THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

11th Annual International Colloquium on Branding
24-27 July 2023 Athens, Greece

Edited by
Cleopatra Veloutsou & Olga Gkounta

2023

Abstracts
11^{th} Annual International Colloquium on Branding

24-27 July 2023, Athens, Greece

Edited by

Cleopatra Veloutsou & Olga Gkounta

First published in Athens, Greece by the Athens Institute for Education and Research.
ISBN: 978-960-598-597-4

9 Chalkokondili Street
10677 Athens, Greece
www.atiner.gr

TABLE OF CONTENTS

(In Alphabetical Order by Author's Family Name)

Preface

This book includes the abstracts of all the papers presented at the *11th Annual International Colloquium on Branding* (20-24 July 2023), 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 conference (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the conference 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 Abtracts of Proceedings, 2013-2023*

Year	Papers	Countries	References
2023	33	15	Veloutsou and Gkounta (2023)
2022	29	17	Veloutsou and Gkounta (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 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 symposium and its subsequent publications together.

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 conference.

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 11th Annual International Colloquium on Branding accomplished this goal by bringing together academics and scholars from 15 different countries (Bulgaria, Canada, China, France, Germany, India, Portugal, Romania, South Africa, Spain, Switzerland, Taiwan, Tunisia, Türkiye, USA), which brought in the conference 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 conference 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

11th Annual International Colloquium on Branding, 20-24 July 2023, 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, U.K.

FINAL CONFERENCE PROGRAM

11th Annual International Colloquium on Branding, 20-24 July 2023, Athens, Greece

PROGRAM

08.30-09.15
Registration

09:15-10:00
Opening and Welcoming Remarks:

- **Gregory T. Papanikos**, President, ATINER.

10:00-11:30 Session 1
Moderator: Peter Koveos, Professor, Syracuse University, USA.

1. **Yi-Hsuan Gloria Lo**, Professor, National Taiwan University of Science and Technology, Taiwan.
   Michelle Meng-Ding Liu, PhD Student, National Taiwan University of Science and Technology, Taiwan.
   ***Title**: Crossing the Boundary between an EFL. Multiliteracies Classroom and the Industry: The Perspective of Academic versus the Industry.*
2. **Ester Ulloa-Unanue**, Professor, Cadiz University, Spain.
   Sofia Perez de Guzman-Padron, Associate Professor, Cadiz University, Spain.
   Marcela Iglesias-Onofrio, Professor, Cadiz University, Spain.
   ***Title**: The Platform Economy: Innovative Strategies from A Traditional Trade Union.*
3. **Julian Arevalo**, Senior Fellow, University of Basel, Switzerland.
   ***Title**: Uncertain Readiness: Process Design and Complexity Reduction in Peace Negotiations.*

Discussion

11:30-13:30 Session 2
Moderator: Julian Arevalo, Senior Fellow, University of Basel, Switzerland.

1. **Peter Koveos**, Professor, Syracuse University, USA.
   ***Title**: Chinese Enterprises in Africa.*
2. **Gregory T. Papanikos**, President, ATINER.
   ***Title**: Variations of Self-Employed in the Eurozone Countries: The Role of Corruption and Wage Rate Growth.*
3. **Anastasios Elemes**, Associate Professor, ESSEC Business School, France.
   Travis Chow, Assistant Professor, University of Hong Kong, China.
   Kenneth Klassen, Professor, University of Waterloo, Canada.
   ***Title**: Audit-Firm Cross-Border Integration and Client-Firm Tax-Motivated Income Shifting: Evidence from PwC Europe.*

Discussion

13:30-15:00 Session 3
Moderator: Maria Kosma, Associate Professor, Louisiana State University, USA.

1. **Rahşan Inal**, Assistant Professor, Erzincan Binali Yildirim University, Turkey.
   ***Title**: Sport as a Field of Struggle.*
2. **Lefose Makgahlelam**, Associate Professor, University of Limpopo, South Africa.
   ***Title**: The Use of Electronic Information Resources by Postgraduate Students at the University of Limpopo.*
3. **Koketso Manamela**, Lecturer, University of South Africa, South Africa.
   ***Title**: Bibliometric Analysis of the Fourth Industrial Revolution Literature Related to Libraries:*

2013-2021.

Discussion

15:00-16:00 Discussion + Lunch

16:00-18:00 Session 4
Moderator: Olga Gkounta, Researcher, ATINER.

1. **Veselin Vasilev**, Assistant Professor, Medical University Plovdiv, Bulgaria.
   Nikolay Boyadjiev, Professor, Medical University Plovdiv, Bulgaria.
   Katerina Georgieva, Professor, Medical University Plovdiv, Bulgaria.
   Title*: Effects of Ostarine and Training on Some Metabolic Indices.*
2. **Chanté Johannes**, PhD Candidate, University of the Western Cape, South Africa.
   Lloyd L. Leach, Professor, University of the Western Cape, South Africa.
   Nicolette V. Roman, Professor, University of the Western Cape, South Africa.
   Simone Titus, Professor, University of the Western Cape, South Africa.
   Sunday Onagbiye, Professor, University of the Western Cape, South Africa.
   Title*: The Relationship between Psychosocial Factors and Physical Activity among Undergraduate University Students.*
3. **Marsa Daniel**, Teaching Associate, University of Washington, USA.
   Title*: Honoring the Biopsychosocial Needs of Female Athlete and Teams: How the University of Washington's IAL Program is Preparing Coaches to Best Support Female Athletes.*

Discussion

18:00-20:00 Session 5
Moderator: Olga Gkounta, Researcher, ATINER.

1. **Yunus Emre Ozigci**, Deputy Head, Embassy of Turkey in Nairobi, Turkiye.
   Title*: Ontological and Temporal Complications of the Social Sciences' Approach to the Intersubjectivity: The Example of the Constructivism in the IR Field.*
2. **Arya Rachel Thomas**, PhD Student, Indian Institute of Technology Madras, India.
   Umakant Dash, Director, Institute of Rural Management Anand (IRMA), India.
   Santosh Kumar Sahu, Associate Professor, Indian Institute of Technology Madras, India.
   Title*: Illnesses and Hardship Financing in India: An Evaluation of Inpatient and Outpatient Cases, 2014-18.*
3. **Saladdin Ahmed**, Visiting Professor, Union College, Schenectady, USA.
   Title*: Auracide: A New Concept for Critical Analysis of Social Space.*
4. **Yan Ma**, Professor, University of Rhode Island, USA.
   Title*: Visual Literacy Research Spectrum: Paradigm Expansion for the Field of Information.*

Discussion

20:30-22:30
Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music and dance)

Tuesday 25 July 2023

Session 6	
09:30-11:30 Session 6a **A Special Session on "Confronting the Artificial Intelligence Reality: Managing the Academic Response"** **Moderator: Mr. Kostas Spyropoulos** (ATINER Administration).	**07:30-10:30** **Old and New-An Educational Urban Walk**

1. **Helene Jeannin**, Researcher Sociologist, Orange Innovation, France. *Title: The Emergence and Spread of the AI for Good Movement.* 2. **Ali Abusalem**, Director, Center for Higher Education Futures (CHEF), ATINER & Course Coordinator, Kent Institute Australia & External Member of Academic Board, Elite Education Institute, Australia. 3. **Lorraine Bennett**, Deputy Director, Center for Higher Education Futures (CHEF), ATINER &Managing Director, Lorraine Bennett Learning and Teaching Consultancy, Australia. **Discussion**	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: Zappion, 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.

11:30-13:30 Session 7
Moderator: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.

1. **Samy Belaid**, Professor, EM Normandie Business School, France.
   Saoussen Abdelkader, Associate Professor, Laboratory "Valorization of the Natural and Cultural Heritage (VPNC)", Tunisia.
   Title: *Breaking Digital Stereotypes: An Exploration of Mature Female Influencers on TikTok.*
2. **Demos Vardiabasis**, Professor of Economics, Pepperdine University, USA.
   Perla Quintana, Adjunct Professor and Executive Director, Pepperdine University, USA.
   John Carnesale, Adjunct Professor, Pepperdine University, USA.
   Title: *Adaptive Leadership within Social, Political, and Economic Interpretations; Behavioral, Communication Constructs.*

Discussion

13:30-15:00 Session 8
Moderator: George S. Tsagaris, Deputy Director, Sociology Unit, ATINER & Associate Professor, Cleveland State University, USA.

1. **LaVerne Seales**, Associate Professor, California Lutheran University, USA.
   Title: *From Latin America to the United States: An Autoethnographic Study.*
2. **Sofia Perez de Guzman**, Associate Professor, Cadiz University, Spain.
   Marcela Iglesias-Onofrio, Professor, Cadiz University, Spain.
   Ester Ulloa-Unanue, Professor, Cadiz University, Spain.
   Title: *The Long and Conflictive Path towards the Promulgation of the Spanish "Rider Law". An Example of Institutional Experimentation in the Regulation of Work in the Platform Economy.*
3. **Georgios Lampropoulos**, Core Faculty, The Michigan School of Psychology, USA.
   Title: *"Blue Spaces" and Mental Health: An Interdisciplinary Review of the Literature and A Research Agenda for Psychology.*

Discussion

15:00-16:00 Discussion + Lunch

16:00-18:00 Session 9
Moderator: Olga Gkounta, Researcher, ATINER.

1. **Joseph Dolphin**, PhD Scholar, Indian Institute of Technology, India.

Title: How Does Machine Intelligence (AI, ML, XR) Affect the S-D Logic–Informed Customer Engagement Foundational Processes, and Customer Engagement: Insights from Review of Academic Literature and Marketplace Innovations & Technology Trends.

2. **Jorge Cerdeira**, Assistant Professor, University of Porto, Portugal.
   ***Title**: Too Much of a Good Thing? The Concave Impact of Corruption on Firm Performance.*
3. **Warveni Jap**, Assitant Professor, Thompson Rivers University, Canada.
   ***Title**: Transformative Impacts on China's Country Branding through Major- and Mega-Events Co-Branding.*
4. **Simona Stan**, Professor, University of Montana, USA.
   Carmen Barb, Lecturer, Lucian Blaga University of Sibiu, Romania.
   ***Title**: Local Branding: Effects of Conditions and Congruence among Local Identity Levels.*
5. **Maria Kalyvaki**, Assistant Professor, Minnesota State University, USA.
   ***Title**: A Study on Crisis Communication in the Food Industry and its Impact on Marketing.*
6. **Richard Christy**, Associate Professor, Wilfrid Laurier University, Canada.
   ***Title**: Political Change and 21st Century Governance: Monarchies and Republics and the Unraveling of Civility.*

Discussion

18:00-20:00 Session 10
Moderator: Olga Gkounta, Researcher, ATINER.

1. **Mahya Kasaeian**, Master Student, University of Applied Management Studies, Mannheim, Germany.
   Hans Rüdiger Kaufmann, Professor, University of Applied Management Studies, Mannheim, Germany.
   ***Title**: The Impact of the Metaverse on Iranian Smes' Brand Identity.*
2. **Carla Sequeira**, Researcher, University of Porto, Portugal.
   ***Title**: The Noble & Murat Brand, from Exporter to Port Wine Producer.*
3. **Peter Baur**, Professor, University of Johannesburg, South Africa.
   ***Title**: Using A Mentoring Program to Assist Practitioners within the Visual and Performing Arts to Facilitate Small Business Development within South Africa.*
4. **Deborah Helman**, Professor, DeVry University, USA.
   ***Title**: F1, Ted Lasso and All That…*
5. **Michael Gendron**, Professor, Central Connecticut State University, USA.
   Abdullah Oguz, Assistant Professor Central Connecticut State University, USA.
   Jeffery Peck, Adjunct Lecturer, Central Connecticut State University, USA.
   ***Title**: The True Value of Blockchain.*

Discussion

20:00-21:30
Dinner

Wednesday 26 July 2023
An Educational Visit to Selected Islands
or
Mycenae Visit

Thursday 27 July 2023
Visiting the Oracle of Delphi

Friday 28 July 2023
Visiting the Ancient Corinth and Cape Sounio

Saladdin Ahmed
Visiting Professor, Union College, Schenectady, USA

Auracide: A New Concept for Critical Analysis of Social Space

Auracide would serve us well in the discussion about and as an alternative to urbicide and spatiocide. Strictly speaking, it is neither the city nor space as such that is killed in circumstances of racist segregation of the inhabitants of a city or a territory unless the city or the territory is actually emptied or almost emptied from people, which is usually not what scholars who adopt the term urbicide or spatiocide have in mind even though they might agree that such forms of destruction of human geography would also constitute urbicide or spatiocide. I propose *auracide* as a more accurate term to conceptualize what actually takes place when a city or a region is subjected to the oppressive exercise of biopower or biopolitical social engineering. Although urbicide and spatiocide make sense metaphorically and their use could be justified to emphasize what otherwise would continue to be underrepresented, *auracide* would be more compatible with the analytic purposes of a critical theory of social space. In most cases, what is eliminated is not the city or the space but something about the city or the social space in question. That something that is destroyed is aura, so what takes place could be called *auracide*. Indeed, as I have argued elsewhere, the systematic destruction of spatial aura is at the heart of the production of totalitarian space and totalitarianism.

Julian Arevalo
Senior Fellow, University of Basel, Switzerland

Uncertain Readiness: Process Design and Complexity Reduction in Peace Negotiations

The reasons for the failure of peace negotiations are a matter of debate among scholars and practitioners. Variables such as the ripeness of the conflict or bad faith in the negotiations are often presented as key explanatory variables behind such outcomes.

Drawing on the author's experience in peace negotiations and interviews with government officials, rebel leaders and third parties, this paper argues that in moving from conflict to peace negotiations, the parties face different levels of uncertainty associated with the new complex scenario.

The way in which the negotiation addresses the key drivers of uncertainty will provide the parties with information they can use to reduce the complexity of the problem and thus decide whether to invest more effort in the negotiation - thereby increasing the chances of reaching an agreement - or to use the process strategically for other purposes.

In contrast to other approaches, which assume that the structural variables of the conflict determine the behaviour of the parties in negotiations, this approach assumes that many parties enter peace negotiations uncertain about which path to take. That is, they face uncertain readiness and the negotiation will provide the information they need to decide in which direction to go.

Peter Baur
Professor, University of Johannesburg, South Africa

Using a Mentoring Program to Assist Practitioners within the Visual and Performing Arts to Facilitate Small Business Development within South Africa

This paper aims to examine the success of mentoring within the visual arts sector to further improve on sustainable local economic development. This chapter applies machine learning and the Latent Dirichlet Allocation technique to model the experiences and expectations of practitioners within the arts industry as they work through a mentoring process, post-COVID-19.

The findings indicate a positive relationship in some areas of business development within the visual arts sector. Preliminary studies have indicated that the impact is more pronounced across gender differences. The findings of this study also indicate that, while the mentoring process has been largely successful, there are structural overarching factors which remain a barrier to developing mentoring programs post-COVID-19. One key element is the limited availability of technological infrastructure within South Africa to support the mentoring process.

However, from this analysis, it becomes apparent that the mentoring process contributes significantly towards developing suitable business strategies for practitioners in the arts and cultural sector, enabling better business practice and local economic development.

Mentoring is an effective approach to developing a healthy behavior change for practitioners in the cultural industry. Mentoring permits the incorporation of skill-building activities and the reinforcement of self-regulation activities. Mentoring allows individuals and groups to engage by providing a platform for support. This chapter explores the development of a mentoring program by the Arts and Culture Trust to better prepare practitioners within the arts and cultural sector to develop sustainable business models and goes a long way to facilitate sustainable local economic development.

Samy Belaid
Professor, EM Normandie Business School, France
&
Saoussen Abdelkader
Associate Professor, Laboratory "Valorization of the Natural and Cultural Heritage (VPNC)", Tunisia

Breaking Digital Stereotypes: An Exploration of Mature Female Influencers on TikTok

Social media platforms have irrevocably disrupted the dynamics of interpersonal interaction, communication, and content consumption. TikTok has become a powerful medium among diverse platforms, captivating users across demographic spectrums. Initially perceived as a youthful platform, TikTok's user profile has witnessed a paradigm shift with a burgeoning presence of mature individuals who are not just consumers but influential content creators (social Media Trends in Hootsuit, 2023). TikTok is utilized by 56% of brands using influencer marketing, and it becomes the most popular influencer marketing channel, jumping ahead of Instagram (51%) for the first time, and well ahead of Facebook (42%) and YouTube (38%) (Marketing Benchmark Report 2023).

Daily, TikTok sees an influx of approximately a million new adult users, signifying a robust trend in the platform's adoption among the adult demographic (Patard, 2022). These adults have transitioned from passive consumers to active content creators with extensive follower bases, specifically among mature women (Ng et al., 2022). An upsurge in mature female content creators on TikTok illuminates societal shifts, debunking the stereotype that matures women are consigned to social invisibility and disempowerment (Borland and Akhram, 2007).

In the prevailing influencer marketing landscape, 75% of communications budgets target young people, especially millennials, an ultra-connected generation not interested in traditional media (Chevalier, 2020). Today, with the emergence of over 70 influencers, content creators and communications professionals are starting to realize the rise of a market made up of a more mature generation, presenting opportunities for business development, especially in the fashion sector (Farinosi & Fortunati, 2020)

As such, influencer marketing professionals underscore brands' escalating interest in engaging with mature influencers, who, by connecting with consumers wielding higher purchasing power (Devaux, 2022), offer distinctive advantages, especially compared to teenagers and young adults. Despite this industry-wide cognizance of mature influencers on TikTok, the academic sphere needs more comprehensive studies on this phenomenon. Antunes et al. (2022) advocate for holistic research on older influencers' communication strategies, practices, and roles in the influencer economy in response to this academic gap.

Crevier (2022) also highlights a broader research gap concerning mature female influencers on Instagram. With TikTok's resurgence (Barta et al., 2023), there is anticipation for studies exploring follower responses to marketing influencers on the platform. Miranda et al. (2022) suggest probing into digital influencers' motivations and the factors enhancing their ability to influence their followers. They emphasize the digital space occupied by influencers, their voice in an environment that prizes precise command over digital tools and features and challenges the preconceived notions and age-related prejudices that often undermine the digital competency of older individuals.

The current study seeks to augment the existing literature on a burgeoning and intriguing phenomenon: mature female influencers on social media, which is now a concrete reality. Exploring cyber-consumers' perceptions of these mature influencers would provide invaluable insights. Predicated on their digital representation, brands engage with these influencers to foster enduring relationships and maintain credibility with their audiences (Adhepeau, 2022). Through this exploratory investigation, we aim to offer an expansive perspective on the phenomenon of mature female influencers, elucidating their significance to their followers on a specific social media platform, "TikTok."

Jorge Cerdeira
Assistant Professor, University of Porto, Portugal

Too Much of a Good Thing? The Concave Impact of Corruption on Firm Performance

We investigate whether the impact of corruption on firm-level performance shows a concave pattern. We measure corruption with a continuous variable of firm-level bribe payments from the World Bank Enterprise Surveys. Our dataset includes 23 327 firms from 140 developing and emerging countries from 2006 to 2020. Using four measures of firm performance and instrumental variables estimation, we find that corruption has a negative linear impact on measures directly linked to market performance, but a concave impact on measures focusing on inner processes. Further, larger firms and foreign firms are less negatively impacted by corruption. Importantly, controlling for a concave relation amplifies the differences across different types of firms.

Richard Christy
Associate Professor, Wilfrid Laurier University, Canada

Subjective and Objective Knowledge and Mass Communication: The Unraveling of Civility?

History informs that the ideological foundation of a society and its institutions can be lost by willful neglect or the systematic deconstruction of its culture and social order. In a world of mass communication, what role do journalists, commentators, political analysis, and the producer of “news” play if any, in the systematic deconstruction of the social and the civil by the questions asked, the emphasis on subjective rather than objective knowledge, and repetitious messaging? In the 21st century, when everyone is expected to have an opinion, is it possible there is a systematic deconstruction of community, society, and civility all in the name of communication? What does coverage of the State Funeral of Queen Elizabeth II illustrate about the opinions of the pundits, commentators, political analysis, and network hosts? How would the concepts on the types of authority according to Weber and the significance of public ceremony and ritual by Durkheim explain the national and international behavior of millions? Unable to articulate a convincing objective narrative of the expressions of the sorrow and loss of millions, were the media compelled to refocus attention away from the depth of the moment and speculate on the future of monarchy? Were these discussions during the period of national and international mourning a systematic deconstruction of respect, curtesy, good manners, civility, and social structure because of their collective historical and constitutional illiteracy? Were the pundits, commentators, political analysis, and the producers of “news” forced to engage in speculations to create a “story” because of their collective disbelief at the enduring magnitude of traditional authority, as defined by Weber? Were viewers witnessing the inability of mass media to comprehend the impact and the need for public ceremony and ritual, as defined by Durkheim? Or were viewers observing an effort by the media at the systematic deconstruction of the ideological foundation of societies?

Marsa Daniel
Teaching Associate, University of Washington, USA

Honoring the Biopsychosocial Needs of Female Athletes and Teams

The needs of female athletes differ from those of male athletes, yet most coaches and teams adopt training programs and sport practices that are built around male physiology. The outcomes of favoring training methods shaped around male physiology range from suppressed performance outcomes, to increased risk of injury and burnout, to severe endocrine dysfunction.

The University of Washington's Center for Leadership in Athletics, based in the College of Education, is committed to facing these tensions in sport by equipping coaches and sport leaders with research-based tools and strategies that will ignite change and honor the needs of historically under-researched and under-served populations such as female athletes.

In this lecture, we discuss how to create sport spaces and training practices that support the health and well-being of female athletes *while simultaneously* supporting female athletes in reaching their optimal level of performance.

Joseph Dolphin
PhD Scholar, Indian Institute of Technology, India

How Does Machine Intelligence (AI, ML, XR) Affect the S-D Logic–Informed Customer Engagement Foundational Processes, and Customer Engagement: Insights from Review of Academic Literature and Marketplace Innovations & Technology Trends

This paper explores how machine intelligence affects customer engagement foundational processes and customer engagement through an academic literature review and marketplace innovations & technology trends. Through this study, the author attempted to integrate two service-dominant logic-driven frameworks of extended service design and an S-D logic-informed customer engagement framework. Thereby attempting to systematically explore how machine intelligence affects customer engagement foundational processes and customer engagement.

Six propositions were designed based on the review, with respect to the four conceptual building blocks of extended service design – Purpose, Design Material, Processes, and Actor Involvement; and mapped against the S-D logic informed Customer Engagement framework, of three foundation processes of Customer Learning, Customer Knowledge Sharing and Customer Resource Integration; and also the S-D logic informed Customer Engagement framework, of three benefits of Customer Cocreation, Customer Interpersonal Operant Resource Development, and Customer Individual Operant Resource Development.

To explore this research question and to develop an integrative view that unifies and consolidates and harmonizes the fragmented perspectives on how machine intelligence (AI, ML, and XR) affects customer engagement, 6 propositions have been developed.

Academic literature review and marketplace innovations & technology trends clearly indicate that machine intelligence is center stage today as a platform, conduit, and enabler of value creation in a service eco-system. The review also suggests scenarios where machine intelligence is an actor within the service ecosystem performing as a digital actor (e.g., customer, employee, or firm).

The review also highlights that Machine Intelligence is still in the nascent stage of adoption in several industries, businesses, and functions; and there are several research areas especially in designing

an extended service design aligned with a customer engagement framework, both from a service-dominant perspective.

Managers can work thru this framework to continuously design machine intelligence platforms, processes, and deep-dive into actor interactions, against customer knowledge sharing, customer resource integration, and customer learning. To systematically identify, validate, enable and realize the building blocks of service design to improve customer engagement. And maximize benefits of customer engagement of customer co-creation, customer interpersonal operant resource development, and customer individual operant resource development.

The author proposes future scholars take any of the six propositions and try to do an in-depth study of the implementation within an organizational frame. Researchers can also study the proposition and the integrated framework under various scenarios like COVID-19, where businesses are more concerned about the disengagement of customers instead of customer engagement.

Anastasios Elemes
Associate Professor, ESSEC Business School, France
Travis Chow
Assistant Professor, University of Hong Kong, China
&
Kenneth Klassen
Professor, University of Waterloo, Canada

Audit-Firm Cross-Border Integration and Client-Firm Tax-Motivated Income Shifting: Evidence from PwC Europe

We examine the implications of audit-firm cross-border integration for client-firm tax planning in a unique setting: the formation of PwC Europe in 2012, an alliance of local member firms of the PwC network in Central Europe. Using a difference-in-difference research design around the entrance of PwC Germany, Netherlands, and Belgium into PwC Europe, we find that income shifting increases for business group client affiliates that are audited by members of the alliance relative to control affiliates after the formation of PwC's collaborative association. Our results suggest that the effect of PwC Europe on client-firm income shifting persists and remains largely unaffected subsequent to the implementation of Country-by-Country reporting (CbCr) in 2016, which aimed at curbing base erosion and profit shifting. We also find evidence consistent with group client firms audited by members of PwC Europe optimizing their cross-border tax planning strategies by strategically allocating debt among group affiliates and by incorporating the differential income shifting incentives of loss affiliates. Our study is the first to provide empirical evidence of the role of audit-firm networks in facilitating client-firm cross-border tax planning and to document the importance of audit-firm cross-border integration for client-firm tax-motivated income shifting.

Michael Gendron
Professor, Central Connecticut State University, USA
Abdullah Oguz
Assistant Professor Central Connecticut State University, USA
&
Jeffery Peck
Adjunct Lecturer, Central Connecticut State University, USA

The True Value of Blockchain

Blockchain has been touted as a technology that offers anonymity for financial transactions and could replace fiat currency. Additionally, many other value-producing properties must be explored to understand this technology's full potential. These properties apply to cryptocurrency and business transactions, including supply chain traceability, insurance, digital arts, and real estate, generating social benefits and safeguarding personal information. Some of these properties include:

- **Securing network transactions:** Transactions must be secured, especially in our global economy. It is essential that you can perform transactions and share assets among partners with minimal risk. Examples of these assets are money, purchase orders, and invoices. Blockchain can also be used to solve the double-spend problem.
- **Trust through consensus and participating peers:** Blockchain protocols provide many properties that enhance trust through its consensus model.
- **Alignment of incentives:** The incentives for stakeholders are aligned with their interests when a blockchain is created. This alignment gives stakeholders an "equal share of the pie" in the transactions, promoting equity.
- **Transparency:** Blockchain uses a distributed ledger for transactions so individuals can view the same data in multiple locations allowing greater transparency. These records are immutable, which virtually eliminates the opportunity for fraud.
- **Instant Traceability:** Blockchain creates an audit trail allowing instant traceability. This can benefit customers with accurate transactional records and expose weaknesses in an organization's supply chains.
- **Decentralized Structure:** Stakeholders in a supply chain benefit from blockchain by accessing information from other participants in the supply chain through the decentralized data source, creating a trusted

source of truth for all parties to utilize.

These and other attributes of blockchain technology will be covered, as will a model for creating value within a blockchain.

Deborah Helman
Professor, DeVry University, USA

F1, Ted Lasso and All That…

This paper explores the expansion of sports related brands in the USA and the underlying drivers of success that emanate from a convergence of enabling technologies, networks and brands and their potential for success based on the 6Ps of profitability, productivity, producibility, partnerships, planetcare and people.

Rahşan Inal
Assistant Professor, Erzincan Binali Yildirim University, Turkey

Sport as a Field of Struggle

Activism by athletes, sports clubs, or sports spectators has a long history. Studying this history as sports activism parallels the critique of functionalism, the dominant paradigm of sports sociology in the 1960s and 1970s. Sports activism led by athletes showed that sport, as one of the institutions in civil society where the ruling class established its cultural, economic, and social hegemony, could also be a site of conflict and resistance. In 1967, Harry Edwards, the founder of the Olympic Human Rights Project, did seminal work for the sociology of sport focusing on black athlete activism. Activist movements have diversified with forms such as the "taking the knee, me too movement, speaking out" and have met and continue to meet large masses through social media. Today, sports activism, which can be considered in a very broad framework, includes not only athletes but also football fan groups and sports clubs. This diversity has brought about typology experiments in the study of sports activism. This study aims to evaluate sports activism in Turkey within the framework of typologies of sports activism developed with the possibilities of historical sociology and hegemony theory. The typology of sports activism created by Cooper, Macaulay, and Rodriguez and the perspective of hegemony theory in sports were utilized. In this qualitative research design, the digital archives of four major newspapers in Turkey and sports activism literature were reviewed. As a result, it was determined that while sports activism in Turkey exists with athletes, football fans, and alternative football clubs/leagues, the activist movements do not disappear in periods when "force" rises. It was concluded that athlete activism might be limited, but activism within alternative football clubs/leagues and football fan groups is well widespread.

Warveni Jap
Assistant Professor, Thompson Rivers University, Canada

Transformative Impacts on China's Country Branding through Major- and Mega-Events Co-Branding

This study is a narrative review method to review China's effective and successful country branding transformation through major- and mega-events cobranding since 2008. Before Beijing Olympic Game 2008, China country brand image and brand positioning were very inconsistent and confusing internationally. With careful and dedicated commitment to Beijing Olympic Game 2008 and Shanghai Expo 2010, China brand image and repositioning became updated, consistent, and contemporary globally afterwards. Major- and mega-events are playing very important role in developing the host destinations' economy and culture, especially when they are co-branding with global and international events such as Olympic Games, Expos, World Cup, Formula 1, Regional Vehicle Exhibitions, APEC, G-20 summit, BRICS summit, BRI summit, and so forth, that immediately and effectively draw attention and interests from global media and visitors as they are marketed by global publicity. Mega-events include sports, cultural, and business. A primary function of mega-events is to provide the host country with an opportunity for substantial tourism in the host marketplace. Furthermore, China is utilizing the major and mega-events co-branding opportunities not only to promote and update their country brand image and positioning domestically and globally, but also to improve and enrich their country infrastructure, city planning, and citizens' global perspectives effectively and strategically. On the other hand, major- and mega-events provide the host/destinations opportunities to enhance and integrate their services marketing's 7Ps model, namely, product, price, place, promotion, people, process, physical environment. This study will provide some suggestions on effective country brand image and brand positioning management through China's major- and mega-events experiences.

Helene Jeannin
Researcher Sociologist, Orange Innovation, France

The Emergence and Spread of the AI for Good Movement

Artificial Intelligence (AI) algorithms are taking an ever growing place in our lives. Their uses provoke fears, questions and high expectations due to the scale of the promises made. In 2018, UNESCO warned the international community against the risks of AI. “It is our responsibility to lead a universal and enlightened debate [...] in order to enter this new era with our eyes wide open, without sacrificing our values, and to make it [...] to establish a common global foundation of ethical principles,” said its Director-General, Audrey Azoulay.

The years 2015-2016, in particular, marked a real turning point in realizing the importance of the ethical challenges of artificial intelligence. They demonstrate a transition that is both technological and societal. It is about defining values and requirements to be respected to ensure that artificial intelligence serves the interests of human beings. The initiatives in favor of AI Ethics observed from 2015 onwards have been so numerous and vibrant that they have given rise to a craze, which some have dubbed an “ethics rush”, or a “tidal wave”. What do these initiatives involve? What form do they take? Why and how are they being put in place? We will retrace the major steps of the path that led to the emergence and then the spread of the “responsible AI” movement, particularly in three spheres: science, media and politics, as well as businesses and organizations.

Chanté Johannes
PhD Candidate, University of the Western Cape, South Africa
Lloyd. L. Leach
Professor, University of the Western Cape, South Africa
Nicolette. V. Roman
Professor, University of the Western Cape, South Africa
&
Simone Titus
Professor, University of the Western Cape, South Africa
&
Sunday Onagbiye
Professor, University of the Western Cape, South Africa

The Relationship between Psychosocial Factors and Physical Activity among Undergraduate University Students

Introduction

Physical inactivity among undergraduate students is a concern at universities. As recommended by the World Health Organisation, young adults–should participate in at least 150 minutes of moderate-intensity physical activity and/or 75 minutes of vigorous-intensity physical activity per week. Physical activity is beneficial for physical health as well as enhancing the mental health, motivation, and social well-being of undergraduate students. However, students are not meeting the physical activity recommendations, and thus are susceptible to mental health challenges, lack of motivation, and lack of social support within the university environment. Few studies have been conducted focusing on undergraduate students' psychosocial factors and how these impact their physical activity well-being.

Aim

The aim of this paper is to determine the relationship between psychosocial factors influencing physical activity participation among undergraduate university students.

Methods

A cross-sectional study was conducted through an online self-administered questionnaire at a university in September 2022. Data on sociodemographic information was collected. Additionally, psychosocial factors and physical activity levels were obtained. Psychosocial factors were measured using the previously validated questionnaires, namely, the Depression, Anxiety, and Stress Scale 21 (DASS21) for mental health, the Physical Activity and Leisure Motivation Scale (PALMS) for motivation, and the Perceived Social Support from Family (PSS-Fa) and Friends (PSS-Fr) for social support. Physical activity levels were measured using the previously validated International Physical Activity Questionnaire - Short Form (IPAQ-SF) and categorised as "inactive", "minimally active" and "health-enhancing physical activity". The total physical activity levels, measured as MET-min/week, were calculated, as recommended by the IPAQ Consensus Group.

Results

The results indicated that a total of 534 undergraduate students participated in the study. The majority of students were female (53.6%) with a mean age of 20.69 (SD = 2.66). Physical activity levels revealed that almost a third (29%) of undergraduate students fell into the 'inactive" category, 31.1% were minimally active, and 39.9% were in the health-enhancing physical activity category. Correlations between psychosocial factors and total MET-min/week indicated that mental health was significantly correlated to physical activity ($r = 0.101$, $p<0.05$, whereas motivation ($r = 0.010$, $p>0.05$) and social support ($r = -0.006$, $p>0.05$) were not significant.

Conclusion

The results from this study highlight that psychosocial factors should be considered when implementing physical activity promotion strategies amongst university students. The psychosocial factor, mental health, was significant to physical activity participation, whereas motivation and social support were not significant. Physical activity has a positive impact on mental health such as depression, anxiety, and stress. Therefore, future research on mental health should investigate physical activity interventions as a coping strategy among undergraduate university students.

Maria Kalyvaki
Assistant Professor, Minnesota State University, USA

Navigating Crisis: A Study on Crisis Communication in the Food Industry and its Impact on Marketing

The food industry plays a vital role in ensuring the health and well-being of the public, and it is essential that it is prepared to respond effectively to crisis situations. Food-borne illnesses, product recalls, and supply chain disruptions are just a few examples of crises that can have a significant impact on public health and the reputation of the food brand. This research examines the current state of crisis communication within the food industry and its impact on marketing. It highlights the importance of being transparent and timely in communication, being consistent in messaging, using social media, and collaboration with relevant partners to manage the crisis effectively. Moreover, crisis communication can have a significant impact on the marketing of a food company, damaging reputation, and sales which can be difficult to recover from. The findings provide valuable insights into the state of crisis preparedness within the food industry and inform the development of strategies to improve crisis management and communication in the future.

Mahya Kasaeian
Graduate Student, University of Applied Management Studies Mannheim, Germany
&
Hans Rüdiger Kaufmann
Professor, University of Applied Management Studies Mannheim, Germany

The Impact of the Metaverse on Iranian SMEs' Brand Identity

Current digital developments reflect that we are not far from the "digital big bang" of virtual space, where there are no more physical limitations and people interact as Avatars in a three-dimensional virtual environment called the "Metaverse".

This phenomenon certainly influences customers' values and needs, no matter what geographic location they have, and even a developing country like Iran is not excluded from the global economic arena. Currently, small- to medium-sized enterprises (SMEs) utilize the digital world to brand or relaunch their self-image and personality; hence, SMEs face the challenge to be in pace with this new virtual world and investigate the durable effects that the Metaverse may have on their brand identity.

For SMEs, this new environment sounds like a great new opportunity to effectively position themselves, but the question arises if the implied costs for this new positioning are paid off by the impacts that the Metaverse may have on their brand identity.

Realizing the necessity of having the same pace or even outpacing consumer demand in this technological development is a crucial issue in every enterprise's life cycle. In the content of brand strategies, which are an inseparable part of brand identity, it is, hence, vital to investigate the potential of new technology trends, such as the metaverse, in order to create an entirely customized environment for their audience. On the other hand, what we regard as brand identity, referring to a name, logo, colors, design, or personality, is exactly how enterprises are perceived by the audience's eye, and even the slightest changes may cause great and unpredictable implications.

Brand Identity is a more focused examination of the effects of the metaverse on business in a virtual realm that is still uncharted and intriguing to researchers. It is still too early to tell whether brand identity should or does change under the pressure of a new trend, but it is obvious that learning about and exploring this new phenomenon should be a priority for owners and marketers of SMEs. A developing country such as the Iran faces the dilemma of being challenged by different serious economic pressures whilst getting the chance to act universally and feel that rapid growth can create a desirable, though hard and unpredictable, conditions for SMEs located.

The power of the metaverse is somehow still not transparent and measurable and Its effects are still hidden and can be of an either good or bad nature. This research aims to inform owners and marketers of small and medium-sized enterprises in Iran about the nature of the Metaverse's consequences to enable them to act consciously.

The subject's well-being, brand identity, and perceived service fineness play a role of mediation in the relationship between experience marketing and customer citizenship behavior. But Zichen's study only analyzes the mediator variables such as Brand identity which are existing in the relationship between experimental marketing and customer citizenship behavior and does not discuss other possible moderator variables and future research should relate to other brands or industries (Zichen Wang, 2021). Therefore, the metaverse and its impact on Brand identity, as mediator and/or moderator variables for the relationship between experimental marketing and customer citizenship behavior in the new virtual world in emerging economies still represent a gap in research. In addition, recruiting SMEs with different brands is a part of this research. The potential of Second Life for branding and marketing has only recently been explored by businesses, but there is a feeling that the Metaverse presents even more opportunities for businesses to create immersive and engaging brand experiences. Currently, businesses are just beginning to explore the potential of Second Life for branding and marketing (Seok, 2021). Based on previous research results, the fashion brands' marketing via metaverse can be applied by focusing on Virtual Fitting services using the VR and AR technologies, considering the creation of added values through the development of digitally scarce products, and implementing a strategy to promote the brand identity by combining storytelling reflective of the brand philosophy and the contents of metaverse (Min-su Kim & Younghee Noh, 2022). Summarizing, the impact that the metaverse may have and the ways we need to promote aspects of Brand Identity, especially on Iranian's SMEs Brand Identity, is still 'a black box'. In this vein, this research aims to deepen understanding on the nature of relationships between the metaverse and consumer shopping experience, consumer agent well-being, brand identity, perceived service fairness, and customer civic behavior in online shopping platforms (Ki Han Kwon & Jinkyung Lee, 2022). The research methodology pursues an explanatory approach with a survey as the research method and a fully structured questionnaire as its research technique. The questionnaire will be administered to the owner or senior marketer of Iranian SMEs. The research's statistical population is SMEs, which are located in Iran, and the sample is expected to be ca. 100 aiming to reach significant values. The data will be analysed via multivariate methods.

Peter Koveos
Professor, Syracuse University, USA

Chinese Enterprises 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 and medium size Chinese companies operating in China. We discuss the motivations behind the establishment of Chinese enterprises in Africa and the current state of their operations.

Georgios Lampropoulos
Core Faculty, The Michigan School of Psychology, USA

"Blue Spaces" and Mental Health: An Interdisciplinary Review of the Literature and a Research Agenda for Psychology

This paper reviews the extensive interdisciplinary literature on the relationship between "blue spaces" (water environments such as the sea, coasts, rivers, and lakes) and human physical and mental health and other forms of well-being. A variety of meta-analyses and quantitative and qualitative studies are reviewed and examined, including randomized controlled trials, organized according to these areas. Relevant literature is reviewed from a variety of disciplines related to the topic (landscape architecture, psychology, medicine, leisure studies, etc.). Studies of various moderators, mediators, hypothesized causal mechanisms, and confounding variables in helping explain and understand the relationship between nature (green and blue spaces) and mental health are presented. Both positive effects and risks are discussed.

Research findings are considered and discussed within the sociocultural and geographical contexts that these studies were conducted. Results are sometimes mixed and nuanced, suggesting methodological issues and the presence of complex moderators. Research recommendations for more nuanced research designs in exploring and understanding these phenomena are provided, including proposals for controlling for extraneous variables and testing various possible moderators, such as personality traits, environmental characteristics, and psychological states. Social justice, prevention, and therapeutic implications and applications are also introduced.

Yi-Hsuan Gloria Lo
Professor, National Taiwan University of Science and Technology, Taiwan
Sy-Ying Lee
Professor, National Taiwan University of Science and Technology, Taiwan
Ying Wannie Wang
Associate Professor, National Taiwan University of Science and Technology, Taiwan
&
Michelle Meng-Ding Liu
PhD Student, National Taiwan University of Science and Technology, Taiwan

Crossing the Boundary between an EFL Multiliteracies Classroom and the Industry: The Perspective of Academic versus the Industry

University-Industry collaborations have been increasingly recognized as an approach to crossing the boundary between academia and the industry. Boundaries can be defined as "socio-cultural differences leading to discontinuity in action or interaction" (Akkerman & Bakker, 2011, p. 1). Much research has been exploring the issues and challenges generated from the transition and collaboration from the perspective of the organization (either academia or the workplace) regarding four types of learning at the boundary of identification, coordination, reflection, and transformation (Cornelius & Stevenson, 2018). However, scant research has investigated the impact of such collaboration from the learners' perspective. To examine the issues and challenges from the viewpoints of the learners involved in the boundary-crossing and to make their voices be heard, this case study reported on a one-year joint collaborative project between a multimodal reading-writing course in a technological university and a wide range of business fields (e.g., technology, tourism, sports, education, etc.) in Taiwan where students are learning English as a foreign language (EFL).

A total of 37 advanced EFL learners (divided into nine groups, four-five students in each group, working with nine different businesses), two reading and writing instructors, nine collaborating target brand owners, five workplace professionals (one branding specialist, three copy writers, and one photography specialist) were invited to participate in the project in which both the instructors and

learners in academia worked together to cross the boundary between reading and writing, between multiple modes of expressions, between different specialists, and between the EFL multiliteracies requirements and the needs of the target collaborating owners.

The purpose of this joint project was to prepare the EFL learners to engage in community service learning through writing brand stories and creating multimodal materials for the workplaces they collaborated with to (1) understand the emergent factors contributing to the boundaries faced in the academia-industry multimodal branding process, and to (2) investigate how the students respond to the boundaries as the result of the collaboration? Multiple data sets were collected to address the two research questions, including individual in-progress reflection papers, in-depth focus group interviews, and learners' multimodal branding materials. The qualitative sets were analyzed based on the thematic analysis proposed by Braun and Clarke (2006). The triangulated results show that (1) the conflicting priorities, needs, requirements, and demands between and across different stakeholders involved in the project, (2) learners' lack of multimodal, digital, marketing, and collaborating skills, and (3) the gap between their imagined and expected literacy curricula for the course all contributed to the boundaries for their learning. To respond, the learners view meeting the needs of the workplace as their priority while also feeling torn by the obligations of fulfilling the course requirements. The discussion will be further illuminated by boundary crossing theory and multiliteracies theory and pedagogy. Both theoretical and practical implications will also be provided.

Yan Ma
Professor, University of Rhode Island, USA

Visual Literacy Research Spectrum: Paradigm Expansion for the Field of Information

Following up with the call and presentation of "Visual Literacy for Library and Information Science Education" at the ATINER's 2015 conference, the author will present a paradigm expansion in visual literacy research for the information field. ACRL Visual Literacy Competency Standards for Higher Education in 2011 and its 2022 the Framework for Visual Literacy in Higher Education have presented a pressing task for research in visual literacy for the information field. To develop and lead an interdisciplinary research advancement will enhance information field research, education, and professional services in this visual information world. This proposed research paradigm expansion focuses expanding from text-based information research and its services to a whole paradigm expansion and shift of information research methodology changes, advancements, and embracement of interdisciplinary spectrum for research opportunities to establish a critical and social construction of knowledge by examining the encoding and decoding of meaning process in the visual information world. The researcher has been doing research in visual literacy since 1992 and teaching visual literacy for LIS studies since 1999. As past President of the International Visual Literacy Association, the researcher will present and share her insights and experience of research on visual literacy for the field of information with colleagues.

Lefose Makgahlelam
Associate Professor, University of Limpopo, South Africa

The Use of Electronic Information Resources by Postgraduate Students at the University of Limpopo

Electronic Information Resources (EIR) play a vital role in promoting students' learning in institution of higher learning. The significance of equipping academic libraries with quality electronic information resources in institution of higher learning cannot be over emphasized. Institution of higher learning libraries across the world spend a lot of their budget to make IER available to users. Like other institution of higher learning, University of Limpopo, spend a huge amount of money to subscribe to various IER. It is therefore important for the library to know if the university is getting value for money spend on IER by ensuring they are being optimally utilized by students, and academic staff. This study is conducted to examine the usage of EIR by post graduates' students at the University of Limpopo. The purpose of the paper was to establish the level of use, awareness and constraints of the usage of EIR at the University of Limpopo. A quantitative research methodology was adopted, and survey questionnaires were used to collect data from postgraduate students at the University of Limpopo. The population of the study comprised postgraduate students from the Faculty of Humanities. The finding of the study found that the majority of the students were aware of the IER provided by the library. The findings further revealed that the postgraduate students mostly used Internet resources, e-books and e-journals as the IER. The finding of the study also established that load shedding, inadequate and slow internet access and lack of sufficient PCs in the university computer labs were the three major challenges to the effective use of IER. The study made the following recommendations, among others, improved electricity backup on campus, increase internet bandwidth, more lasting data and more PCs be made available in the computer labs.

Koketso Manamela
Lecturer, University of South Africa, South Africa

Bibliometric Analysis of the Fourth Industrial Revolution Literature Related to Libraries: 2013-2021

The Fourth Industrial Revolution (4IR) is progressing very rapidly. Since its inception, the 4IR has proven itself as an emerging technology that revolutionizes libraries. Libraries are in an era where changes come with high speed and much intense issues, and this seems to be because of the 4IR. The 4IR's potential to overcome different challenges of library services has shifted the research interests of many scholars towards addressing the importance of technologies in libraries. This resulted in publishing more research papers in this emerging field. Thus, there is a need to conduct research studies through which a broad overview of research contributions in this field could be investigated. To respond to this need, this study offers a bibliometric analysis to examine the state of the publication productivity carried out on 4IR in libraries. A well-curated search was conducted from a Web of Science database for the relevant literature on 4IR in libraries. The results showed a lack of publication productivity on 4IR in libraries. This substantial lack was observed through an analysis of publication trends, document types, top publishing authors, and top affiliations from Web of Science databases.

Yunus Emre Ozigci
Deputy Head, Embassy of Türkiye in Nairobi, Türkiye

Ontological and Temporal Complications of the Social Sciences' Approach to the Intersubjectivity: The Example of the Constructivism in the IR Field

International relations studies reside on co-constituted and co-assumed actors, objects and meanings without self-standing correspondence in the "objective" reality. This is a purely intersubjective field where theorisation lacks such an independent anchor in contrast to the positive sciences. The IR theorisation tends therefore to build constructs/interpretative frameworks based on preceding and subjective world-views, and to fill these frameworks with according narratives on the phenomena and events they study. Theorisation thus becomes more than it intends to be, as it involuntarily assumes a *genetic* function which takes the immediate, lived givenness of the phenomena and events as malleable material. The multiplicity of the IR theories stems from the multiplicity of the pre-postulated world-views, when immediate givenness of phenomena and events is not multiple. The fundamental problem of the IR theorisation is its involuntary-yet-inherent lack of access to its subjects in a non-genetic way, "as they appear/ are given". From here stems the (secondary) problem of temporal distortion: The theory tends, because of its "genetic function", to juxtapose its own narrative of the *genesis* of the phenomenon or event upon the immediate, lived, therefore *post-genetic* givenness, which does not necessarily equate to its narrated "genetic moment", thus furthering the alteration of the study object.

As representative examples: The realist/ structural realist approach, however it adopts *pre-theoretical* references such as the State-as-*Subject*, brings *a posteriori* frameworks of power-relations and interests that shape an "altering" narrative of the interstate interactions. The constructivist theorisation takes the intersubjective nature of the IR field into account but defines intersubjectivity as a product of its own postulated social/ psycho-social processes and proceeds into a narrative in accordance with them. The post-structuralism's critical approach to "metanarrative" becomes itself an *attitude* equivalent to theorisation with its alternative and equally selective *a prioris* and anchors through which de-centering is performed as a narrative with similar complications.

At that point, how the IR phenomena and events may be worked with as they are immediately, pre-theoretically, intersubjectively given

and not as a narrative of a theoretical construct becomes a legitimate question. Here the Husserlian phenomenology may provide useful answers, with the integration of some concepts of Heidegger's "phenomenological ontology". The main tools of this *descriptive* way of approaching the IR will be the universal and eidetic reductions for putting into perspective the theoretical attitude as attitude, the construct as construct and the narrative as narrative in order to display the phenomena's and events' *generic way of presenting themselves,* yet within the particularity of the givenness at hand, which appresents its *temporality* in retention-protention and anticipatory horizon; its related, constitutive subjects in their *Mitsein* within their referential intersubjective environment as *Mitwelt*. Here, diverting from their Husserlian equivalents that relapse both into egology *and* constructivist-like genetic formula of social processes, the Heideggerian terms of *Mitsein* and *Mitwelt* will be employed to define the interaction on the ground of the Subjects' being-relative-to-others, which the IR phenomena and events appear as forms.

Gregory T. Papanikos
President, ATINER

Variations of Self-Employed in the Eurozone Countries: The Role of Corruption and Wage Rate Growth

NOT AVAILABLE

Sofia Perez de Guzman
Associate Professor, Cadiz University, Spain
Marcela Iglesias
Associate Professor, Cadiz University, Spain
&
Ester Ulloa
Lecturer, Cadiz University, Spain

The Long and Conflictive Path towards the Promulgation of the Spanish "Rider Law": An Example of Institutional Experimentation in the Regulation of Work in the Platform Economy

This paper aims to present an analysis of the development, negotiation and implementation process of the so-called "Rider Law" in Spain. Law 12/2021 of 28 September is a pioneer in Europe. It aims to guarantee the labor rights of people working as delivery couriers for digital platforms and includes, among other issues, a regulation calling for transparency in the use of algorithms and also introduces a presumption of employment for workers engaged in this form of delivery activity. It is the only law in force that applies this presumption. The announcement in May 2020 of the imminent regulation of the sector by the Minister of Labor precipitated and intensified the strategic actions of the platforms aimed at guiding the law in their favor. This forms an ideal context that allows us to observe in an increased way, like with a magnifying glass, the political, legal and discursive maneuvers of the platforms, focused on imposing their model of labor relations in the sector, and the resistance strategies of self-organized workers and unions.

We understand this process as a battle (symbolic, but also practical) for the definition of work and the worker in the sector of food delivery platforms, with three actors involved: the platforms, the collectively organized workers and the government. On the one hand, the strategies deployed by the platforms aimed at conquering (imposing) the political and social legitimacy of their employment management model based on the recommodification of work (transfer of labor costs, responsibility and risks to employees) are analyzed. These strategies are largely oriented to reformulate the semantic axes with which work has been named and politically governed and, therefore, to erode the collective dimension of work. On the other hand, it analyzes the initiatives carried out by various collective actors who, in a very unfavorable context for the construction of collective identities, have been able to organize

workers, offer resistance and reverse, at least in part, the process of recommodification of the work of the riders. Finally, the legislative intervention of the government and the complex negotiation process of the "Rider Law" are analyzed.

The analysis is based on 25 in-depth interviews, 17 with riders, three with key informants, representatives of unions, and five with middle managers of delivery platforms. In order to ensure a diversified sample that covered a range of social and labour conditions, six key criteria were established for the recruitment of the 17 riders: sex, education level, domestic responsibilities or other employment, nationality (Spanish nationals or immigrants) and participation in any union or activist organisations operating in the sphere of platform economies. In addition, as the Spanish Rider Law was introduced in 2021, during the fieldwork, it is important to clarify that seven participants were interviewed before its introduction and 10 afterwards. The interviews lasted between 60 and 90 minutes and were recorded and transcribed verbatim.

Arya Rachel Thomas
PhD Student, Indian Institute of Technology Madras, India
Umakant Dash
Director, Institute of Rural Management Anand (IRMA), India
&
Santosh Kumar Sahu
Associate Professor, Indian Institute of Technology Madras, India

Illnesses and Hardship Financing in India: An Evaluation of Inpatient and Outpatient Cases, 2014-18

Background

Progress towards Universal Health Coverage requires protecting every individual and community from health-related financial distress. In developing countries, the increasing disease burden puts a lot of stress on scarce household finances. However, this burden is not the same for everyone. The economic burden varies across the disease groups and care levels. Government intervention is vital in decreasing financial distress. In India, even when outpatient care forms a significant proportion of out-of-pocket expenditure, government schemes focus on reducing household expenditure on inpatient care alone. Thus, people resort to hardship financing practices like informal borrowing or selling of assets in the event of health shocks. In this context, we aim to identify the disease(s) that cause maximum hardship financing for outpatients and inpatients and to understand the change in hardship financing in India over time.

Methods

We used two waves of National Sample Survey Organization's data on Social Consumption on Health- 71st and 75th rounds. Descriptive statistics are reported, and logistic regression is carried out to understand the adjusted impact of illness on hardship financing. Pooled logistic regression of the two rounds of the data is done separately for inpatients and outpatients. Marginal effects models are used to study the changes in hardship financing over time.

Results

The results suggest that cancer has the maximum likelihood of causing hardship financing in India for both inpatients and outpatients.

The marginal effects models of pooled cross-section analyses reveal that from 2014 to 2018, hardship financing decreased for inpatients, whereas it increased for outpatients.

Conclusion

The paper helps to identify the disease group against which the household requires the maximum financial protection. It also emphasizes how financial security at the outpatient level is essential to reduce hardship financing and reach the goal of Universal Health Coverage.

LaVerne Seales
Associate Professor, California Lutheran University, USA

From Latin America to the United States: An Autoethnographic Study

Spanish language students and educators in the United States fit a specific mold tied to race, ethnicity, and phenotype. On the one hand, we have the expected Latin American or Spanish-looking and speaking student and instructor; on the other, the white or African American who has embraced the language and culture and is the language student and instructor. When that Spanish instructor happens to be a Black woman from the Spanish Speaking World, it becomes problematic and, in some cases, even unacceptable to many. In addition, the United States' lack of knowledge of race and ethnicity in the Spanish Speaking World is challenging and overwhelming for Afro-Latinos who come to this country.

Drawing from research and personal experiences, the triple condemnation of being Black, an immigrant, and a woman within the United States academic world are the focus of this piece. This paper, written as an autoethnography, focuses on the realities of race and ethnicity in the United States through an Afro-Latina Spanish Language student and instructor's journey. Further, it serves as an uncovering of experiences demonstrating the role that U.S. academic institutions, society, and culture have in furthering and perpetuating Afro-Latinas' othering. With these combined factors in mind, this topic is approached with a renewed sense of urgency in the hopes that the larger African Diaspora's lived experiences are acknowledged, and stories revived at a time when race relations in the world, in this case, in the United States are at a critical point.

Carla Sequeira
Researcher, University of Porto, Portugal

The Noble & Murat Brand, from Exporter to Port Wine Producer

The Noble & Murat Company was founded in the first half of the 19th century as an exporter of Port wine, but also of other products, especially codfish. This company marked the Port wine market and kept great activity until the end of the 19th century. This historic brand was rehabilitated in the 21st century when it was acquired by descendants of two families long associated with the Port wine sector. In this presentation we intend to present the early Noble & Murat trader company - origins, business and markets - in order to understand the reasons for the reappearance of the brand, now focused exclusively on the production of high quality Port wines.

Simona Stan
Professor, University of Montana, USA
&
Carmen Barb
Lecturer Lucian Blaga University of Sibiu, Romania

Local Branding: Effects of Conditions and Congruence among Local Identity Levels

The importance of local brands is widely accepted by industry practice and well researched by academics. While there are no exact definitions of the meaning of local products or brands, consensus revolves around the existence of geographical and social proximity, whether congruent with political and administrative borders or not. Since retailers have shown interest in fulfilling the demand of consumers who desire a greater number of local products, recent studies have focused on identifying consumer motivation for such behavior. These motives range from personal functional motives such as better product quality (e.g., fresh organic foods) to more public altruistic benefits such as supporting local economy and emotional/symbolic motives such as regional/national pride. Further, a specific stream of research focuses on consumers' local-global identity and states that consumers generally prefer brands that are congruent with their identities. While there is an increasing trend for consumers' identification as global citizens there is also an opposite trend of strengthened awareness of local citizenship identity. Research has shown a strong association of consumer identities with preference for local vs. more global brands. However, the main effects can be confounded by contingency factors. For example, a recent publication in the Journal of Marketing Research shows that while under states of certainty, consumers with a relatively stronger global identity prefer global brands, under states of uncertainty, consumers with a relatively stronger global identity prefer local brands, and vice-versa. Therefore, much is still left to explore in terms of the conditions under which consumers are willing to support and buy local brands in the face of abundant choice of more global brands which offer arguably similar or even superior objective customer value. This paper advances a theoretical model for the ways in which consumers develop preferences and behavioral intentions (e.g., willingness to pay a price premium) for local brands based on the local-global identity framework expanded to include multiple levels of local identity and under different types of conditions.

The paper contributes to the extant literature first by examining different levels of locality: from the micro-definition of specific village/commune, to region, to administrative or historical territory, to national boundaries. Second, the model includes different conditions based on consumer characteristics such as perceived risk (due to environmental uncertainty and economic resources) and product characteristics such as providing functional vs. emotional/symbolic benefits and their local distinctiveness. Third, the model expands on the local-global identity framework by assessing the level of perceived congruence/divergence between the different levels of locality in identity. The empirical study consists of a series of focus groups followed by surveys of consumers in different markets. For this conference the authors will report the results of stage one: focus groups and consumer surveys at the micro and regional level conducted in Romania.

Ester Ulloa-Unanue
Professor, Cadiz University, Spain
Sofia Perez de Guzman-Padron
Associate Professor, Cadiz University, Spain
&
Marcela Iglesias-Onofrio
Professor, Cadiz University, Spain

The Platform Economy: Innovative Strategies from a Traditional Trade Union

While the fragmentation of work and the rise of "atypical" working conditions date well back into the 20th century, the recent surge of digital labour platforms has intensified the growth of what is referred to as "contingent work": "a general term for forms of employment tied to the completion of a specific task and, hence, of relatively short duration". Besides presenting many opportunities, the digitalization of the economy also entails regulatory challenges which must be addressed in order to ensure workers an adequate level of social protection regarding working conditions. The fact that most digital platforms in Spain classify their workers as self-employed implies depriving workers of the protection labour law bestows. In addition to the invisibility of digital workers, trade union action has been work centred based in Spain. In the absence of such work centres, trade unions have had to seek innovative ways to foster communication amongst workers and to strive to organize them. These efforts have brought to the forefront of public debate the challenges to be addressed regarding working and employment conditions of digital workers resulting in social dialogue efforts seeking to regulate these new realities through what is commonly referred to as "the rider law". Although, not without certain setbacks due to platforms' very aggressive practices, delivery platform workers in Spain are increasingly organized.

Trade union action is now starting to concentrate on other less visible, less organized platform workers. Based on the partial results of research carried out in the framework of the project Slash Workers and Industrial Relations (SWIRL) financed by the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission seeking to analyse the collective representation of contingent workers in five European countries, this paper aims to delve into the collective action and representation of digital platform workers in Spain through a traditional unions' innovative action strategies to represent

suchworkers. To this end, we have selected "Your Trade Union Answer Now”- an online chapter created to meet the demands of workers engaged in digital platforms developed by the majority trade union, Unión General de Trabajadores (UGT). In order to explore workers´ needs, aspirations and obstacles for collective protection and representation, we analysed semi-structured in-depth interviews conducted with representatives from both, the UGT union and with digital platform workers.

Demos Vardiabasis
Professor of Economics, Pepperdine University, USA
Perla Quintana
Adjunct Professor and Executive Director, Pepperdine University, USA
&
John Carnesale
Adjunct Professor, Pepperdine University, USA

Adaptive Leadership within Social, Political, and Economic Interpretations; Behavioral, Communication Constructs

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.

Veselin Vasilev
Assistant Professor, Medical University Plovdiv, Bulgaria
Nikolay Boyadjiev
Professor, Medical University Plovdiv, Bulgaria
&
Katerina Georgieva
Professor, Medical University Plovdiv, Bulgaria

Effects of Ostarine and Training on Some Metabolic Indices

Selective androgen receptor modulators (SARMs) are a group of androgen receptor ligands. The non-steroid SARMs are freely available online and used by professional athletes and amateurs to increase their muscle mass. However, there is still no approved candidate from this group, which poses a risk for the health of their users. The field-leader of non-steroid SARMs is ostarine. In our study we aimed to examine ostarine effects alone or combined with endurance training for 8 weeks on some metabolic indices.

We used 3 months old male Wistar rats (body weight 160-200 g). The rats were divided into the 4 groups: (n=10 for each group) A – sedentary group treated with placebo, B - sedentary group treated with ostarine, C – training group treated with placebo, D – training group treated with ostarine. The non-steroid SARM 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 and the at the end of the experiment the same six rats for each group were put in the metabolic cages of the system for monitoring of small laboratory animals (CLAMS, Columbus Instruments, Columbus, OH, USA) for 24 hours. In the metabolic cages the temperature was 22-24°C, 12/12h. light/dark cycle was maintained, and the animals had access to water and food ad libitum. After a 12h adaptation period, for each rat we measured oxygen consumption (VO_2) at rest, RQ (Respiratory quotient), energy expenditure and food consumption in the dark period from 0:00 to 4:00 am. Statistical analysis was performed. The values are given as mean ± SEM.

At the beginning of the experiment all groups had almost same VO2, RQ, energy expenditure and food consumption ($P>0.05$). At the end the following results were found:

1. Endurance training had a significant effect on oxygen consumption as the training rats had lower VO_2 at rest than the sedentary ones (24.2±0.6 ml O_2/kg/min vs 26.6±0.6 ml O_2/kg/min, $P<0.05$). Ostarine had no main effect on VO_2 (25.1±0.6 ml O_2/kg/min vs 25.75±0.6 ml O_2/kg/min, $P>0.05$) and there was no significant interaction between the two factors ($P>0.05$).
2. Neither ostarine intake (1±0.009 vs 1.01±0.009, $P>0.05$) nor training (0.99±0.009 vs 1.01±0.009, $P>0.05$) had significant effect on RQ. No interaction between treatment and exercise was observed ($P>0.05$).
3. Submaximal training (0.94±0.06 kcal vs 0.90±0.06 kcal, $P>0.05$) and ostarine (0.99±0.06 kcal vs 0.85±0.06 kcal, $P>0.05$) did not have main effects on energy expenditure. There was lack of significant interaction between ostarine and exercise ($P>0.05$).
4. Otarine did not exert main effect on food consumption (5.5±0.5 g vs 5.2±0.5 g, $P>0.05$). Endurance training had no significant effect as well (4.7±0.5 g vs 6±0.5 g, $P>0.05$). We did not find significant interaction between the two factors ($P>0.05$).

In conclusion ostarine and submaximal training did not have effects on energy expenditure, food consumption and respiratory quotient. Training lowers the oxygen consumption at rest while ostarine had no effect on it.

References

Veloutsou C, Gkounta O (2023) *Branding. Abstract Proceedings of the 11th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Veloutsou C, Gkounta O (2022) *Branding. Abstract Proceedings of the 10th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2021) *Branding. Abstract Proceedings of the 9th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2020) *Branding. Abstract Proceedings of the 8th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2019) *Branding. Abstract Proceedings of the 7th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2018) *Branding. Abstract Proceedings of the 6th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2017) *Branding. Abstract Proceedings of the 5th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2016) *Branding. Abstract Proceedings of the 4th Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2015) *Branding. Abstract Proceedings of the 3rd Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2014) *Branding. Abstract Proceedings of the 2nd Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).

Papanikos GT (2013) *Branding. Abstract Proceedings of the 1st Annual International Colloquium.* Athens: Athens Institute for Education and Research (ATINER).