams, Google Jamboard, and Mentimeter. The teaching aspect of KaPIL was supported by the Massive Open Online Course (MOOC) "Platform Strategy for Business" by Marshall van Alstyne (Van Alstyne 2021) and external speakers. The course comprehensibility and other aspects of the lab were evaluated by conducting surveys among students.

Running KaPIL for the first time revealed that the used software tools helped the researchers to organize the live lab, conduct polls and collect feedback regularly. Furthermore, it simplified inviting external speakers to sessions and including project partners in the organization. Students criticized the timely separation of the theoretical and practical parts of the lab. Consequently, the practice part should commence earlier so that there is an overlay between theory and practice. Future research is required to show which canvases and platform design tools are most fitting to design an initial platform business model and whether certain problem cases are more suitable for this setting.

Marija Bulatovic
Librarian Advisor, University Library "Svetozar Markovic", Serbia
&
Vera Petrovic
University Library "Svetozar Markovic", Serbia

"Academic Libraries" E-Journal of Serbian Academic Library Association

E-Journal of Academic libraries is the professional journal of the Serbian Academic Library Association. It was first published in 2004, on the recommendation of the Section for Library Association of the International Federation of Library Associations IFLA. Journal is published in the paper and electronic form, all the way to No. 5 in 2006. Since No. 6 it is published only in electronic form. So far, 67 issues have been published with news, interviews, conference presentations and professional and informative articles.

Editorial board and editorial magazine is located in the University Library "Svetozar Markovic" in Belgrade. All functions are performed by voluntary contributions and noncommercial.

The main aim of journals is to regularly report on the activities of members of the Serbian Academic Library Association and bring interesting contributions to the library and the general public, with special emphasis on contributions from libraries throughout the region and interviews with representatives of scientific and professional public from the country and the world. The best possible cooperation was established between all interested parties and in order for the knowledge of library activities to reach as wide a circle of readers as possible.

Librarians in all academic libraries in Serbia send attachments on the implementation and results of information technology, as well as papers for the promotion of librarianship in general. Applying international standards in their own way of doing business, of which there are about 350 librarians in academic libraries, they are part of the international community, the library association, which has its own professional journal.

The electronic journal of academic libraries and its associates provides professional information and continuous progress in librarianship. The editorial policy is that the professional e-journal grows over time into a top journal in the field of librarianship. All issues of the magazine are available at:

http://www.unilib.bg.ac.rs/zajednica01/izdanja/visokoskolske_biblio
teke/index.php.

Jacqueline Burgess
Lecturer, University of the Sunshine Coast, Australia

Understanding Evaluations of Video Game Brand Authenticity

Due to its reliance on established video game brands and series for financial success, effective brand management is especially important for the video game industry. However, research into brand management in the industry is still emerging. Extant video game brand management literature has investigated brand extensions in the video game industry, video game brand communities, and esports consumer brand engagement. However, there are important aspects of video game brand management that remain under-explored such as brand authenticity. Brand authenticity involves consumer perceptions of how a brand is dedicated to ideals and a core set of values that have been created by stable, consistent brand behavior and is critical for an industry that relies on extensions, sequels, and continuations. Thus, this research explored how players evaluated the brand authenticity of a long running, successful video game series to begin to address this lack of video game brand authenticity research as well as answering calls to continue to better understand the video game industry from a business perspective.

This research utilized the most recent iteration, *The Sims 4* released in 2014, of the long-running, commercially successful *The Sims* video game series that was first launched in 2000. The specific research context continues to receive gameplay updates with the most recent major one in mid-2021. *The Sims 4* is an appropriate research context to investigate brand authenticity and consumer perceptions of stable brand behavior and ideals given the multiple releases in *The Sims* brand and the numerous gameplay updates that each *The Sims* game receives. Online threads and conversations regarding how *The Sims 4* compared to prior *The Sims* games were downloaded (2194 individual comment), using a custom python script. The data was analyzed using thematic analysis that was informed by the researchers taking on the role of active story interpreters. All of the comments were first read before analysis commenced to ensure appropriate familiarization.

The research identified that *The Sims 4*'s consumers had expectations that certain gameplay features, deemed authentic to the brand and included in previous games, would be included in the game. When not the case, consumers lowered their evaluation of the game's authenticity, and its value for them was diminished. Posters felt that

The Sims 4 did not feel like a true *The Sims* game because it lacked features that were standard in previous games and was commonly called 'unfinished' by them. The removal of expected, core features was deemed so impactful that it led to evaluations that the game could not be considered complete until these features were added. Furthermore, posters were annoyed that to retrieve these features they would have to engage in brand co-creation — coding and programing— to create the gameplay themselves to ensure brand authenticity.

These results underscore the need for video game developers and brand managers to ensure consumer brand authenticity with the content of sequels and continuations and advances knowledge about the brand management of video games.

Denise Comer
Professor, Duke University, USA

Interdisciplinary Pedagogies & Epistemologies: Designing a Wellness Course

College students have high levels of chronic stress, which often manifest nervousness, irritability, sleep issues, and an inability to concentrate and can cause depression and anxiety, as well as long-term negative impacts in immune, digestive, and reproductive systems (Millett-Thompson, 2017). The pandemic has exacerbated mental-health challenges for college students (Chrikov et al., 2020). To help mitigate these impacts, many postsecondary institutions are now promoting wellbeing as a central element of undergraduate education (Lambert et al., 2019). As part of a range of initiatives designed to encourage undergraduates to reflect on and pursue research about wellbeing, Duke University (Durham, North Carolina, USA) launched in 2017 an interdisciplinary seminar, "Composing Oneself: Stress, Identity, and Wellness," co-taught by a sociologist and a humanist with expertise in writing studies.

Drawing from and building on research in writing studies, humanities, and social sciences, this presentation shares the pedagogical approaches and epistemologies used to design this interdisciplinary seminar focused on wellness, stress, writing, and identity. The course adopts a multi-dimensional focus fusing science, social science, theory, art, literature, and performance to understand structural causes of stress, their physiological effects, and how stressors impact our identities and community ethics. Through textual analysis and experiential learning, students also explore how arts of wellness, including yoga, mindfulness, and art therapies, impact stress, identity, and ethics. The course also includes guest experts contributing knowledge in biology, neuroscience, implicit bias, MBSR, and koru yoga (a yoga practice tailored for emerging adults). Writing is a core pedagogical feature of the course, as students explore writing within and across disciplines in the social sciences and humanities.

This presentation will describe the interdisciplinary epistemologies and pedagogies informing the course design, including institutional context, in-course assessments and activities, longer-term assessments, and the pedagogical challenges and opportunities. Specific focus will include administrative and pedagogical implications, adaptability, and scalability. The presentation is intended to spark conversation about others' institutional and curricular approaches to wellness and stress, particularly involving interdisciplinary approaches across the social sciences, natural sciences, and humanities.

Lorenzo Dalvit
Associate Professor, Rhodes University, South Africa

Towards a Decolonial Curriculum for a Critical Digital Media Masters Course in South Africa

In recent years, South African universities experienced student protests calling for decolonisation. Catalysed around hashtags such as #FeesMustFall, #RhodesMustFall etc, such calls included issues of racial and gender compositions of the student and staff bodies, free access to Higher Education and challenging a Eurocentric curriculum. With reference to the latter, in the present paper I reflect on my experiences in developing, teaching and assessing a Critical Media Studies course with a strong Digital focus at postgraduate level at a historically advantaged Higher Education Institution. Over several years the curriculum of the Masters programme in Journalism and Media Studies (of which my course is a component) underwent significant changes, partly in response to student feedback and partly to align with a departmental research project on decoloniality, digitality and sociality. The switch to emergency distance education resulting from the ongoing pandemic brought into sharp focus profound inequalities in digital access, home environments conducive to studying and ability to work independently. As an area of teaching, digital media presents particular challenges but also lends itself to experimentation and innovation. These are discussed at the level of content, process and praxis. This paper advocates for and provides examples of placing the experience of postgraduate students at the centre of the curriculum. As part of the course, students relate academic readings and current news to their personal experience, interrogate their own and their peers' social media practices and engage with decolonial scholarship in our own as well as in cognate fields. The syllabus is dynamic and students are expected to contribute some independently sourced readings, propose topics and even contribute to defining their own outcomes and assessment. By engaging with questions such as "whose knowledge should be included in the curriculum?", "how can/should students engage with such knowledge?" and "where are the boundaries of disciplinary academic knowledge?" it is hoped that students will develop into a future generation of Critical Media Scholars informed by a Southern epistemological approach and contribute a contextualised, decolonised perspective to the field.

Christina Frese
Researcher, University of Stuttgart, Germany
Dieter Bubeck
Researcher & Project Supervisor, University of Stuttgart, Germany
&
Wilfried Alt
Professor & Institutional Director, University of Stuttgart, Germany

Do High Forces and Neuromuscular Dysbalance in the Take-Off Phase Lead to Unilateral Knee Pain in Volleyball Athletes?

Chronic knee pain (KP) remains one of the most common orthopedic complaints among the athletic population especially among volleyball players (1). The high amount of repetitive jumping and landing sequences in combination with neuromuscular dysbalances is assumed to be crucial for the development of KP (2). The first aim of this study was to assess the ratio of neuromuscular activity of the M.vastus medials (VM) and M. vastus lateralis (VL) in standardized clinical jump tests (Counter Movement Jump with and without arms) and volleyball-specific jump tasks (spike and block) on hard floor and two different sand types. Secondly kinetic parameters including maximal force and flight height were analyzed.

16 young female elite volleyball players (6 injured/10 controls) were analyzed in two clinical jump tasks and four volleyball specific jump tasks including block and three spike conditions varying in level of difficulty. The jumps were performed in one hall and two sand conditions. Neuromuscular control was captured with Wireless EMG (TELEmyo 2400T G2, Noraxon, Arizona). Kinetics were acquired synchronously using insole plantar pressure measurements (MediLogic, T&T medilogic Medizintechnik GmbH). IEMG was used to calculate the VM/VL-Ratio for the takeoff phase. EMG onset was defined by visual inspection supported by kinetic data. Jump height was calculated by flight time. Inter-subject differences were calculated with Man-Whitney-U test. Pearson correlation and Bland-Altmann plot was used to test for interrelation.

All injured subjects had knee pain at their approaching leg (right side), but landed mainly on their left side. Maximal force and contact time of the approaching leg were in the take-off phase significantly higher than of the providing leg, but not different between groups. For some, but not all jumps there was a significant difference of VM/VL-ratio on the approaching leg (right side) between groups, especially in

the spiking conditions. Furthermore, we could show a high correlation of VM/VL-ratio between jump types and between grounds (r>0.8). Between the two sand conditions person correlation as well as in Bland Altman plot interrelation was lowest.

Since all athletes had recurrent knee pain on their right side, but landed mainly on their left side, we conclude that the combination of high forces and neuromuscular dysbalance in the take-off phase might be relevant for the development of chronic knee pain in the approaching leg. Limitation of the study is, that the design does not allow interpretations about the cause-effect relationship and limited sample size. Furthermore, our results provide the first evidence that neuromuscular differences are consistent throughout different jump tasks and throughout various grounds. Therefore, neuromuscular dysbalances in general jumping tasks can be a good indicator for neuromuscular control in sport specific jumping tasks on sport specific grounds. Even though caution should be taken interpreting results measured on a sand type normally not trained on.

Ulla Hakala
Associate Professor, University of Turku, Finland
Paula Sjöblom
Senior Lecturer, Associate Professor, University of Turku, Finland
&
Terhi Ainiala
Senior Lecturer, Associate Professor, University of Helsinki, Finland

Semantic Features in Municipality Slogans and Their Use in Place Branding

In our multidisciplinary study the purpose is to find out how municipalities position themselves as unique places among their competitors, i.e., other municipalities in their region or in the country. This is accomplished by investigating the lingual means of slogans and their communicative use in branding municipalities. Linguistics, and more specifically onomastics offer new perspectives to brand theory. Empirically, we approach the phenomenon by investigating the slogans of the municipalities in Finland. The total number of different slogans in our data is 603.

Not just the promotional elements (such as the slogan and the logo) but the overall perceptions – in terms of place-brand knowledge of the target groups – lead to brand effects, i.e., attitude and behavior (Zenker and Braun 2017). In reality, place branding is more complex than slogans and logos (e.g., Zenker 2021), but these tools are often the most visible and memorable of branding elements and are thus actively used by places in their marketing activities (Wilson 2020; Govers, 2013; Hildreth, 2013; Kohli et al., 2007). Moreover, compared to companies and product brands, places' availability to use a large scale of promotional elements is limited.

Our study contributes to both brand management and linguistic literature. From the brand-management perspective places are complex entities, largely due to the number of stakeholders (Cassinger and Eksell, 2017; Roper and Davies, 2007; Kavaratzis and Ashworth, 2005), the number of organizations and committees steering the brand (e.g., Hakala et al., 2020), as well as the number of diverse target groups. Moreover, the municipality authorities often believe that the place brand is controllable and hence, they tend to deploy a "one size fits all" principle for their city brand communication. However, the bigger the city, the more likely this strategy disregards the complexity of a city. As a place brand is based on perceptions of various constituencies, there is a need to rethink the place-brand strategy (Zenker and Braun 2017).

Due to the requested word limit, the findings of our interdisciplinary study will be presented at the conference in July.

Xinming He
Professor, Durham University, UK

Customer Concentration and R&D Investment

Building on resource dependence theory (RDT) and attention-based view (ABV), this research examines the impact of customer concentration on a firm's R&D investment and its conditional factors. We argue that a firm that heavily relies on a restricted number of major customers will have a lower level of R&D investment due to its customers' greater bargaining power and the efficiency of R&D. Moreover, the external environmental factors (i.e., competition intensity, intellectual property right protection) and the internal cognitive factor (i.e., management myopia) will exacerbate the negative effects on the firm. Using proprietary data from A-share listed firms in the Shanghai and Shenzhen stock markets spanning 2008-2017 (11,231 firm-year observations), the findings confirm that (1) the degree of customer concentration is negatively associated with a firm's R&D investment, and that (2) the adverse impact of customer concentration on a firm's R&D investment intensifies with higher competition intensity, stronger IPR protection and greater myopic management. This research adds to the customer management literature by uncovering the dark side of firms' concentrated customer base and the situational factors that reinforce it. It also marks an early statistically empirical analysis of ABV-based prediction.

Peter Koveos
Professor, Syracuse University, USA

Small and Private Chinese Firms in Africa

Although most of the attention regarding Chinese presence in Africa has been directed toward large Chinese companies and banks, Africa is the field of operations for thousands of smaller Chinese companies. In this paper, we examine the nature and impact of small Chinese companies operating in China.

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User Analysis and Development Suggestions of Subject Services Based on the Integration of Document Data and Scientific Data

By researching the domestic and foreign researches on library services based on the integration of document data and scientific data from several aspects, our study analyzes the role of relevant participants in the integration service of document data and scientific data, with special emphasis on the relationships with subject services, including cooperative, support, service and sharing, etc. The main service contents and mechanism of the subject service based on the integration of document data and scientific data, include the design content of basic services, technical correlations, measurement correlations, correlation mechanisms, etc. So, the future development path has been proposed from the aspects of organizational mechanism construction, professional capacity construction, service product system construction, service promotion and marketing, theoretical method research, etc.

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Develop Focusing Attention, Perception and Distributive Attention through a Dance Program-Therapy

Problem statement: ways to increase attention to students aged 13-14, given its forms of manifestation: focused attention, perception of attention and distributive attention through a dance program - therapy.

The purpose of study: elaboration of an action strategy for increasing the attention capacity of 13-14 year old students, through different dance-therapy techniques

Materiala and methods: statistical processing was performed with the program StatsDirect v.2.7.2. The graphical representation of the results was done with the Excel application (from the Microsoft Office 2010 package). The tests used are: AP2 - Perception of attention; MA – Focussing attention; AD - Distributive attention.

The subjects participating in the experiment with a duration of 6 months by 30 students of the National College "George Baritiu" Cluj-Napoca, between October 2016 - March 2017.

Findings and results: in the statistical analysis of the values for the perception of attention and the spirit of observation (AP2) were observed statistically significantly significant differences between the two times ($p<0.001$). At the statistical analysis of the values for attention concentration – focusing attention (MA) no statistically significant differences were observed between the two times ($p>0.05$). At the statistical analysis of the values for distributive attention (MA) no statistically significant differences were observed between the two times ($p>0.05$).

Conclusions: statistically significant differences were observed in the indicators of the AP2 tests (perception of attention and observation) which indicates, as described above, that our intervention program in

the preliminary study had a positive and measurable impact on students in terms of improving negative perceptions as well as increasing attention and observation

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Modern Slavery: A System of Exploitation - Study on Vulnerability Factors' Dynamics

Modern slavery is a hidden social reality that still affects the labour force of European countries. In Italy, migrant workers are among the most vulnerable social groups to exploitative labour dynamics, because of individual and institutional vulnerability factors. Exposing the most prominent theoretical approaches, the paper distinguishes different concepts related to modern slavery and relevant public policies. With qualitative analysis, vulnerability factors are investigated empirically, describing all dimensions of exploitation in detail, its logic and its conditions. The paper describes the widest spread profiles of the victim, the migratory paths, the living conditions, the dynamics of ethnic networks, and the condition of dependency. It investigates the cultural perception of migrant workers towards conditions of exploitation, together with the role of public policies on migration, the role and attitude towards public services, and it analyses the possibilities of emerging from exploitation given by public programmes to contrast modern slavery. The various combinations of all factors produce different situations of vulnerability that require various forms of intervention. The paper also aims to the implementation of a tool to prevent the risk of modern slavery. Using set-theoretic methods and logic, the essay orders the vulnerability factors into necessary and sufficient conditions that drive modern slavery, searching for ideal types. Consequently, with proper theoretical interpretation, the analysis makes it possible to measure the level of vulnerability of an individual and to produce an assessment tool that can be used on the field by social operators and policies makers.

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The Intersection of Sexual Orientation, Auditory Status, Childhood Maltreatment, and Experiences of Sexual, Psychological, and Physical Abuse among Adult College Students

This study explores the physical, psychological, and sexual abuse experiences among 260 college students at a midsize university located in the northeast of the United States. Auditory status, sexual orientation, and childhood maltreatment experiences are examined. The sample is nearly evenly divided between hearing and Deaf or hard of hearing participants with about 14% of participants identifying as LGBTQ+. Findings indicate significant differences between heterosexual respondents and LGBTQ+ respondents in their experiences of sexual, psychological, physical abuse, and having been mistreated as a child. Policy implications are discussed.

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Brand Trust, Shared Values, Satisfaction and Brand Loyalty in a Public University Context

In markets with strong competition and a decrease in product differentiation (such as Higher Education Institutions), the development and maintenance of customer (stakeholder) brand loyalty remains a key focus area of their marketing strategies. Limited research has been conducted where the principles of relationship marketing have been applied to the higher education sector. The objective of this article is to analyse brand trust, shared values and satisfaction as antecedents of brand loyalty within the relationship marketing context to foster internal stakeholder loyalty relations at universities.

A quantitative study was conducted amongst 576 internal stakeholders from a public university in South Africa to ascertain how brand trust, satisfaction and shared values act as antecedents of internal stakeholders' loyalty to the university. The results indicated that internal stakeholders that share similar values to that of the university are generally satisfied with the services. Internal stakeholders that are satisfied with the services of the university trust the brand; internal stakeholders who trust the brand will recommend it to others and are committed to the university.

Understanding the relationship marketing initiatives undertaken in the higher education sector will benefit management of HEI to formulate appropriate strategies to engage and better connect with all stakeholder groups, especially internal stakeholders

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Leadership Constructs Social, Political and Economic Understandings for Communication Behaviors of Participants

Leadership theory enables the inquirer to investigate the pathways forward within complex organizations. Social, political, economic, religious, and family beliefs all collide when challenged to organize the inputs from modern day events. Society is vexed with its need to find leadership in the political arena based on current governmental leaders that, if measured, by many standards would be evaluated as a disrupting force for the social norms and thus, many endeavor to find pathways forward that would yield structural changes. These changes could be measured, depending on the instruments used for measuring, as successes or failures of monumental stature with ideological change. For example, the United States trade and its interests that are of national priority within the international complexity of globalization are challenging the new social direction for our society. "The psychological explanation for the influence of one person on another involves the motives and perception of the target in relation to the action of the agent and the context in which the interaction occurs" (Yukl, 2010, p. 153).

Understanding the social dialect within leadership groups and functions helps to yield an opportunity to investigate the social construct that surrounds the actions of leaders, in specific settings, and the environmental conditions that may have contributed to varied outcomes and responses to these actions (Arbnor & Bjerke, 2009; Carnesale, 2018). The political system that supports economic activity and thus the arenas for business activity has many boundaries for compliance. Providing effective communication for these pathways is key when executing plans or incitive to meet goals. Many times, the process is not navigated through effective communication from leadership. The application of Coordinated Management of Meaning (CMM) theory can provide understandings of these complex exchanges. The theory of communication that imbues the actions of the leaders and their interactions among those they are involved with during their leadership activities. This theory specifically identifies the exact exchanges that occur during the leadership process and the understandings that emanate for such activity. Moreover, the interpretation of actions can have varying meaning to multiple individuals thus this theory stems to understand those process that can aid in such understandings and misunderstandings between leadership communications (Carnesale, 2018; Pearce, 1989, 2007).

Leadership constructs provide for the understandings of how we as a collective group may identify a direction for achieving desired outcomes although, the very thing that fails us today is leadership. Finding commonality in goals is a fleeting activity for many when the proverbial *invisible hand* of Adam Smith (Demos, 2018; Heilbroner, 1999) has not yielded the greater good based on the individual pursuit of self-interest. Active leadership behaviors provide organizational stewardship and followers pathways forward that increase communication direction control of phone, email, social media, and other means of access. The complexity of today's information-based sociality (Information age) has added an enlightenment of understating that is nonlinear and has created a need for those to react in different manners based on the variable responses to those things around us. Social medial platforms gnaw at us like an unfed body lying restless at night unwilling to rise to nourish yet unwilling to stay still to rest, based on that feeling. "It is not necessary to react" (Vardiabasis, 2010) is a concept introduced during my learning period of business school that is ever more important when addressing the uncanny feeling to respond to those people and things that attack us daily when exposed to the lightspeed of social expression that is channeled through the social media outlets of today.

The clarity of knowledge is key as the desire to parse through the dense fog of information that is so pervasive in our society. Understanding how to act, when to act and to answer why to act is the responsibility of both the leader and those desirous to find a clear choice forward that will best deliver not only the individual's interest but the collective good of those within the social construct of society that we live and thrive to understand today.

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How Consumers Relate to "Giga Brands"

Brand relationship research was first explored in a seminal work by Fournier (1998), in which she uncovered various types of human-like relationships that consumers develop with traditional commercial brands (e.g., Reebok). Extending her work, Muniz and O'Guinn (2001) explored a different way that consumers can relate to brands – brand communities – and Aggarwal (2004) found that brand relationships vary in terms of the social norms that guide them. Park et al. (2010) introduced the concept of brand attachment as the strength of the connection between consumer and brand, and Batra et al. (2012) explored the concept of brand love, describing the antecedents and consequences of close brand relationships. A unifying model of these prior works was developed by Park et al. (2013) as "attachment-aversion", capturing both negative and positive relationships developed with brands. In 2015 Arvidsson and Caliandro observed that in an online environment, identity gave place to publicity and self-branding, which have different values for consumers. Together, these studies contributed to the development of the brand relationship literature. The field has so far focused on brands that are chosen by the consumers but overlooked brands that consumers are drawn to by the socio-economic environment. Moreover, asymmetrical relationships are ignored in the relationship paradigm, which emphasizes reciprocal exchange among partners (Fournier 1998).

With the advent of new technology and the internet, new categories of brands arose – digital native brands (Eckhardt et al., 2019; Swaminathan et al., 2020;) referred to herein as "Giga brands" (e.g., Instagram, YouTube). Wichmann et al. (2022) investigated how traditional commercial brands, when adopting digital models, could develop different types of relationships with their consumers. Their work shows that brands in the digital environment can influence consumers in certain ways depending on how the building blocks of the brand's platform enable the consumers' level of interaction with the

brand. Giga brands are unique types of brands that play an intermediary function in the exchange of resources, whereby consumers, brands, and information play different roles, interdependent of each other. Consumers have never experienced such brands that are pervasive, controlling, and influence their lives so profoundly.

Considering these novel characteristics that differ from those of the traditional commercial brands studied by Fournier (1998), we recognize that the “brand as partner” has changed, hence the consumer relationship has most likely changed as well. We argue that Fournier’s (1998) theory is not sufficient to comprehend Giga brands, as these brands present market-like characteristics and influence consumers differently.

This research addresses Giga brands by exploring the characteristics and meanings these brands have to consumers and how consumers relate to them. We will contribute theoretically by advancing the findings from previous studies and extending the brand relationship theory to Giga brands, incorporating new dimensions and assumptions (Thatcher & Fisher, 2022). This study is timely considering the importance that digitally native brands are gaining in the academic field (Eckhardt et al., 2019; Swaminathan et al., 2020) and in policymaking (Gawer & Srnicek, 2021), namely in consumer vulnerability and protection in digital transformation (European Commission, 2020).

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The Impact of Perception in the Decision Making of the Directing

It is important to mention that the directing is an art that contempletes in its process both hemispheres, right and left. The right hemisphere includes: intuition, creativity, imagination, artistic, sensitive, emotional, sentimental, simultaneous. Geographically we identified it with East. The left hemisphere includes analysis, inference, language, logic, writing, mathematics, numerical aptitudes, scientific concepts, follow-up of administrative processes, sequential. Geographically we identified it with West.

The decision making is important for the everyday task of the directing. In decision making, it is envolved, both logical and analytical aspects as well as intuitive and visionary aspects. Most of our decisions have a mixture of rational and emotional aspects. Balance between emotions and intellect gives us correct instincts. We seek for an equilibrium between intuition and formal planning in order to make better decision making.

The decision-making is influenced by external factors like: economy, politics, society, legal, environment, ethics, technological advances, among others. And by internal factors like: shareholders, employees and boards of directors.

The perception is an element that impacts directly the decision making. The perception is molded by the following aspects: the experience, the intuition, the selective perception, the thinking, the mental filters, the beliefs, the expectations and the needs, among others.

From this theoretical perspective, we analyse, as follows, the mechanism of decision making in the particular case of a land public transport company in Mexico City.

We have analysed the next themes in directors, managers and administratives of the company.

1) Decision making style:

Style	Percentage
behavior oriented	10%
directive	30%
analytical	40%
conceptual	20%
Total	100%

2) Degree of intuition

Level	Percentage
High	40%
Medium	60%
Low	0%
Total	100%

3) Use of cerebral hemispheres variables

Variable	Percentage
analytical	30%
logical	30%
intuitive	30%
visionary	10%
Total	100%

4) Preference in the use of cerebral hemispheres

Variable	Percentage
left	20%
right	10%
both	70%
Total	100%

5) Directors Interview:

	Director 1	Director 2
a) Factors to consider in decision making	analysis, experience, knowing the situation, historical information, circumstances, times, background, not mixing the sentimental, impartiality and take it easy.	security knowledge experience
b) Choice between decisions scheduled and unscheduled	Both	Scheduled
c) Choice between fast or non-fast decision making	Preferably not fast	It depends on the situation to choose one of the two
c) Time and place to be inspired for decision work	At night during the first hours of rest	At the start of activities at work

e) Do you consider yourself intuitive?	Yes	Yes
f) Do you consider that experience plays an important role in decision making and intuition?	Yes	Yes
g) What hemisphere do you think you use?	Both	Both
h) Do you like mathematics or music?	Music	Mathematics
i) Do you like to be practice or to philosophize?	Practice	Practice
j) Do you consider adequate a balance in the use of the cerebral hemispheres?	Yes	Yes

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Trademarks and Denomination of Origin in Portuguese Wine Sector (1918-1924)

In the Portuguese wine sector there was a strong adhesion of companies, producers and traders to the registration of trade marks since the modern commercial brands emerged after the creation of the legal framework for their protection, at the end of the 19th century. Nevertheless, we also must consider the existence of different regions of production, from north to south of the country, and the historical process of recognition of the different denomination of origin, which occurred since the beginning of the 20th century, in a context of post-phylloxera reconversion, market instability and the proliferation of imitations and counterfeits.

In this communication we will analyze the *marks* (brands, labels) of different companies, traders and producers representative of the various Portuguese wine regions, between 1918 and 1924 from the Trademark Registration in the *Boletim de Propriedade Industrial* (Industrial Property Bulletin).

Through the labels we will try to summarize and understand the growth and importance of the different terroirs, their types of wines, and the use of semiotic elements representative and identifying elements of the indication of provenance, used in countless brands.

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Trends in the Gender Earnings Gap among Veterinary Graduates

This paper uses a data set of starting salaries for veterinarians to study trends in how the gender gap in earnings has changed over time. Studying a homogenous group of individuals, within a single occupation, attempts to circumvent the problem of disentangling the wage gap from human capital considerations, differences in occupation, and potential wage discrimination. Two sets of entry-level market data taken ten years apart are explored. After controlling for various characteristics, including family status variables, along with a control for veterinary college attended, the gender gap in starting salaries is 4 to 6 percent. Results suggest the gender gap may differ substantially by clinic setting. The gender gap appears to have remained relatively stable over the period studied. Although the gender gap in starting compensation may be partially explained by gender differences in compensating differentials, bargaining ability, and statistical discrimination, direct employer discrimination remains as a plausible contributor.

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From the Spanish Flue to COVID-19, Resemblance and Differences in the Post Pandemic Economic Effects

"The Spanish flu, The Roaring Twenties, The Great Depression, and WW2"
The possibility of witnessing a similar scenario after the COVID-19 Pandemic

According to Historians, The Great Depression that lasted from 1929 to1939 is considered the worst economic downturn in the history of the industrialized world. Even though it started in the United States, it created an economic shock that impacted the whole world. Interestingly, the decade that preceded these years was named "The Roaring Twenties"! In these years, the US economy expanded, and the nation saw a rapid growth in wealth. This period lasted from 1920-1929. It ended with the crash of the stock market on Oct 1929. Less than two years prior to this exponential growth, the world was hit with the Spanish flu pandemic that took away 500 million lives. It was the last major global pandemic before the COVID-19 pandemic that changed our modern world as we knew it. In this research, we plan to go over the similarities between the two pandemics and the possibility of having similar outcomes in the coming two to three decades, or possibly sooner, since the current world communicate in a much faster pace. This important because the great depression ended with the beginning of World War II that lasted from 1939 to 1945 causing over 70 million fatalities and involving most of the world countries. Such comparison could be of great help to governments, institutions, and individuals as well. Especially when making decisions in the coming years that could affect our future as nations and individuals, and could potentially help us avoid making mistakes that could have devastating effects.

Questions to be answered in this research: What are the economical effects of a long term pandemic? What are the similarities and differences between the two pandemics? Is the prosperity period over yet? Why could several years of prosperity result in a recession or depression? Are we heading towards a recession or depression? Do

economic recessions always cause wars? Are we heading to a conflict? If so, what kind? Would the modern means of communication, transportation, and social media have any effect on the speed and the timing of these stages? And finally: Would it all happen again? Why? Or why not?

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Complimentary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchasing Intentions

Online reviews have a substantial impact on consumer perceptions and choices. Some firms exploit this influence in unethical ways, e.g., by offering compensation to individuals to write reviews that portray them favorably. Consumers are aware of this behavior, and, consequently, firms that behave ethically can be faced with the challenge of assuring consumers that their reviews are credible. This research identifies a novel source of positive reviews that consumers are likely to perceive as credible and as resistant to compensation: namely, competitors of the reviewed firm. In a pre-test and four studies addressing different consumption domains (books, restaurants), we show that consumers perceive positive reviews written by competitors as more credible than similar consumer-generated reviews. This enhanced credibility, in turn, elicits greater intentions to purchase the reviewed product. We further show that these relationships are attributable to consumers' perception that competitors are less likely than consumers to have received compensation for their reviews. Positive competitor reviews are expected to contribute to a "co-opetive" business, environment, increasing consumer credibility perceptions and business trust.

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The Conceptualization of a Cooperative Company Builder Platform for Systematic Transfers of University Research and Innovation into the German Mittelstand

Currently, universities such as Karlsruhe University of Applied Sciences (HKA) face the issue of a lack of systematic transfers from research and innovation projects into practice. In contrast, German Mittelstand firms tend to possess limited resources to pursue explorative innovation, which becomes increasingly important to realize business opportunities and remain competitive. However, explorative innovation can also be sought by collaborating with external partners (Massis et al., 2018). Since current collaborations do not fully unlock innovation potential, this thesis aims to conceptualize a company-building platform, which systematically transfer university research and innovation into the German Mittelstand.

In line with this research's exploratory nature, two approaches were chosen to increase the understanding of company builders and the German Mittelstand. On the one hand, the information on company builders was analyzed via a qualitative document analysis, which allowed to identify common structures and platform offerings. On the other hand, guided expert interviews were conducted with employees in innovation-related positions in German Mittelstand firms and the HKA to assess the value and relevance of a potential company builder.

Findings suggest that the company builder platform's core value proposition should be systematic access to university-relevant research and innovation, the moderation between the different actors (the German Mittelstand, potential founders, and researchers), and the exchange of experience. Furthermore, it should offer core services such as venture creation, mediation between the participants, networking activities, innovation workshops & hubs, and problem spaces, customized access to relevant topics and technologies, and experts and mentors.

The platform's value for the German Mittelstand lies foremost in the highly targeted matching of relevant research, experts, founders, and business ideas through a comprehensive company-building platform and the exchange of knowledge and expertise. The systematic support of the venture creation process with targeted offerings and the mediation between the participants is described as essential. In addition, the interviewed experts and the innovation researchers value the company building platform's independence from bureaucratic university structures to implement new ventures.

The novelty of this work lies in extracting essential components for a company builder as a digital platform and showing its relevance in today's economy. Future research could, for instance, focus on the monetization and participation requirements for potential participants.

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Data and Confidentiality Leaks Reported in Canada in 2020-2021

IBM Security (2021) reported that a data breach incident cost Canadian organizations on average $5.4 million USD, an increase of 20% compared to 2020.

Despite the high cost of these incidents, few empirical studies examine personal information breaches occurring in Canada. Moreover, there is no centralized repository of incidents of personal information data breaches. In the USA, the Privacy Rights Clearing House (n.d.) has been collecting national data about privacy breaches since 2005, sourcing their data from state Attorneys General and the U.S. Department of Health and Human Services.

Since 2018, Canadian private organizations must report such incidents to the Office of the Privacy Commissioner (OPC 2018). However, the OPC does not publish details of the companies involved. Due to data scarcity, there is still a dearth of empirical research about privacy breaches in Canada.

This multi-method research explores privacy breaches involving companies operating in Canada. We used a netnographic approach (Addeo et al. 2019) to collect data by downloading press releases, news articles and blogs reporting privacy breaches for the years 2020 and 2021. This yielded around 150 reports of incidents. Two researchers coded this raw textual data using the PCR classification (Ayyagari 2012). We updated this classification by adding ransomware attacks. When available, we indicated the number of persons affected and the cost.

This data was then analyzed to describe the Canadian situation, detect trends and identify future avenues for research. Our exploratory research has some limitations that we will consider when interpreting results. Our dataset includes only privacy breaches reported publicly. Despite their reporting obligations, not all businesses report privacy breaches to the OPC. When they do, they avoid disclosing them to the

public. Nevertheless, this research will contribute to the knowledge about the detection and prevention of data breaches in Canada.

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Medical Tourism: Greece vs Thailand - A Case Study

NOT AVAILABLE

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Changes in Some Blood Lipid Variables after 8 Week Training and Ostarine Administration

Selective androgen receptor modulators (SARMs) are derivatives of testosterone. They are prohibited by WADA (World Anti-Doping Agency) because of their strong anabolic effect and are still not approved by the FDA (Food and Drug Administration). We conducted an 8-week experiment with rats and the non-steroid representative of SARMs Ostarine. The aim of the study was to investigate the effect of exercise and Ostarine per se, and the combined effect of both of them on blood lipid parameters.

We used 3 months old male Wistar rats (body weight 160-200 g). The rats were taken to the Physiology department two weeks before to start the real experiment. As running on treadmill is a skill which needs to be learned and not all rats want to run, we put each rat for 5 minutes on the treadmill three times a week for the 2 weeks and after that we chose only 40 running rats and divided them into four groups: **A – sedentary group treated with placebo**, **B - sedentary group treated with Ostarine**, **C – training group treated with placebo, D – training group treated with Ostarine.** Ostarine was given to the animals via subcutaneous injections five times a week (with a dose of 0.4 mg/kg bw). The training groups ran on a treadmill for 40 min, five times per week. At the beginning of the experiment the training rats ran for 20 min and every day the duration of the exercise was increased by 5 min until we reached duration of 40 min. The sedentary groups ran 5 min three times a week to maintain their running skills.

At the end of the experiment blood samples were taken to measure plasma triglycerides, total cholesterol and HDL-cholesterol. Statistical

analysis was performed. The values are given as **mean ± SEM.** We found the following results:

1. For triglycerides - in group B (sedentary treated with Ostarine) there was a tendency for higher values than in group A (sedentary treated with placebo) - 0.49 ± 0.05 mmol/L vs. 0.36 ± 0.03 mmol/L, P-NS.

2. In group B (sedentary with Ostarine) we found higher values of HDL-cholesterol than in group A (sedentary treated with placebo) - 1.7 ± 0.07 mmol/L vs. 1.26 ± 0.04 mmol/L (P < 0.001). The rats of the other Ostarine-treated group D (training) also had higher values of plasma HDL-cholesterol than group A (1.54 ± 0.08 mmol/L vs. 1.26 ± 0.04 mmol/L, P < 0.05).

3. The rats of group B (sedentary with Ostarine) had higher values of plasma total cholesterol than rats of group A (1.92 ± 0.07 mmol/L vs. 1.47 ± 0.05 mmol/L, p < 0.001), than the rats of group C (1.92 ± 0.07 mmol/L vs. 1.65 ± 0.08 mmol/L, P < 0.05), and group D (1.92 ± 0.07 mmol/L to 1.68 ± 0.07 mmol/L, P < 0.05).

In conclusion Ostarine increases triglycerides and total cholesterol in the untrained group and increases HDL-cholesterol in both trained and untrained groups.

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Buying Political Reality in the United States

With so much media attention on the presidential campaigns in the United States, how do voters learn about candidates for other offices? On local TV news, political ads create the reality of local races—a reality that is not meant to inform voters but to persuade them. Voters are left to their own devices to fill in the space between what the ads say—the bought reality—and what political stories used to cover.

In the 2016 Presidential campaign, Hillary Clinton accounted for 75 percent of the political ads that appeared on broadcast television, while Donald Trump accounted for only 25 percent. Under normal circumstances, that would have produced a Clinton win—more ads, more votes. But, Trump had a trump card. It was the mainstream media. While Clinton had to pay for coverage, Trump got it for free. It was worth $5 billion, 10 times the total money that he raised.

Trump's tweets were irresistible to television as he made one over-the-top statement after another, beginning with his characterization of Mexican immigrants when he announced his candidacy in 2015. There were others including his ominous statement three weeks before the election that he would abide by the outcome "only if I win". He said the same thing in 2020.

Broadcast television knew a reality TV star when it saw one. Its coverage of the campaign was laid bare in the comment of then-CBS president Les Moonves, who characterized the campaign as a "circus" that "may not be good for America, but it's damn good for CBS". It was not only the sheer volume of the coverage, it was also its prominence. Trump's tweets in *reaction* to an opponent's statement were often covered *before* the statement. He suffered no negative consequences from his tweets—comments that would have been disqualifying in previous campaigns. Quite the opposite, as he doubled down on his claims, he garnered increased support from his most avid followers.

However, the down-ballot races—for the US House of Representatives and Senate—the 2016 campaign looked very much like previous elections. Political ads, not tweets, carried the messages of candidates because they did not enjoy the celebrity of the presidential contenders. Therefore, local television stations inundated citizens with political ads that often proclaimed mutually exclusive realities. More than three-fourths of the political ads that US citizens saw during a white-hot presidential campaign were directed at races that were ***not***

for the presidency. More importantly, they did not even recognize that imbalance.

The presidential race had enough coverage to make it seem that there were no other races being contested. It literally consumed all the air in the room. But that is the point. For the down-ballot races, political ads became critically important for candidates to advance their messages. And they used television news to do that. What did that mean for political ads, money and coverage?

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Is There a Future for the Book? A Case Study of Sub-Cultural Children's Literature in Israel

Scholars of Israeli children's literature have recently noticed an interesting socio-literary phenomenon: the emergence of an entirely new branch in Israeli children's literature, namely the ultra-orthodox children's literature. The ultra-orthodox sector is characterized by strict observance of all Jewish commandments, placing great emphasis on family life, and personal modesty. They strive to insulate themselves from surrounding secular society and to achieve maximal cultural and social segregation. Trying to minimize their consumption of the secular media, printed and electronic, they have developed their own subculture and recreational activities, isolated from the mainstream literary life in Israel.

The objectives of the present exploratory study were:

1. To assess the dimensions and the growth rate of this unique branch of children literature.
2. To find its main topics and genres.
3. To gain knowledge concerning its authors opinions and attitudes towards various facets of the Israeli society, including their own sector.

In the lack of a detailed and comprehensive list, the books had to be sought in various school and community libraries of the ultra-orthodox sector. Of an assumed population of about 6000 such books, more than 1000 were located, for which formal bibliographical details were recorded as well as in-depth content analysis.

This special group of 'sectorial' books was found to have several unique features, distinguishing it from the rest of children's books published in Israel.

1. Rate of growth: an enormous increase started in the 1970's, and gained greater momentum from 1980 on, raising the proportion of these books to about 20% of the total number of children's books published in Israel. The reasons of this rapid increase have been probably an interesting combination of demographic and socio-educational factors. 2. The ultra-orthodox children's literature differs considerably from the regular Israeli children's

literature regarding genres, themes, titles, content and story-occurrence periods.

2. This children literature is a didactic one, motivated by the authors' and publishers' educational goals, who feel 'recruited' and committed to their mission, being affiliated with this sector.
3. Sociologically, this unique children's literature could be viewed as one of the means by which a religious-cultural minority attempts to educate its young generation, according to a certain sub-culture, with maximal separation from the surrounding general secular culture.
4. Thus, one may predict that books reading and use are not going to vanish from daily life as far as this sector is concerned.

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Gender Differences in Self-assessment of the Selected Bossing and Leadership Factors by Business Managers

Exploring gender differences is one of the essential and typical areas of research in the social sciences. It also plays an important role in leadership styles and undesirable behaviors of managers. In the proposed paper we therefore assume that there are statistically significant gender differences in the self-assessment of bossing factors between business managers, as well as in the self-assessment of paternalistic leadership style attributes between business managers. The research sample consisted of 631 business managers, of which 367 (58.2%) were women and 264 (41.8%) were men aged between 25 and 68 years (M = 33.91 years, SD = 9.355). 108 (17.1%) of the addressed business managers were from the top management, 161 (25.5%) of business managers were from the middle management, and 362 (57.4%) of business managers were first-level managers. Gender differences between the selected factors of bossing self-assessment by business managers were detected using BOSS(m) methodology and gender differences between the selected attributes of paternalistic leadership style in business management were recorded by means of the PL28 methodology. For identification of these differences, Student's t-test for two independent samples was used and calculated in the IBM SPSS Statistics 26 statistical software. Based on the research results we conclude that there were statistically significant gender differences detected in the BOSS(m) factors of Communication-Aimed Bossing, Psyche-Aimed Bossing and the overall Bossing score, as well as in the PL28 factors of Lenient, Authoritarian and Moral leading.

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