



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

17th Annual International Conference on
Global Studies: Business, Economic,
Political, Social and Cultural Aspects
18-21 December 2023 Athens, Greece

Edited by
Kenneth Christie & Olga Gkounta

2023

Abstracts
17th Annual International
Conference on Global Studies:
Business, Economic, Political,
Social and Cultural Aspects
18-21 December 2023, Athens,
Greece

Edited by
Kenneth Christie & Olga Gkounta

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Preface

This book includes the abstracts of all the papers presented at the *17th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects* (18-21 December 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 Abstracts of Proceedings, 2010-2023*

Year	Papers	Countries	References
2023	34		Christie and Gkounta (2023)
2022	39	22	Trafalis and Gkounta (2022)
2021	25	19	Papanikos (2021)
2020	22	18	Papanikos (2020)
2019	37	19	Papanikos (2019)
2018	37	18	Papanikos (2018)
2017	46	27	Papanikos (2017)
2016	47	29	Papanikos (2016)
2015	17	13	Papanikos (2015)
2014	20	14	Papanikos (2014)
2013	22	13	Papanikos (2013)
2012	40	26	Papanikos (2012)
2011	33	22	Papanikos (2011)
2010	32	24	Papanikos (2010)

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 Global Studies. 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 17th Annual International Conference on Global Studies, accomplished this goal by bringing together academics and scholars from 22 different countries (Australia, Austria, Bosnia and Herzegovina, Bulgaria, Canada, China, France, Germany, India, Iraq, Ireland, Israel, Italy, Kazakhstan, Luxembourg, Norway, Poland, Portugal, Türkiye, UAE, UK, 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.

Kenneth Christie & Olga Gkounta
Editors

**17th Annual International Conference on Global Studies:
Business, Economic, Political, Social and Cultural Aspects,
18-21 December 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. Demos Vardiabasis, Vice President of Business and Public Affairs and Director, Center for Small and Medium-Sized Enterprises (CSME), ATINER & Professor of Economics, Pepperdine University, USA.
3. Philip G. Cerny, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Manchester (UK) and Rutgers University (USA).
4. Evangelia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
5. Peter Koveos, Head, Finance Unit, ATINER & Professor of Finance, Syracuse University, USA.
6. Chris Sakellariou, Vice President of Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
7. Kenneth Christie, Head, Politics & International Affairs Unit, ATINER & Professor, Royal Roads University, Canada.
8. Theodore Trafalis, Director, Engineering & Architecture Research Division, ATINER, Professor of Industrial & Systems Engineering and Director, Optimization & Intelligent Systems Laboratory, The University of Oklahoma, USA.
9. Michael P. Malloy, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA
10. Henry Thompson, Head, Economics Unit, ATINER & Emeritus Professor, Auburn University, USA.
11. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.

12. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.
13. Timothy M. Young, Director, Center for Data Science (CDS), Emeritus Professor, The University of Tennessee, USA & CEO and President, T.M. Young Institute, LLC, USA.
14. Nikos Mourtos, Head, Mechanical Engineering Unit, ATINER & Professor, San Jose State University USA.
15. Bala Maheswaran, Director, Engineering & Architecture Division, ATINER & Professor, Northeastern University, USA.
16. Dimitrios Goulias, Head, Civil Engineering Unit, ATINER and Associate Professor & Director of Undergraduate Studies Civil & Environmental Engineering Department, University of Maryland, USA.
17. Nick Linardopoulos, Head, Education Unit, ATINER & Associate Teaching Professor & Public Speaking Course Coordinator, Rutgers University, USA.
18. Nathalie Homlong, Professor, Volda University College, Norway.
19. Elisabeth Springler, Professor, University of Applied Sciences BFI Vienna, Austria.
20. Ali Abusalem, Director, Center for Higher Education Futures (CHEF), ATINER and Course Coordinator, Kent Institute Australia & External Member of Academic Board, Elite Education Institute, Australia.
21. Lorraine Bennett, Deputy Director, Center for Higher Education Futures (CHEF), ATINER and Managing Director, Lorraine Bennett Learning and Teaching Consultancy, Australia.

FINAL CONFERENCE PROGRAM

17th Annual International Conference on Global Studies: Business,
Economic, Political, Social and Cultural Aspects, 18-21 December 2023,
Athens, Greece

PROGRAM

Monday 18 December 2023

08.30-09.00
Registration

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

09:30-11:00 Session 1
Moderator: Gregory T. Papanikos, President, ATINER.

1. **Sherwood Lane Lambert**, Professor, University of West Florida, USA.
Kevin Krieger, Professor, University of West Florida, USA.
Nathan Mauck, Professor, University of Missouri – Kansas City, USA.
Title: Predicting Operating Income via a Generalized Operating Leverage Model.
2. **Ai Xu**, Professor, Beijing Normal University Zhuhai, China.
Title: A Portfolio Pricing Model and Contract Design of the Green Supply Chain for Chinese Home Appliances Industry with Manufacturer's Collection and Retailer's Promotional Efforts.
3. **Crina Pungulescu**, Associate Professor, John Cabot University, Italy.
David Stolin, Professor, Toulouse Business School, France.
Haim Levy, Professor, Ben-Gurion University of the Negev, Israel.
Ilanit Avioz, PhD Student, Ben-Gurion University of the Negev, Israel.
Title: Linking Asset Prices to News without Direct Asset Mentions.

Discussion

11:00-12:30 Session 2
Moderator: Utku Özer, Research Fellow, ATINER.

1. **Ramzi Suleiman**, Professor Emeritus, University of Haifa, Israel.
Title: What is a Fair Salary?
2. **Noelle Hunter**, Assistant Professor, University of Alabama in Huntsville, USA.
Title: International Child Abduction: A Wicked Problem for Global Society.
3. **Kenneth Christie**, Professor, Royal Roads University, Canada.
Title: Conceptualizing Human Security; Promoting Peace.
4. **Dusanka Slijepcevic**, Senior Teaching Assistant, University of Banja Luka, Bosnia and Herzegovina.
Ewa Dabrowska/Prokopowska, Assistant Professor, University of Bialystok, Poland.
Dusko Vejnovic, Full Professor, University of Banja Luka, Bosnia and Herzegovina.
Title: Social Control of Everyday Life and Political Construction of (Montenegrin) Identity.

Discussion

12:30-14:00 Session 3

Moderator: Sherwood Lane Lambert, Professor, University of West Florida, USA.

1. **Nathalie Homlong**, Professor, Volda University College, Norway.
Elisabeth Springler, Professor, University of Applied Sciences BFI Vienna, Austria.
Title: Ghana: Path to Increase Public Debt Sustainability.
2. **Milen Zhelev**, PhD Student, Sofia University St. Kliment Ohridski", Bulgaria.
Title: 2023 Economic Reform Programmes of the Western Balkans: Carrot and Stick.
3. **Raquel Cristina de Caria Patrício**, Associate Professor, University of Lisbon, Portugal.
Title: China`s Growing Presence in Latin America – New Centre-Periphery Economic Structure and Re-Peripheralization of Major Industrialized Latin American Economies.
4. **Carlo Klein**, Economics Teacher / Independent Economist, Lycée Hubert Clément Esch-sur-Alzette, Luxembourg.
Title: The ECB's Monetary Policy Review: A Post-Keynesian Twist?

Discussion

14:00-15:00 Discussion + Lunch

15:00-16:30 Session 4

Moderator: George Zouridakis, Research Fellow, ATINER.

1. **Nina Weimann-Sandig**, Professor, University of Applied Sciences for Social Work, Education and Nursing, Germany.
Title: Future Skills! Actively Shaping the World of Tomorrow.
2. **Nellie Munin**, Associate Professor, Zefat Academic College, Israel.
Title: The Money or Your Life? Enhancing Poor States' Accessibility to Medicines and The Money or Your Life? Enhancing Poor States' Accessibility to Medicines and Vaccines in Global Pandemics.
3. **Shynar Aitimova**, PhD Student, L.N. Gumilyov Eurasian National University, Kazakhstan.
Sholpan Abikenova, General Director, REM «Republican Research Institute for occupational safety and health of the Ministry of labor and social protection of the population of the Republic of Kazakhstan», Kazakhstan.
Title: Accounting for Occupational Safety and Health Costs in Hazardous Production Environments: Key Features and Characteristics.
4. **John Naslund**, Instructor, Harvard Medical School, USA.
Title: Barriers and Challenges to the Implementation and Scale up of Treatment for Depression in Primary Care Clinics in Rural Madhya Pradesh, India: Findings from a Cluster Randomized Controlled Trial of an Enhanced Coaching Support Strategy.

Discussion

16:30-18:00 Session 5

Moderator: Nathalie Homlong, Professor, Volda University College, Norway.

1. **Bronwyn Mauldin**, Director of Research and Evaluation, Los Angeles County Department of Arts and Culture, USA.
Title: Pandemic Recovery in the Nonprofit Arts and Culture Sector: Impact of US Policy in Los Angeles County, California, and Ramifications for Local Tourism.
2. **Allaire Fahy**, Co-Founder/CEO, Bloomx2FM, USA.
Aarna Nair, Co-Founder/President, Bloomx2FM, USA.
Nikos Mourtos, Professor, San Jose State University, USA.
Title: Nurturing the Frontier: Space Farming's Role in Accelerating Space Economy Growth and Advancing Deep-Space Exploration.
3. **İrem Enser**, Lecturer, Yasar University, Turkiye.
Ece İpekoğlu, Assistant Professor, Yasar University, Turkiye.
Title: Destination Marketing Through Local Foods: Aegean Destinations Situation Analysis.
4. **Paulette Hebert**, Professor, Oklahoma State University, USA.

Title: Survey of Historic Sims in Thailand: An In-situ, Inter-institutional Lighting Study.

Discussion

20:30-22:30

Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music)

Tuesday 19 December 2023

08:45-10:30 Session 6

Moderator: Pratima Verma, Professor, Alliance University, India.

1. **Melissa Wall**, Professor, California State University, USA.
Title: AI and Humanitarian Communications.
2. **Yulin Hswen**, Assistant Professor, University of California, San Francisco, USA.
Title: Navigating the Intersection of Generative AI in Public Health: Opportunities, Challenges, and Ethical Considerations.
3. **Bonnie Robeson**, Senior Lecturer, Johns Hopkins University, USA.
Title: Can Online Experiential Learning be Successful?
4. **Carolyn Schoenian**, Instructor, Helix Opportunity, USA.
Title: The Business Case for Digital Accessibility and Inclusive Design.
5. **Lorraine Bennett**, Managing Director, Lorraine Bennett Learning and Teaching Consultancy, Australia.
Ali Abusalem, Director e-Learning: The Quest for Quality Education, Australia.
Title: The Impact of Artificial Intelligence (AI) Generative Technologies on Assessment and the Reputation of Higher Education Institutions.

Discussion

10:30-12:30 Session 7

Moderator: Noelle Hunter, Assistant Professor, University of Alabama in Huntsville, USA.

1. **Pratima Verma**, Professor, Alliance University, India.
Title: Struggle or Celebration: Mediocrity at Workplace.
2. **Abbas Fadhil Mohammed Al-Bayati**, Professor, Al Qalam University College, Iraq.
Hadiya Khalaf Ibrahim, Researcher, Iraq.
Title: The Political Dimension in Turkey's Water Policy towards Iraq.
3. **Gennadiy Chernov**, Associate Professor, University of Regina, Canada.
Title: The Political and Media Landscape in Greece: Populism and the Public Sphere.
4. **Adam Miller**, Chair, Interdisciplinary Studies, Conestoga College, Canada.
Title: Death, Dying, and Social Media: On Sharing the End in the Attention Economy.
5. **Inara Sarybayeva**, PhD Student, L.N. Gumilyov Eurasian National University, Kazakhstan.
Gulnar Amanova, Head of the Department "Accounting and Analysis", L.N. Gumilyov Eurasian National University, Kazakhstan.
Title: Development and Application of a Methodology for Analyzing Costs of Ensuring Safe Work in High-Risk Industries: Theoretical and Practical Aspects.
6. **Yunus Emre Ozigci**, Deputy Head, Embassy of Turkey in Nairobi, Turkey.
Title: On NATO's Identities and Temporalisations.

Discussion

12:30-13:15 Session 8

Moderator: Yulin Hswen, Assistant Professor, University of California, San Francisco, USA.

1. **Elise Papke**, Assistant Dean, University of Wisconsin-Milwaukee, USA.
David Papke, Professor, Marquette University, USA.
Title: The American Rejection of the International Right of Housing.
2. **Akram Al Matarneh**, Associate Professor, American University in Dubai, UAE.
Title: Assess the Significance of the Rights-Based Approach in Balancing the Individual Right to Religious Expression (of Beliefs) and Economic Rights in the Business World: A View from the United Arab Emirates.

Discussion

13:15-14:00 Session 9

Moderator: Olga Gkounta, Researcher, ATINER

1. **Ger Coffey**, Associate Professor, University of Limerick, Ireland.
Title: The First CJEU Judgment on Exceptions and Limitations to Article 54 CISA ne bis in idem (Double Jeopardy) Principle and Compatibility of Declarations Restricting that Principle with Article 50 CFR.
2. **Ronagh McQuigg**, Reader, Queen's University Belfast, UK.
Title: Domestic Abuse and the Right to Life: Recent Jurisprudence of the European Court of Human Rights.

Discussion

14:00-15:00 Discussion + Lunch

15:00-18:00 Session 10 – 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: 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.

19:00-20:30

Ancient Athenian Dinner (includes in order of appearance: continuous academic discussions, dinner with recipes from ancient Athens, wine/water)

Wednesday 20 December 2023
Visiting the Oracle of Delphi

Thursday 21 December 2023
An Educational Visit to Selected Islands

Shynar Aitimova

PhD Student, L.N. Gumilyov Eurasian National University, Kazakhstan
&

Sholpan Abikenova

General Director, REM «Republican Research Institute for Occupational Safety and Health of the Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan», Kazakhstan

Accounting for Occupational Safety and Health Costs in Hazardous Production Environments: Key Features and Characteristics

Occupational Safety and Health (OSH) costs in hazardous production environments are a critical aspect of business operations that require careful consideration. This article elucidates the key features and characteristics of accounting for OSH costs in such environments. It provides insights into the unique challenges and considerations involved in cost accounting for workplace safety, emphasizing the importance of proactive risk management.

In hazardous production environments, the effective management of Occupational Safety and Health (OSH) costs is of paramount importance. These costs encompass various expenditures related to preventing workplace accidents, ensuring employee health, and complying with regulatory requirements. Understanding the key features and characteristics of OSH cost accounting in such contexts is crucial for organizations aiming to safeguard both their workforce and bottom line.

This scientific article explores the accounting of occupational safety and health costs in hazardous production environments. Given the increased risk to the health and safety of workers in such environments, understanding and assessing these costs are becoming increasingly important for organizations. The article provides an overview of key features and characteristics of accounting for occupational safety and health costs in hazardous production environments.

The authors examine various factors that need to be considered when assessing and accounting for occupational safety and health costs. They discuss methods for calculating direct and indirect costs, including costs related to employee training, acquisition and maintenance of specialized equipment, and insurance premiums. The authors also address issues related to data collection, cost allocation, and the incorporation of safety and health costs into financial statements.

The objective of this research study is to develop and apply a methodology for analyzing costs of ensuring safe work in high-risk industries with a high incidence of occupational injuries.

The methodology employed in this study involves a systematic analysis of key cost factors associated with occupational safety, including equipment procurement and maintenance, training and education programs, and preventive measures to mitigate and respond to workplace injuries. The development of relevant tools and models for evaluating cost-effectiveness and optimizing safety expenditures in these industries is also considered.

The findings of this study highlight the importance and applicability of the developed methodology in high-risk industries. The analysis of costs associated with ensuring safe work provides valuable insights into budget optimization and decision-making processes. It enables organizations to enhance workplace safety and reduce the incidence of occupational injuries effectively.

The practical significance of this research lies in its provision of evidence-based recommendations and practical guidelines for organizations operating in high-risk industries. The methodology offers a systematic approach to analyze and manage costs related to occupational safety, allowing companies to allocate resources efficiently and improve overall safety performance.

This study contributes to the existing literature by presenting an original methodology tailored to high-risk industries with a focus on cost analysis and optimization. Its value lies in providing a comprehensive framework that combines theoretical foundations with practical applications, addressing the specific needs and challenges of industries characterized by a high risk of occupational injuries.

Abbas Fadhil Mohammed Al-Bayati
Professor, Al Qalam University College, Iraq
&
Hadiya Khalaf Ibrahim
Researcher, Iraq

The Political Dimension in Turkey's Water Policy towards Iraq

The water problem occupies a prominent place at the forefront of modern problems in international politics. Disputes and problems have arisen between several countries due to insufficient Common water resources to meet all its needs. The countries of the Middle East depend on surface water resources (rivers) to secure their water requirements, especially on the agricultural side, since the aforementioned region falls within Regions GA and semi-GA. At the global level, it is characterized by scarcity of rain water and the maturity of some earth resources.

The importance of water has increased in the Middle East region due to the increase in population, the rise and impact of development in the countries of the region, and the endeavor of each country to provide food security. It is from here that water entered the crucible of economic scarcity, as the issue of water is one of the most controversial issues and conflicts in the Middle East region. Not only economic or social, but it is a strategic issue. Specialized studies confirm that the Middle East region in general suffers from a severe shortage of water resources, and the water crisis in the Tigris and Euphrates rivers represented a model of the water crisis in the Middle East, therefore, this problem began to prevail over all others, and priority was given in the political and security aspects of each country.

In contrast to all this, the total water use increased by tens of times throughout the twentieth century, and new sources became more and more scarce, and competition also increased among different users of water, and this situation will be worse during the coming years. Turkey limits it from the amount of water flowing to them, and exploited this issue to achieve several goals that led as a result to the deterioration of relations between the parties.

Akram Al Matarneh

Associate Professor, American University in Dubai, UAE

Assess the Significance of the Rights-Based Approach in Balancing the Individual Right to Religious Expression (of Beliefs) and Economic Rights in the Business World: A View from the United Arab Emirates

Introduction: Human rights are fundamental liberties granted to every individual based on respect, equality, justice, and dignity. Businesses play a significant role in shaping how we exercise these rights. Not managing human rights risks can lead to severe consequences, such as legal, financial, social, and policy-based risks. Attorneys can help businesses address potential human rights abuses, and advertising the implementation of human rights principles appeals to both new and existing customers. Ultimately, commercial entities' conduct can favorably or negatively impact how people exercise their human rights. It has been observed that businesses may disregard human rights if they fail to address the issue. This paper focuses on the right to Friday prayer for Muslims, which falls under the human right to freedom of religious expressions.

Objective: This paper explores the legal and ethical basis for an individual's religious rights in business, and offer helpful advice to businesses on how to successfully manage issues related to religious beliefs among employees in the workplace.

Method: This paper draws upon responses obtained to an online survey which explored responses to the change. This was conducted by the author/s among a broad range of participants, including both public and private sector employees as well as entrepreneurs and students in the UAE.

Result and Conclusion: Businesses in the UAE can create an inclusive work environment that values and celebrates religious diversity by promoting religious tolerance alongside sustainable economic growth. This strategy can improve worker satisfaction and engagement while also contributing to the UAE's long-term development while strengthening the social fabric.

Lorraine Bennett

Managing Director, Lorraine Bennett Learning and Teaching
Consultancy, Australia
&

Ali Abusalem

Director e-Learning: The Quest for Quality Education, Australia

The Impact of Artificial Intelligence (AI) Generative Technologies on Assessment and the Reputation of Higher Education Institutions

The recent extensive release of Artificial Intelligence (AI) generative technologies is poised to substantially change many aspects of society. This presentation addresses the potential impact of these technologies on the status and function of Higher Education Institutions across the world. Some of the most popular of these technologies have already recorded millions of users, although only having been released since November 2022. Programs such as OpenAI's ChatGPT, DELL-3 and CodeX have the capacity to produce high quality responses to 'prompts' or questions in a matter of seconds. The temptation for students to present this content as their own is extremely high which could effectively bypass academic integrity protocols and undermine the entire system of higher education qualifications. Some government regulators and academic leaders have called for a ban or pause on these technologies until policies and protections can be put in place. Others have embraced the opportunities these technologies provide for reconceptualising approaches to higher education curriculum and learning. This presentation focuses on strategies for reshaping assessments, which draw upon AI generated content but stretch the learning outcomes beyond basic description of content and memorisation facts. The new-look assessments which will be showcased in this presentation require evidence of higher-order thinking and application of skills such as critical analysis, evaluation, resilience, problem solving, reflection, judgment and ethical decision making in various contexts and scenarios. The assessment proto-types are grouped into the themes of 'authentic', 'forward looking', 'experiential', and 'innovative' and are embedded in academic integrity practices. All academics need to engage in this AI conversation as the 'cat is out of the bag' and there is no turning back.

Gennadiy Chernov

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The Political and Media Landscape in Greece: Populism and the Public Sphere

The growth of social movements broadly addressed as populist has led to multiple efforts to understand it both as a phenomenon and a potential threat to democracy (Betz, 2004). Populism is at the intersection course with the public sphere mediated by the general and social media. Populism, especially right-wing populism, is considered to be the Revolt against Liberal Democracy (Eatwell and Goodwin, 2018).

A seemingly ideal solution for any frictions inside society could be the idea of public sphere proposed by Habermas (1989). Public may have their voice heard through different modes of communications creating a communicative space. Public space as it was understood by Habermas must be consensus-oriented and rational (Habermas, 2001). Populist movements and their discourse often do not possess these characteristics. The media often either ignores or covers negatively populist leaders and ideology (Aalberg et al., 2017). However, some scholars believe that these attitudes only invigorate populist adherents (Korstenbroek, 2022).

The goal of the current study is to explore how media experts and members of the general public view the level of inclusion of populist discourse in the public sphere. If certain segments of the public feel that they have no access for the expression of their views, it could lead only to their further radicalization.

Greece was selected for this study as the country having both Right-wing and Left-wing populist movements. There are three specific question under study:

1. Do the media treat populist movements and their sympathisers negatively and or/ignore them?
2. Is there a difference in media coverage of Right wing and Left wing populist movements?
3. Do regular people think that those with populist views may have a limited access to express their views, especially in social media?

The current study relied on qualitative methods – focus groups and in-depth interviews. The in-depth interviews method involved open-ended questions and were done face-to-face. In-depth interviews were

conducted with the researchers who deal with the issues of political populism and the public sphere.

A focus group discussion was conducted to assess the participants' views on 1) how the political process, especially populist movements were covered and the media, and 2) whether they are able to express their views openly in the public sphere including social media.

The preliminary results indicate that experts agree that there are some limitations on the freedom of speech related to populist movements, but these limitations are related more to the provisions of hate speech law than to deliberate stifling of undesirable views.

The focus group discussion concurred with experts on the broad latitude of acceptance of what and how usual people are able to express their views, however, the participants pointed at a scepticism on their behalf about actual possibilities that these expressions may lead to any change in political life and legislation related to the concerns of usual citizens. They also think that in regards to populism, younger populations are more concerned with their economic status while older populations worry more about threats to cultural identity.

Kenneth Christie

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&

Robert Hanlon

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Conceptualizing Human Security: Promoting Peace

The concept of human security attempts to develop a bottom-up and localised perspective with promoting and advancing priorities which address insecurity. In making the individual and the group the referent objects of security, human security can be used a lens to (re)examine insecurity and what is needed for freedom from fear and want. This freedom from want is more in line with the general UN Millennium development goals. In line with this peace operations on a global scale have increasingly had a concern for protecting civilians, vulnerable groups, and capacity-building required to ensure peace. Human security prioritises preventative protection and empowering people to have ownership of their security, which ties into the key purposes of peace operations: protecting civilians and building peace. This article will examine three major aspects of human security: introducing the conceptual framework, practical examples in how human security affects peacebuilding and lastly the challenges of empowering vulnerable individuals to overcome their insecurity problems.

Ger Coffey

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The First CJEU Judgment on Exceptions and Limitations to Article 54 CISA *ne bis in idem* (Double Jeopardy) Principle and Compatibility of Declarations Restricting that Principle with Article 50 CFR

The *ne bis in idem* (double jeopardy) principle at the EU level is a procedural defence conditional on a final judgment of acquittal or conviction (*bis*), and that decision together with the subsequent prosecution, or judgment, must concern the same offence/acts (*idem*). The interstate application of Article 54 of the Convention Implementing the Schengen Agreement (CISA), which prohibits multiple criminal proceedings and multiple punishments, is predicated on the 'same acts' constituting an offence under the criminal law of Contracting Parties. Article 55(1)(b) CISA provides that a Contracting Party may, when ratifying, accepting, or approving the CISA, 'declare' not to be bound by Article 54 where the 'acts' to which the judgment of another state relates constitute an 'offence' against national security or other equally significant interests. When ratifying the CISA, Germany made a 'reservation' pursuant to Article 55(1)(b) declaring not to be bound by Article 54 where the 'acts' to which the foreign judgment relates constitute an offence provided for in section 129 of the German Criminal Code entitled 'Forming criminal organisations.'

The judgment in *MR* (Case C-365/21) was delivered on 23 March 2023 wherein the Court of Justice of the European Union (CJEU) (Fifth Chamber) examined the complex interrelated issues regarding Article 54 CISA interstate application of the *ne bis in idem* (double jeopardy) principle, Article 55(1)(b) CISA exceptions and limitations to the application of that principle, Article 50 of the Charter of Fundamental Rights of the European Union (CFR) interstate application of the principle, and Article 52(1) CFR exceptions and limitations to the application of that principle subject to the principle of proportionality. The CJEU also examined the compatibility of national declarations not to be bound by the application of Article 54 CISA commensurate with Article 55(1)(b) CISA in the context of a criminal organisation and financial crime, offences against national security or other equally essential interests, and the compatibility of such declarations with Article 50 and Article 52 CFR. The CJEU upheld the compatibility of such declarations with EU law. This is the first CJEU judgment on exceptions and limitations to Article 54 CISA and compatibility of

declarations restricting that principle with Article 50 CFR.

MR involved a request for a preliminary ruling under Article 267 TFEU from the Regional Court, Bamberg concerning the validity of Article 55(1)(b) CISA exception to Article 54 CISA and whether this limitation is compatible with Article 50 CFR (interstate application of the right not to be tried or punished twice in criminal proceedings for the same criminal offence). The request was made in criminal proceedings brought in Germany against *MR* for offences including formation of a criminal organisation and investment fraud. The CJEU embarked on a detailed analysis of whether the requirements of Article 52(1) (scope of guaranteed rights) had been met and concluded that Article 55(1)(b) CISA was compatible with Article 50 CFR. Therefore, a state could bring a second prosecution for the same act/offence following a judgment in another state where the alleged act/offence threatens national security or equivalent interests such as organised crime. The CJEU ruling is the first interpretation of exceptions and limitations to the application of the *ne bis in idem* principle under Article 54 and Article 55 CISA commensurate with Article 50 and Article 52 CFR. This paper will examine the significance and implications of the judgment.

Raquel Cristina de Caria Patrício

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China's Growing Presence in Latin America – New Centre-Periphery Economic Structure and Re-Peripheralization of Major Industrialized Latin American Economies

This paper seeks to analyse the growing presence of China in Latin America since the 1990s, when the Asian giant began to assert itself as the engine of the global economy. China overtook Japan as the world's second largest economy in 2010, a position it still holds today.

Based on this economic growth and on a pragmatic dimension of its foreign policy, China has been strengthening its relationship with Latin America, especially since the presidency of Hu Jintao (2003-2013), around the themes of energy, minerals and infrastructure, while the country redoubles its efforts for multipolar involvement in the region, by joining the Inter-American Development Bank (IDB) in 2008 and signing cooperation, trade and investment treaties with several countries in the region, such as the treaties to import soy and iron from Brazil, copper from Chile, oil from Venezuela and Ecuador, intermediate goods from Mexico, coffee and fruit from Costa Rica, or the free trade agreements with Peru and Chile.

China's internationalisation towards Latin America, through economic relations which, in the short term, appear to be harmonious as each party exports the products in whose production it specialises (Latin America exports commodities, while China produces and exports technology-intensive goods), has produced contradictory consequences.

The environmental pollution and competition for water that Latin American exports to China entail have given rise to socio-environmental conflicts in the region, between farmers and ranchers on the one hand, and corporations and governments on the other.

Moreover, the Latin America-China relation has produced a centre-periphery economic structure, leading Latin America to a new phase of agro-export specialization. Therefore, there has been a process of re-peripheralization of the main industrialised economies of the region, such as Brazil and Argentina, that is, the reaffirmation of the primary character of these economies, because of the effects caused by the Chinese economic, industrial, and technological development achieved in just 40 years.

This means that countries like Brazil and Argentina, whose economies had already made progress in the industrialisation process

and even at the technological level, being considered industrialised since the 1970s, are today returning to the previous stage of backwardness, because of the return to the primary productive specialisation brought about by China's rapid economic growth. Latin America becomes today, therefore, part of the Chinese periphery. Given these realities, it is necessary, and is the aim of this paper, to assess the evolution and prospects of these bilateral relations, on the point of view of the new centre-periphery structure, pointing to a complex and difficult economic scenario for Latin America in the short and medium term.

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&

Ece İpekoğlu

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Destination Marketing Through Local Foods: Aegean Destinations Situation Analysis

Local cuisine is one of the most important components of destination marketing. Besides, local cuisine can make contributions to cultural sustainability with its uniqueness and authenticity, many tourists consider local cuisine as a clue to making their destination choice. It plays a substantial role in touristic motivation. Further analysis of the literature shows that a region's traditional food and drink products can be beneficial for the destination to show its cultural characteristics. Therefore, local cuisine can be used as a tool in destination marketing plans.

This study aims to explain how the coastal Aegean destinations of Turkey promote their local cuisines (especially bakery products) as a part of destination marketing. In previous studies, traditional main courses have been pointed out mostly. However, bakery products have been not made mentioned. Therefore, this research will be concentrated on traditional bakery products for destination marketing. After a review of related resources, a conceptual framework was developed. The related resources cover digital media materials such as websites, social media pages, and so on. The review provides arguments for how local cuisine products contribute to the sustainable competitive advantage of coastal Aegean destinations. The current role of local cuisine in destination marketing strategies is investigated in line with the scope of the study. The study is expected to guide tourism professionals with its practical conclusions and contribute to food tourism literature.

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&

Nikos Mourtos

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Nurturing the Frontier: Space Farming's Role in Accelerating Space Economy Growth and Advancing Deep- Space Exploration

With the space economy currently accounting for 0.6% of U.S GDP in 2021, the modern day “Race to Space”, is expected to be the next industrial revolution. However, in depth market and sector growth analysis suggests that the US lack of focus and research on sustainable food solutions for long term space missions limits the capabilities of the space industry. This paper examines the inadequacy of the US space agricultural systems and the multifaceted benefits of a viable solution. More precisely, this study quantifies how addressing the scarcity of space agriculture resources can strategically redirect financial investments towards fortifying deep space exploration. The study also explores the impacts of factors such as lack of interest and job capability in the space agriculture field, government financial distribution, and private investment focused strategies of the space industry. The paper’s findings indicate that further investment into long-term space agriculture technologies directly accelerates the US timeline of multi-planetary inhabitation and, additionally, will contribute to an increase in the growth rate of the space economy.

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**Survey of Historic Sims in Thailand:
An In-Situ, Inter-Institutional Lighting Study**

Prior to the current research, no published studies of historic, Sim building site surveys were found. The current study consisted of a 3-day, exploratory site survey of six different historic *Sims* (small village temples used mostly by monks) located in Northeastern Thailand. The site survey was conducted by an eighteen member, inter-institutional, international team of professors/researchers and undergraduate and graduate students, hailing from universities in Thailand and the USA, who represented architecture and allied building disciplines. Existing conditions were visually documented via digital phone cameras. Measurements were conducted in situ using a Krucker manual tape measure, PROMA LEO250 tape measure and a CEM laser tape measure. Reflected ceiling plans were developed. Lighting was empirically measured using an Illuminance Meter T-10A. Researchers later compared their findings to various lighting standards: Illuminating Engineering Association of Thailand (TIEA, 2016), Commission Internationale de l'éclairage (CIE, 2001), the Illuminating Engineering Society (IESNA, 2000) and Chartered Institution of Building Services Engineers (CIBSE, 1994). These standards were all regarding the quantity of light recommended for various visual tasks (i.e., reading or viewing artwork). Further, the location of luminaires and their associated lighting techniques (Smith and Bertolone, 1986) were noted. According to local records, the Sims were constructed between 1865-1953. It was found that all (100%) of the Sims had been renovated. Discovered interventions included ceiling, wall and roof repairs and repairs to the Sims' original mural paintings. Some obvious

renovations had been made to the volumes of the buildings (i.e. raising of roofs). Some room surfaces had been re-painted in modern colors. Original illumination of the Sims had been natural light and candlelight. More recently, artificial sources, including fluorescent and Light Emitting Diode (LED)s, had been installed. The newer lighting was often mounted towards the center of the Sim ceilings. The measured lighting levels exhibited variability and some measurements did not comply to industry standards. The researchers speculated that some alterations were for practical reasons (i.e., using electric light in lieu of candles) or to reflect newer styles, (i.e., changes in height of temples) apparently to comply with governmental regimes over time. The researchers speculated that the original candlelight probably produced some variance in lighting techniques (i.e., *sparkle*, *uplight*, *shadowplay*, *silhouette*, and *highlighting* of Buddah statue) within the Sims. Candlelight flickered irregularly, presumably creating an air of mystery. Natural daylight patterns, entering through original Sim buildings' openings, changed during the course of a day and throughout the seasons of the year. However, the recently observed, newer electric lighting in the renovated Sims was generally determined to be glaring and monotonous, mostly mounted centrally overhead, and producing relatively even *downlight* with no differentiation for important religious artifacts (i.e., statue of Buddha) within the Sims. The researchers believe that unfortunately, the implications of the renovations appeared to not be respectful the Sim building type, the ritualistic nature of the Sim temples, nor the sacred tasks conducted there.

Nathalie Homlong

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&

Elisabeth Springler

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Ghana: Path to Increase Public Debt Sustainability

Ghana has long been seen as a poster child for stable political development in Africa. The Western African country made its transition to democracy – even though it is considered a flawed democracy – in 1992. Peaceful transition of power in multiple presidential and parliamentary elections since that time, the fact that it has experienced less turmoil than other African countries, and the consideration of human rights, including freedom of speech, have supported Ghana's positive reputation. In terms of economic development, the country is heavily reliant on export of resources like gold and cocoa. Since 2010, Ghana has been ranked as a lower-middle income country. On the other hand, Ghana is facing growing inequality, especially between the region around the capital Accra and the North of the country. However, the most immediate economic problem is Ghana's debt crisis. This paper follows a post- Keynesian approach to development economics and applies the causal relations of the national financial sector, its stability and economic growth, as well as the effectiveness of national industrial policy proposals. Furthermore, to promote economic growth, the position of developing economies in international relations must be discussed alongside with alternatives to the existing regime, as an International Clearing Union. Built on this, the paper aims to give insights into necessary policy reframes that would allow Ghana to follow a positive development trajectory and promote sustainability in its public finances.

Yulin Hswen

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Navigating the Intersection of Generative AI in Public Health: Opportunities, Challenges, and Ethical Considerations

Background: The ascendancy of generative AI models, exemplified by OpenAI's ChatGPT, engenders a distinctive juncture within the sphere of public health. This paper expounds upon the merits and perils intertwined with the assimilation of ChatGPT into public health domains, elucidating both the unprecedented opportunities it offers in the realm of health communication, and the profound challenges it poses, encompassing concerns regarding AI-induced gaslighting, hallucinations, trust erosion, the engenderment of complacency, and the attenuation of diversity of thought.

Methods: We scrutinize the deployment of ChatGPT4.0 in the context of structured inquiries pertinent to public health assistance. Our investigation encompasses an assessment of ChatGPT's efficacy in furnishing bespoke health communication tailored to an array of social variables, namely gender (Male, Female, Transgender), race/ethnicity (White, Black, Asian, Hispanic, Native American, Alaska Native, Pacific Islander), and sexual orientation (Heterosexual, Homosexual, Lesbian, Bisexual). We evaluate the capacity of generative AI to generate contextually germane health information, while also examining ChatGPT's potential for delivering personalized health guidance on a substantial scale.

Results: ChatGPT exhibited responsiveness to all 15 questions involving various social variables pertinent to public health. However, certain responses manifested inaccuracies or disseminated misleading information, such as guidance related to notifying sexual partners of sexually transmitted diseases. Such instances of erroneous medical counsel bear the potential to exacerbate disease transmission. Furthermore, uniform information provision was observed across social variables, bereft of diversity. Although ChatGPT furnished empathetic responses and explicitly indicated its generative AI origin, we did not undertake an assessment to ascertain whether this mode of information dissemination by AI can genuinely replicate the intricate facets of human communication, replete with spontaneous compassion.

Conclusion: Generative AI models, exemplified by ChatGPT, harbor the capacity to reshape the landscape of public health communication. Their potential to enhance access to health information, facilitate immediate feedback, and streamline healthcare

delivery is monumental. Nevertheless, they also usher in substantial apprehensions concerning the diversity and authenticity inherent to human interactions in the domain of public health. As the integration of such technologies deepens within the purview of public health, it becomes paramount to adopt a comprehensive approach in addressing these concerns, ensuring that technology serves the collective good without compromising the facets of individuality and the quintessential human experience.

Noelle Hunter

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International Child Abduction: A Wicked Problem for Global Society

This presentation classifies the global problem of International Parental Child Abduction (IPCA) as a wicked problem. Wicked problems such as poverty, famine, and inequality persist because they lack clarity in articulation and approach, and thus cannot simply be “fixed”. Rittel (1973) was among the first to categorize the indeterminacy, endemic complexity, and interconnected nature of certain social problems as “wicked”. These hard-to-solve social problems have in common: (1) no definitive formulation; (2) no signal [stopping rule] for determining whether a problem has been solved; (3) no idealized outcomes or solutions; (4) solutions which cannot be tested and for which no ‘template’ exists; (5) dynamism, with no room for trial and error; (6) varied possible solutions or approaches; (7) terminal uniqueness; (8) symptoms of other, related problems; (9) diverse explanations and possible solutions, and; (10) accountability for policymakers seeking to address wicked problems.

Public planners, design theorists, business managers, and others historically have considered these characteristics when attempting to understand and mitigate wicked problems. Contemporarily, Hou, Lie and Song (2022) advocate for a transdisciplinary approach to wicked problems, “because fragmented but interconnected social challenges...call for cooperation among different disciplines”.

As a wicked problem, IPCA intersects across multiple policy domains, from international and family law, to international relations, cross-border family disputes, religion, norms, and cultural practices.⁴The presentation articulates the 10 characteristics of wicked problems through the lens of international parental child abduction, and offers recommendations for mitigating this global problem.

Carlo Klein

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The ECB's Monetary Policy Review: A Post-Keynesian Twist?

In 2021, the European central bank (ECB) decided to adjust its monetary policy strategy. Three major changes were initiated: the main objective was reformulated, but also the structure of the institution's analyses of the economic situation and how it will communicate in the future was adjusted. Can these changes be considered as being based on a Post-Keynesian view or do they still follow the "New Consensus" model largely based on standard neo-classical theory? Our main conclusion will be that the adjustments made by the ECB are not necessarily based on Post-Keynesian analysis. To justify this statement, we have developed what we consider the basic elements of a Post-Keynesian monetary policy, then we analysed what a Post-Keynesian monetary rule could be as well as the monetary policy instruments used by the ECB. Subsequently we looked at the strategy changes made by the ECB from a Post-Keynesian point of view and concluded that some of these changes can be considered as being close to Post-Keynesian theory, but other facts explain why the ECB's monetary policy is still close to the "New Consensus" model.

Sherwood Lane Lambert

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Kevin Krieger

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&

Nathan Mauck

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Predicting Operating Income via a Generalized Operating Leverage Model

We propose a generalized, practitioner-oriented operating leverage model for predicting operating income using Standard and Poor's Compustat items: SALE (net sales), COGS (cost of sales), DP (total depreciation and amortization), XSGA (selling, general, and administrative expenses), and OIADP (operating income after depreciation and amortization). Prior research finds that $OIADP = SALE - COGS - DP - XSGA$; hence, our model includes all aggregate revenues and expenses comprising OIADP. Also, prior research finds COGS is "much less" sticky than DP and XSGA; hence, we use COGS as a proxy for total variable costs and DP and XSGA as proxies for sticky fixed costs. We introduce a new adjustment to the textbook operating leverage model so that SALE-to-COGS remains constant for the reference and forecast periods. Also, inspired by prior research, we introduce adjustments to DP and XSGA for cost stickiness. We find our generalized operating leverage model improves estimates of changes in next-quarter and next-year OIADP compared to textbook operating leverage predictions, which are special cases of our model.

Bronwyn Mauldin

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Pandemic Recovery in the Nonprofit Arts and Culture Sector: Impact of US Policy in Los Angeles County, California, and Ramifications for Local Tourism

Among the earliest COVID-19 pandemic closures in the US were cultural institutions, including performing arts venues, museums and galleries, and community-based arts centers. The collapse in attendance led to a catastrophic loss of earned revenue such as ticket sales and merchandise. More critically, though, nonprofit arts organizations experienced an immediate decline in individual and philanthropic contributions that were their primary source of revenue, as private donors turned their attention to health and social service needs. In the first two weeks of pandemic closures alone, one study found that 71 percent of US arts nonprofits experienced decreased donations compared to 57 percent of human services nonprofits (Kim and Mason, 2020). Neither ticket sales nor contributions to nonprofit arts organizations have yet bounced back to pre-pandemic levels, especially in the performing arts (CVL Economics, 2023).

Relief and recovery funding for individual artists and arts organizations that began in 2020 largely conformed to the sector's long-standing fragmented and decentralized funding model, but with government playing a larger role than the private sector. This paper will present a case study of how Los Angeles County – the most populous county in the US with more than 10 million residents and nearly 50 million tourist visitors annually – developed local policies to administer federal, state, local, and private relief and recovery funds to support the nonprofit arts and culture sector.

This examination is important because in the US, funding for arts and culture as well as tourism have historically been left to the private domain, either for-profit industry or the nonprofit voluntary sector, driven by a combination of laissez-faire economics and a near-absolutist free speech ideology that posits government should neither promote nor constrain artistic speech. As a result, while arts and cultural economic activity accounts for 4.4 percent of US gross domestic product (\$1.02 trillion) (US Bureau of Economic Analysis, 2023), less than one-tenth of one percent of the US national budget (\$628 million) was appropriated in 2022 to the three agencies comprising the National Foundation on the Arts and Humanities (Congressional Research

Service, 2023). That same year state and local governments combined contributed than eight times more (\$1.68 billion) (Stubbs, Rhoads, and Rhee, 2023). However, contributions to arts nonprofits by private philanthropy and individual donors dwarfed government spending on the arts with a total of \$24.67 billion (Giving USA, 2023).

This paper will highlight how national pandemic relief and recovery policies changed when Joe Biden was US elected president, show how the 2020 movement for racial justice impacted pandemic relief and recovery, and consider ramifications for local tourism.

Ronagh McQuigg
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Domestic Abuse and the Right to Life: Recent Jurisprudence of the European Court of Human Rights

The Grand Chamber of the European Court of Human Rights (ECtHR) issued its first judgment in a domestic abuse case in *Kurt v Austria* (app. no. 62903/15, judgment of 15/06/2021). In this judgment, the Grand Chamber set out principles which should henceforth be applied when addressing the positive obligations of states regarding the right to life (Article 2 of the European Convention on Human Rights) in the context of domestic abuse. This paper would seek to analyse the Grand Chamber's judgment and the extent to which it has impacted the ECtHR's approach in subsequent domestic abuse cases involving alleged violations of Article 2.

A key question in *Kurt* was how the 'Osman test' should apply in domestic abuse cases. In *Osman v United Kingdom* (app. no. 23452/94, judgment of 28/10/1998) the ECtHR asserted (at para. 116) that for the State to be held liable for failing to take appropriate measures to protect the right to life of an individual from a risk posed by another private individual,

it must be established that the authorities knew or ought to have known at the time of the existence of a real and immediate risk to the life of an identified individual from the criminal acts of a third party and that they failed to take measures within the scope of their powers which, judged reasonably, might have been expected to avoid that risk.

However, there were difficulties with applying the *Osman* test to domestic abuse cases, particularly regarding the requirement for the authorities to know or ought to know of the existence of an 'immediate risk' to the life of an individual in order for their duties to be engaged. Domestic abuse usually comprises an on-going cycle. Thus even if a risk to life does not appear immediate, there is a considerable possibility that this could escalate at any point. For state authorities to be under a duty to take preventive operational measures to protect the right to life only when there appears to be an 'immediate risk' in the traditional interpretation of this term may not be sufficient to protect the right to life in a domestic abuse context.

However, in *Kurt* the Grand Chamber established that, although the *Osman* test should be used in domestic abuse cases, it must be applied in such a manner as to take account of the specific circumstances of such abuse, a recognition which is to be welcomed. It seems from the judgments that have since been issued that henceforth the principles set out by the Grand Chamber will generally be followed closely by the ECtHR in domestic abuse cases involving Article 2, thus leading potentially to a more uniform approach being taken by the Court in its consideration of such cases. Also, the application of these principles could lead to the ECtHR finding violations in circumstances in which it would not otherwise have done so, as may have been the case in *Y and Others v Bulgaria* (app. no. 9077/18, judgment of 22/03/2022).

Adam Miller

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Death, Dying, and Social Media: On Sharing the End in the Attention Economy

In one of her final videos, Australian hospice patient Therese Alexander looks earnestly into the camera and begins with her traditional address: “Hi, I’m Teed, and I’m terminal.” From April to October 2022, Teed spoke candidly with more than half a million followers about her progressive loss of energy, mobility, and general capability in the wake of a devastating Amyotrophic Lateral Sclerosis (ALS) diagnosis. And she is not alone. Numerous creators have leveraged social media platforms like TikTok, Instagram, and YouTube to reframe the process of dying as one of the few experiences common to all rather than one to be endured privately. In their discussion of business in an era increasingly governed by the principles of the attention economy, Davenport and Beck (2001) argue that the comprehension and subsequent management of consumer attention is the most significant determinant of business success. With an abundance of data accessible to a disproportionately Western user community, information glut has instigated a kind of desensitization or narcotization such that attention has become a coveted resource deployed to the provocative, morbid, or sensational over the mundane or pedestrian (Lazarsfeld & Merton, 1948). The increasing valuation of this resource has prompted the progressive erosion of a boundary between public and private, such that candid depictions of sexuality, mental illness, dying, and death itself are increasingly being articulated, shared and experienced collectively in a public forum. Leveraging the parameters of Davenport and Beck’s (2001) conception of the Attention Economy, this research project aims to examine the user metrics associated with the accounts of five deceased social media creators in order to determine the degree to which content production was driven by profit or community support and raising user awareness.

Nellie Munin

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**The Money or Your Life?
Enhancing Poor States' Accessibility to Medicines and
Vaccines in Global Pandemics**

A combination of national and international rules aims to encourage R&D and innovation by ensuring their profitability. However, it implies that patent or IPR-based goods, particularly medicines, and vaccines, are expensive and thus less accessible, or inaccessible, to poor countries.

In times of global pandemics such as COVID-19, this reality imposes particular moral and health dilemmas. The moral dilemma focuses on the extent to which the right to life should depend on the economic status of human beings, or of the states in which they live. Skeptics or cynics may contend that this is a common, daily insolvable dilemma even in the richest countries. However, even such skeptics and cynics address the health dilemma more seriously: as the COVID-19 pandemic illustrated, in a global world nobody is safe until everybody is safe. Namely, the inaccessibility of poor countries' populations to medicines or vaccines in cases of global pandemics may endanger even the populations of rich countries which can afford these medicines or vaccines.

Developing countries have been struggling for equitable access to essential medicines since the beginning of decolonization. The presentation will revisit the current WTO legal mechanisms devised to balance that right with inventors' and investors' rights for IPR protection (particularly, but not only, TRIPs Article 31bis allowing governments to waive patent rights in cases of 'a national emergency or other circumstances of extreme urgency', assessing their shortcomings in light of post-COVID-19 insights and literature.

John Naslund

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Barriers and Challenges to the Implementation and Scale up of Treatment for Depression in Primary Care Clinics in Rural Madhya Pradesh, India: Findings from a Cluster Randomized Controlled Trial of an Enhanced Coaching Support Strategy

Background: Few individuals with depression in India have access to evidence-based treatment, a gap largely attributed to failure to implement effective interventions in routine care settings, such as primary care clinics. This study seeks to address these challenges by evaluating whether a remote coaching implementation support strategy, referred to as Enhanced Implementation Support (EIS), is superior to routine health system support in increasing the proportion of outpatients screened for depression at primary care clinics in rural Madhya Pradesh, India, and on improving the detection of cases for depression, following by referral and initiation of treatment.

Methods: This cluster-randomized hybrid type-III implementation study enrolled 14 rural primary care clinics implementing a collaborative depression care package based on the World Health Organization's (WHO) mhGAP program. Clinics were randomized to either EIS (intervention) or routine support (control) conditions. EIS consisted of remote and in-person technical assistance, following the Plan Do Study Act (PDSA) cycles, with fortnightly calls with the clinic teams, continuous WhatsApp support, monthly virtual conferences, and monthly in-person clinic visits. Primary outcomes included proportion of outpatients screened for depression, and secondary outcomes included proportion of positive cases of depression detected, referred and initiated on treatment. Patient-level outcomes of improvement in depressive symptoms were also collected at 3-month follow-up. These findings were supplemented with in-depth qualitative interviews with the facility staff, including nurses, midwives, and medical officers from participating clinics in both the intervention and control arms, as well as health system representatives, to explore the barriers and facilitators to supporting the uptake and successful delivery of a new practice, in this case delivery of depression care, in routine clinical settings.

Findings: Over nine months, roughly 6500 patients were screened on the PHQ-2 (control: 13.6%, intervention: 9.1%), of which 78 screened positive (control: 0.1%, intervention: 2.6%). Over 53% of screen-

positives received consultation from the medical officer and 90% were initiated on treatment in the intervention arm. Thirty-one PDSA remote calls and 38 in-person visits were conducted with the intervention clinics. Barriers to integration of depression care included high workload among midwives and nurses, less privacy and seating in crowded outpatient clinics, patient-level stigma, provider-level difficulties in appropriately asking the questions, and absenteeism among medical officers.

Implications: Despite observing higher screening rates for depression in control clinics, rates of case-detection, doctor-referral, and treatment-initiation were higher in the intervention clinics. This suggests quality of implementation was substantially greater in the intervention condition. This study highlights that an enhanced implementation support strategy, with a combination of remote and in-person coaching can contribute to higher quality implementation of depression care, with meaningful impact on successfully treating patients with depression in primary care. These findings can inform broader health system efforts in India, as well as in other lower resource settings, where there are initiatives underway to support the expansion of services offered including the delivery of basic mental health care in primary care settings.

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On NATO's Identities and Temporalisations

What was NATO when it was first instituted? How NATO continued to exist when the international environment in which it gained validity "radically changed"? How is it evolving face to the even newer changes in its environment?

These questions are neither new nor under-debated. However, studies have focused on different facets of them in relative isolation, stemming from the delimitations/ prioritisations of the theoretical approaches they have been following, which have quite often replaced the immediately, pre-theoretically "given" state of their objects in their purely intersubjective field. Theorisation in the IR field becomes an act of "alteration", if not "creation" as the *intersubjective* "givenness" of phenomena and events is reduced to its malleable material, as the theoretical construct juxtaposes its own narrative about their geneses on what is immediately and already meaningfully given.

The debates and studies about NATO are not different in this regard. Therefore, attempting to deal with the NATO's evolution as to its identity(ies) and temporalisations constitutes, besides an end itself, also a case study for outlining a more general approach to the IR. Phenomenology and phenomeno-ontology offer notions and tools to study the IR phenomena and occurrences through their immediate givenness and time, here those related to NATO's ontology and temporalisation. Following the definition of these notions and tools, the main section of the presentation and the second and third sections of the related paper shall be reserved to answering the questions asked in the first paragraph.

Within this framework, it appears that NATO, which was constituted as an alliance that was specific to the bipolarity, was adapted to the immediacy of the post-bipolar intersubjectivity by being attributed separate identities that were separately temporalised. This particular adaptation indicated the non-completion of the "invalidation" of the bipolarity, of which a significant part were transferred to the post-bipolarity. In this vein, at the- then retentional-protentional actuality, NATO was given rather as a *sui generis*, "outwardly" security-community and as an alliance of -still- bipolar-type at the anticipatory time. NATO was gradually organised in line with this duality. As long as the bipolarity-type dialectic continued to remain contingent on the anticipatory horizon, NATO's alliance

identity remained valid, however temporalised differently. Also, its *sui generis* security-community identity remained valid in actuality due to this temporalisation on the anticipatory horizon.

This duality of identity and temporalisation was gradually eroded by the “preserved” elements of the past dialectic, resulting in –also gradual- re-temporalisation of it from the anticipatory horizon to the retentional-protentional time, which gained momentum from the 2007 Munich Security Conference onwards, as displayed in a series of events. The “centrifugality” inherent to the *sui-generis* security community and the “friction” it engendered in re-temporalising NATO have apparently been the main elements of the NATO’s impasse during the period. However, Russia’s invasion of Ukraine has seemingly reduced the centrifugality and the friction significantly and accelerated the re-temporalisation of NATO in line with the self-actualisation of its “Other” on a dialectical ground.

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&

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The American Rejection of the International Right of Housing

Important international documents such as the United Nations' "Universal Declaration of Human Rights" and "International Covenant on Economic, Social, and Cultural Rights" not only champion the right of housing but also spell out in surprising detail what adequate housing might entail. The international right of housing includes much more than a roof over one's head. Recognizing how crucial the right of housing is to the health and well-being of their citizens, many of the world's nations have added the right to their constitutions or otherwise enacted it into their laws. However, the United States has consciously refused to do so. Legal, economic, and ideological reasons for this refusal can be deciphered, but the harm this refusal does to Americans and especially impoverished and working-class Americans should not be overlooked. Their rental housing contributes to injury, chronic disease, and poor mental health. Had the United States recognized the right of housing, rental housing for low-income households would in the present surely be seen as a violation of that right.

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Linking Asset Prices to News without Direct Asset Mentions

Advances in Natural Language Processing (NLP), computing power and data availability are driving an explosion in research about the impact of news on asset prices. However, when relating news to individual assets, this research is based on mentions of specific assets or related terms in the news stories. Such an approach has two shortcomings. First, it requires a substantial time investment in a specific NLP technology. Second, and more importantly, it ignores news articles that do not directly mention a given asset or a pre-defined asset-related term, even if these articles are logically related to the asset in question. Our approach relies instead on a novel NLP technology called "semantic fingerprinting", which projects any text onto a binary vector representing its meaning. The greater the overlap between the semantic fingerprint of a news article and a given asset description, the more relevant we expect the article to be, whether or not the given asset is mentioned in the news directly. We show that this approach successfully picks up the positive impact of news on prices of commonly traded commodities using a dataset of general news published by The Guardian. We include the needed data and instructions for implementing this approach.

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Can Online Experiential Learning be Successful?

The Johns Hopkins Carey Business School offers Experiential learning courses as part of elective options for many graduate degree programs. First let's define experiential learning in a business program. Experiential learning is applying business knowledge and skills in real-world environments while embracing the complexity of teaming, partner engagement, context, and creative problem solving. During the COVID pandemic and the increasing popularity of online programs, the question was asked if an experiential learning course could be successfully converted to an asynchronous format. The Johns Hopkins Carey Business School has successfully transformed an onsite experiential course to an online platform. Both advantages and disadvantages of online format such as expanding the geographic range of both clients and students are examined. Other variables discussed include the ideal size of teams, number of teams/projects per session, and length of course calendar. One of these courses is Health Care Strategy Client Practicum. Students enrolled can be in either the MS Health Care Management Program or MBA Health Care Innovation concentration. Use of Learning Management System tools in design of online format will be assessed. This course has several levels of learning that includes (a) teaming with a diversity of team members; (b) developing relationship with clients to acquire information; and (c) application of business tools to a real-life health care related business. This presentation will review the (a) model for experiential learning in an online format; (b) basic tenants for design of the online course; and (c) provide examples of projects and learning outcomes conducted in online experiential course. Projects have included (a) Marketing of a Dementia Program using collaborations; (b) international marketing of a prosthetic device; (c) ROI for a software program for hospital oxygen tank location and quantity, etc. Both the client and students benefit from the course. Often clients are either too busy with day-to-day activities to solve other less demanding problems or need a fresh set of eyes to formulate unique alternatives. Presentation will review (a) role of diversity in the teams; (b) assigning teams to most appropriate client project; (c) tracking progress of team-client progress and (d) evaluation and selection of clients and projects. Lessons learned and updates made from past rounds of online experiential learning courses.

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Development and Application of a Methodology for Analyzing Costs of Ensuring Safe Work in High-Risk Industries: Theoretical and Practical Aspects

This scientific article presents a study focused on the development and application of a methodology for analyzing costs of ensuring safe work in high-risk industries. The article examines the theoretical and practical aspects of this methodology, emphasizing their significance and applicability in various industries with high levels of occupational risk.

The presented theoretical foundations and practical recommendations for the application of the methodology for analyzing costs of ensuring safe work will enable organizations in high-risk industries to make informed decisions and optimize their budgets, with the aim of enhancing workplace safety and reducing the likelihood of occupational injuries. This study holds practical significance and can serve as a basis for further research and development in the field of occupational safety in high-risk industries.

The objective of this research study is to develop and apply a methodology for analyzing costs of ensuring safe work in high-risk industries with a high incidence of occupational injuries.

The methodology employed in this study involves a systematic analysis of key cost factors associated with occupational safety, including equipment procurement and maintenance, training and education programs, and preventive measures to mitigate and respond to workplace injuries. The development of relevant tools and models for evaluating cost-effectiveness and optimizing safety expenditures in these industries is also considered.

The findings of this study highlight the importance and applicability of the developed methodology in high-risk industries. The analysis of costs associated with ensuring safe work provides valuable insights into budget optimization and decision-making processes. It enables organizations to enhance workplace safety and reduce the incidence of occupational injuries effectively.

The practical significance of this research lies in its provision of evidence-based recommendations and practical guidelines for organizations operating in high-risk industries. The methodology offers a systematic approach to analyze and manage costs related to occupational safety, allowing companies to allocate resources efficiently and improve overall safety performance.

This study contributes to the existing literature by presenting an original methodology tailored to high-risk industries with a focus on cost analysis and optimization. Its value lies in providing a comprehensive framework that combines theoretical foundations with practical applications, addressing the specific needs and challenges of industries characterized by a high risk of occupational injuries.

At the current stage of the development of occupational health and safety in Kazakhstan, there is an urgent need for improvement in the processes of reporting, monitoring, and analyzing the Occupational Health and Safety Management System (OHSMS), abbreviated as OHSMS. However, the measures taken in the country to update the legislative and regulatory framework have proven to be insufficiently effective. Currently, there is a noticeable increase in the number of fatal workplace injuries and incidents with serious consequences. In light of these circumstances, it is crucial to take additional measures to improve the situation in the field of occupational health and safety and ensure the safety of working conditions.

Safety and occupational health issues at enterprises can be addressed through several possible solutions. One approach is the development and implementation of new equipment and technology, personnel training, updating normative-methodological documents, and promoting occupational health and safety. However, implementing these measures involves certain resource Costs, and now enterprises are responsible for seeking financing for occupational health and safety measures.

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The Business Case for Digital Accessibility and Inclusive Design

Today, it is vital that organizations foster diverse workforces and inclusive cultures. Business environments require the integration of digital accessibility. As the web has become an integrated, critical tool of daily life, businesses everywhere see the need to integrate accessible design into their websites, applications, procurement processes, and more. Accessible design supports an organization's ability to innovate, enhance its brand, increase market reach, and minimize legal risks. It also allows content to operate across various devices, platforms, browsers, operating systems, and assistive technologies. Today, over one billion people worldwide live with a disability, so integrating digital accessibility allows businesses to engage more fully with clients, customers, partners, and employees. Benefits to a business include driving innovation in products and services, enhancing its brand by demonstrating support for accessibility for all, extending its global market, improving online experiences, and minimizing legal concerns and risks. Digital accessibility removes architectural, digital, and social barriers, providing varied and flexible ways for users to interact with their websites and applications, both for people with and without a disability.

Inclusive Design takes accessibility one step further by removing barriers that hinder users' interaction with products or services. More people can and will use a product effectively when inclusive design is used. For digital products, the focus is on users with low vision, blindness, deafness, neurodiversity, and mobility issues.

Attendees will learn: 1. How to articulate the business case for digital accessibility; 2. Champion digital accessibility support across organization departments with an understanding of responsibilities and motivation; 3. Apply essential techniques for setting digital accessibility goals and reporting; 4. Apply digital accessibility skills in procurement and related strategy; 5. Implement strategies for different types of digital accessibility training; and 6. Support digital accessibility through different types of internal and external communication

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Social Control of Everyday Life and Political Construction of (Montenegrin) Identity

The research problem is the influence of global crisis on identity and daily life of Montenegrin people. *The subject* is the political construction of (Montenegrin) identity, as a result of social control on everyday life, where identities are born. For the purpose of researching this relation, the starting point is the explanatory potential of J. Habermas's *contemporary socio-political theory* about the colonization of the world of life by an expansionist logic of the political-economic constellation (system). *Scientific goals* are: 1) description of the colonization of the world of life and the construction of (Montenegrin) identity, as an indicator of social crisis (in Montenegro); 2) understanding the causal factors (causes, motives) of (Montenegrin) identity construction, 3) generic explanation of the political construction of (Montenegrin) identity, through strategies, policies, educational and media influences. *Social goals* refer to: 1) expansion of the fund of knowledge about contemporary (Montenegrin) society and its problematic aspects; 2) pragmatic explanations of the problem of social control of everyday life through the re-actualization of socio-political concepts; 3) indication of guidelines for possible changes for the better in the sphere of everyday life in the future. *The methodology* concerns the main hypothesis that by constructing the identity of people in the post-industrial society, social control of everyday life is realized. Auxiliary hypotheses are: 1) Identity construction takes place through strategies, policies, educational and media influences as segments of social control aimed at managing social resources from the local to the global level. 2) With instruments of social control, a desirable system of values of individuals and social groups is established with the aim of preventing, delaying, compensating and transforming their potential subversive action (undermining the system from within). The independent or causal variable is the social control of everyday life, while the dependent or consequential variable is the constructed

identity. The logical analysis will try to confirm the hypothesis, while not neglecting the arguments that would contradict it. Making final findings will be facilitated by the synthesis, inductive and deductive methods of reasoning, as well as the method of comparison with a case study. *The results* refer to the achieved goals and the general conclusion that the system's power logic reduces the sphere of free and open communication of individuals, thus their identity becomes a place of permanent crisis due to the threat of the meaning of everyday life within which identity is formulated. This crisis is the reason that identities will remain endangered until the question of an alienation of life is raised, in accordance with the capitalist imperatives of unlimited economic growth and consumption, and instrumental-rational interaction. As a reaction to the system dominance, the forces of resistance are strengthening, in the form of new alternative grassroots social movements, such as Civil Movement United Reform Action (URA), in Montenegro, which is pro-European green political party of the left center and social-liberal ideological provenance.

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What is a Fair Salary?

Pay satisfaction and pay fairness are of vital concern to employees, employers, and hence the entire economic structure. Although the importance of fairness to compensation decisions is widely acknowledged, the research examining how fairness perception relates to components of pay is relatively scarce. Here, I model a dyadic employer-employee interaction as a two-person game in which an allocator (an employer) divides a monetary amount (a workplace net profit) between herself and a recipient (an employee). Assuming self-interested players, I propose a level-of-aspiration model, according to which players' pay satisfaction is proportional to their actual payoffs relative to their aspired payoffs. Solving for the points of equality between the players' levels of pay satisfaction, yields two "harmony" points, depending on the assumption made about the recipient's aspirations. Assuming that the recipient aspires for 50% of the total amount, the predicted harmony allocation is $(2/3, 1/3)$ for the allocator and recipient, respectively. On the other hand, assuming that the recipient aspires to receive the same amount as the allocator, the predicted harmony allocation is $(\varphi, 1-\varphi)$, where $\varphi \approx 0.62$ is the famous Golden Ratio. For a dyadic employer-employee interaction, the above solution prescribes that a fair salary is any percentage of the net profit between $\approx 33\%$ to $\approx 38\%$, with strong preference for the upper limit, which in addition to yielding higher pay and pay satisfaction, is also aesthetically pleasing. Tests using field data on attitudinal pay fairness, actual pay data, and allocation behavior in experimental ultimatum bargaining, lend strong support to the proposed model.

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Struggle or Celebration: Mediocrity at Workplace

Incorporating objectivity into performance management, fostering competitiveness, and establishing accountability are proven tactics that have been assisting organizations. Despite these efforts, a significant number of organizations continue to grapple with a low-performance culture and struggle to meet standards, primarily due to the presence of mediocre employees. Many of these organizations seek skilled talent but often face a shortage of capable employees (Berman & West, 2003). The pervasive practice of recruiting average or subpar employees, as identified by William D (2019) and Goode (1967), stands as a root cause of organizational incompetence. Mediocre employees lead to delayed identification of shortcomings, hinder strategy formulation and implementation, and impede an accurate evaluation of the organization's status. Their lack of creativity may even obstruct the progress of talented colleagues (Price, 2002). Additionally, they contribute to increased organizational costs, errors, complaints, training expenses, human resource costs, and absenteeism rates (Price, 2000), ultimately tarnishing the organization's image.

On the other hand, Johannesson and Ellingsen (2007) propose that mediocre employees may respond positively to signs of respect, such as symbolic awards, attention, and trust (p. 137). Berman and West (2003) offer measures to improve the performance level of mediocre employees. In certain situations, recruiting mediocre candidates could even benefit an organization, as these employees might reciprocate the benevolence of an employer by exerting extra effort (Montinari, Nicolo, & Oexl, 2012). Montinari et al. (2012) evaluated "ex-ante ability and ex-post productivity" (p. 2) and noted a notable difference between the two for mediocre employees.

Considering the polar perspectives on this matter, it becomes intriguing to explore the decisions made by senior managers. To shed light on the reasons behind the prevalence of mediocrity in the workplace, we conducted semi-structured personal interviews with senior managers.

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AI and Humanitarian Communications

Humanitarian communications has become an increasingly complex field with a range of actors from governments to international aid organizations to citizen witnesses and others joining journalists as producers of humanitarian media content (Chouliaraki & Vestergaard, 2021; Powers, 2018; Scott, Bunce & Wright, 2018). Along with additional actors, there has been an increase in new digital communication technologies such as virtual reality, augmented reality and the topic of this paper: increasingly easy-to-use forms of Artificial Intelligence able to produce humanitarian- focused media content.

AI has been deployed in the humanitarian space for several years now, used, for example in facial recognition at border crossings, aiding in the reading of satellite imagery, maintaining databases of immigrants and refugees and so on. Some praise those activities for streamlining the work of humanitarian organizations. Others criticize AI as another high tech tool contributing to surveillance, racial bias and a form of what Mirca Madianou (2021) calls “Technocolonialism” to which those especially from the Global South are subjected to.

In this paper, the focus is specifically on a comparison of two high profile cases of AI usage to generate images related to humanitarian activities. In the spring of 2023, Amnesty International noted the two-year anniversary of the anti-tax protests in Colombia that prompted violent police reaction in 2021 leaving more than 40 people dead. Amnesty did so through a social media series of posts using AI images to depict protesters, claiming they did not use any of the widely available real images in order to protect protester’s identities from state retaliation. Online commenters spotted mistakes in the images and a outcry led Amnesty to apologize and take them down.

The second case involves the use of AI generated images to depict the conditions in Australian off-shore detention camps for refugees. That project, Exhibit A-I, established by immigration lawyers in the Spring of 2023, encompassed taking statements from 32 refugees and converting them into 130 AI images using the software MidJourney that were compiled on a website and in a hard copy book. These images did not generate the backlash of those created by Amnesty International.

This paper deploys discourse analysis of these two incidents including the media content and text responses by the humanitarians producing AI media content and that of news organizations, which are

themselves facing issues of how to use AI-generated content, covering them. Beyond assessing those cases, the paper takes a step back to conclude with a critical reflection of the complicated issues around humanitarian actors - whose effectiveness has historically depended on fidelity to the truth - using AI to produce representations.

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Future Skills! Actively Shaping the World of Tomorrow

Future Skills can be defined as a competency-based concept that is used in particular in the areas of school education, higher education, and continuing education and training for employees. The concept of future skills is used to categorize future-oriented competencies and, based on this, to determine the existing skills, the need for them, and the targeted development of these skills in various groups of people (Ehlers 2020; OECD Future of Education and Skills 2030). The rapid development of new technologies, digitalization and other societal changes are having a major impact on the labor market and the way work is done. Future Skills in higher education therefore encompass a wide range of skills that go beyond specialist knowledge and aim to prepare students for the demands of the future world of work. These include digital literacy, critical thinking and problem solving, creativity and entrepreneurial thinking as well as communication, collaboration and self-regulated learning or social and intercultural competence. Developing these Future Skills is increasingly seen as critical to successfully making the transition from university to the job market and remaining competitive in a rapidly changing world. As a result, universities are striving to adapt their curricula and introduce innovative teaching and learning methods to promote the acquisition of these competencies. The BediRa-Project at the University of Applied Sciences for Social Work, Education and Nursing aims to pursue the goal of developing these Future Skills together with the students in a Future Skills Lab. Particular emphasis is placed on developing those future skills that are important for social, people-related courses of study. This paper provides an overview of the importance of Future Skills for the future of higher education teaching, as well as related adaptations in study design. Using the BediRa Future Skills Lab as an example, it explains how Future Skills can be successfully implemented at universities in the sense of the students as partners approach.

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A Portfolio Pricing Model and Contract Design of the Green Supply Chain for Chinese Home Appliances Industry with Manufacturer's Collection and Retailer's Promotional Efforts

This research draws on various theories, including, but not limited to, marketing management, supply chain management, and game and contract to study the portfolio pricing issues of the Chinese home appliances industry, specifically concerning the retailer's promotional efforts. The portfolio pricing includes the price decision-making set of the wholesale price and retail price for green home appliances, and the recycling price of the waste home appliances.

Combined with the previous research of the structure model of green supply chain of home appliance industry and related research achievements, the study puts forward a strategy to determine a portfolio price about the recycling price of waste home appliances, wholesale price and retail price of the green home appliances, by considering the effective recycling of waste home appliances to the whole supply chain. This study designed a new demand function after fully considering the effect of the renewable consumption demand on the whole supply chain caused by the effective recycling of waste home appliances and the retailers' promotional efforts. Then portfolio game models are presented based on a method with manufacturer responsible for the recycling. A revenue and expense-sharing contract is also designed to coordinate the supply chain, by allocating both total revenues and expenses related to the manufacturing, retailing, promoting and recycling operations in the green supply chain among all participating players, thus maximizing the profits and effectiveness of the supply chain as a whole. Lastly, using the green supply chain of GREE freon-free and inverter air-conditioner as a case study, the study applies its various pricing models to see if those models stand the reality test.

This research proposes an alternative model to solve the pricing problems of the complicated supply chain operations, especially the green supply chain. It helps enhance the supply chain management theories and the pricing methodologies and theories and particularly, it adds to the theories of the green supply chain management. The pricing models presented in this study for the green supply chain of the Chinese home appliances industry provides a practical and theoretical

guidance for home appliances enterprises in making pricing decisions and supply chain contracts. It is also of significance in improving the effectiveness and efficiency of the whole supply chain.

(Two tables are attached on the next page to show the results of this study, namely, the game equilibrium results of the portfolio pricing model and the revenue and expense-sharing contract model.)

Table 1. Game Equilibrium Results of the Portfolio Pricing Model

	Model C	Model M
W^{*j}	N/A	$\frac{\alpha + \beta C_m - \beta C_i + \tau A_M}{2\beta}$
P^{*j}	$\frac{2L_2(\alpha - \beta C_m - \beta C_i + \tau A)}{4L_2\beta - 1} + C_m + C_i$	$\frac{L_2(\alpha - \beta C_m - \beta C_i + \tau A_M)}{4L_2\beta - 1} + \frac{\alpha + \beta C_m + \beta C_i + \tau A_M}{2\beta}$
P_c^{*j}	$\frac{(4L_2\beta - 1)(h\Delta' - g - 2L_1gh) + 2L_2\tau h(\alpha - \beta C_m - \beta C_i + \tau g)}{2h[(4L_2\beta - 1)(1 + L_1h) - L_2\tau^2h]}$	$\frac{(4L_2\beta - 1)(h\Delta' - g - 2L_1gh) + L_2\tau h(\alpha - \beta C_m - \beta C_i + \tau g)}{2h(4L_2\beta - 1)(1 + L_1h) - L_2\tau^2h^2}$
A	$\frac{(4L_2\beta - 1)(h\Delta' + g) + 2L_2\tau h(\alpha - \beta C_m - \beta C_i)}{2(4L_2\beta - 1)(1 + L_1h) - 2L_2\tau^2h}$	$\frac{(4L_2\beta - 1)(h\Delta' + g) + L_2\tau h(\alpha - \beta C_m - \beta C_i)}{2(4L_2\beta - 1)(1 + L_1h) - L_2\tau^2h}$
D	$\frac{2L_2\beta(\alpha - \beta C_m - \beta C_i + \tau A)}{4L_2\beta - 1}$	$\frac{L_2\beta(\alpha - \beta C_m - \beta C_i + \tau A_M)}{4L_2\beta - 1}$
Q_c^{*j}	$\frac{\alpha - \beta C_m - \beta C_i + \tau A}{4L_2\beta - 1}$	$\frac{\alpha - \beta C_m - \beta C_i + \tau A_M}{2(4L_2\beta - 1)}$
Π_M^*	N/A	$2(4L_2\beta - 1)L_2Q_i^{*M2} + \frac{\beta^2(h\Delta' + g)^2 - (4L_2\beta - 1)^2\tau^2h^2Q_i^{*M2}}{4h\beta^2(1 + L_1h)}$
Π_R^*	N/A	$(4L_2\beta - 1)L_2Q_i^{*M2}$
Π^*	$\frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + (4L_2\beta - 1)L_2Q_i^{*C2} - \frac{L_2^2\tau^2hQ_i^{*C2}}{1 + L_1h}$	$\Pi^{*M} = \frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + 3(4L_2\beta - 1)L_2Q_i^{*M2} - \frac{(4L_2\beta - 1)^2\tau^2hQ_i^{*M2}}{4\beta^2(1 + L_1h)}$

Table 2. Game Equilibrium Results of the Revenue and Expense-Sharing Contract Model

	Model C	Model M
P^{*j-RES}	$\frac{2L_2(\alpha - \beta C_m - \beta C_i + \tau A)}{4L_2\beta - 1} + C_m + C_i$	$\frac{2L_2(\alpha - \beta C_m - \beta C_i + \tau A)}{4L_2\beta - 1} + C_m + C_i$
W^{*j-RES}	N/A	$W + C_i = \theta(C_m + C_i)$
P_c^{*j-RES}	$\frac{(4L_2\beta - 1)(h\Delta' - g - 2L_1gh) + 2L_2\tau h(\alpha - \beta C_m - \beta C_i + \tau g)}{2h[(4L_2\beta - 1)(1 + L_1h) - L_1\tau^2h]}$	$\frac{(4L_2\beta - 1)(h\Delta' - g - 2L_1gh) + 2L_2\tau h(\alpha - \beta C_m - \beta C_i + \tau g)}{2h[(4L_2\beta - 1)(1 + L_1h) - L_1\tau^2h]}$
Π_M^{*j-RES}	N/A	$(1 - \theta) \cdot \left\{ \frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + (4L_2\beta - 1)L_2Q_i^{*C2} - \frac{L_2^2\tau^2hQ_i^{*C2}}{1 + L_1h} \right\}$
Π_R^{*j-RES}	N/A	$\theta \cdot \left\{ \frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + (4L_2\beta - 1)L_2Q_i^{*C2} - \frac{L_2^2\tau^2hQ_i^{*C2}}{1 + L_1h} \right\}$
Π^{*j-RES}	$\frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + (4L_2\beta - 1)L_2Q_i^{*C2} - \frac{L_2^2\tau^2hQ_i^{*C2}}{1 + L_1h}$	$\frac{(h\Delta' + g)^2}{4h(1 + L_1h)} + (4L_2\beta - 1)L_2Q_i^{*C2} - \frac{L_2^2\tau^2hQ_i^{*C2}}{1 + L_1h}$
θ	N/A	$\begin{aligned} \Pi_R^{*M-RES} &\geq \Pi_R^{*M} \\ \Pi_M^{*M-RES} &\geq \Pi_M^{*M} \end{aligned}$

Note: Model C refers to the centrally coordinated model. Model M refers to the decentralized pricing model by which the manufacturer is responsible for the recycling of waste home appliances.

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2023 Economic Reform Programmes of the Western Balkans: Carrot and Stick

The following paper tries to reveal the sole purpose and meaning of the Economic Reform Programmes of the Western Balkans. By putting an accent on the reports for 2023, concerning the EU accession processes of 4 specific countries from the region (Albania, North Macedonia, Serbia, and Montenegro), the author is trying to read between the lines of the recommended bureaucratic procedures in the European papers. The metaphor of carrot and stick emphasizes Brussels's efforts to convert the Western Balkans to its own Economic policies with the undisputed mindset that wealth comes only with adapting the *Acquis Communautaire*. However, if the economic instruments such as the ERPs are considered as weapons of soft power used by the EU to expand its project, the present article is testing the hypothesis if a repetitive lack of efficiency to this strategy would raise a new generation of euroscepticism in the region. The research methodology in the article includes in parallel a content analysis of official documents of the European institutions, as well as a descriptive approach towards the case studies about each country under observation. Last but not least, the text will try to explore the possible reasons behind the unfilled aspirations of the Western Balkans for European integration.

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