



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

10th Annual International Conference on
Social Sciences
24-27 July 2023 Athens, Greece

Edited by
George S. Tsagkaris & Olga Gkounta

2023

Abstracts
10th Annual International
Conference on Social Sciences
24-27 July 2023, Athens, Greece

Edited by
George S. Tsagkaris & Olga Gkounta

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Preface

This book includes the abstracts of all the papers presented at the 10th Annual International Conference on Social Sciences (20-24 July 2023), organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world can meet to exchange ideas on their research and consider the future developments of their fields of study.

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

Table 1. *Publication of Books of Abstracts of Proceedings, 2014-2023*

Year	Papers	Countries	References
2023	43	19	Tsagkaris and Gkounta (2023)
2022	36	22	Cerny and Gkounta (2022)
2021	27	15	Papanikos (2021)
2020	16	12	Papanikos (2020)
2019	55	26	Papanikos (2019)
2018	31	18	Papanikos (2018)
2017	39	18	Papanikos (2017)
2016	29	15	Papanikos (2016)
2015	36	15	Papanikos (2015)
2014	42	23	Papanikos (2014)

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 Social Sciences. 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 10th Annual International Conference on Social Sciences accomplished this goal by bringing together academics and scholars from 19 different countries (Australia, Bulgaria, Canada, China, France, Germany, India, Japan, Kazakhstan, Portugal, Romania, South Africa, Spain, Switzerland, Taiwan, Trinidad and Tobago, Tunisia, Türkiye, USA), which brought in the conference the perspectives of many different country approaches and realities in the field.

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

George Tsagkaris & Olga Gkounta
Editors

**10th Annual International Conference on Social Sciences,
20-24 July 2023, Athens, Greece**

Organizing & Scientific Committee

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

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Philip G. Cerny, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Manchester (UK) and Rutgers University (USA).
3. Chris Sakellariou, Vice President of Administration and Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
4. Domenico Maddaloni, Head, Sociology Unit, ATINER & Professor, University of Salerno, Italy.
5. George S. Tsagaris, Associate Professor, Cleveland State University, USA.
6. Thanos Patelis, Head, Psychology Unit of ATINER & Lecturer, Teachers College at Columbia University and Achievement and Assessment Institute, University of Kansas, USA.
7. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.
8. Barbara Zagaglia, Head, Anthropology & Demography Unit, ATINER & Associate Professor, Polytechnic University of Marche, Italy.

FINAL CONFERENCE PROGRAM

**10th Annual International Conference on Social Sciences, 20-24 July 2023,
Athens, Greece**

PROGRAM

08.30-09.15 Registration	
09.15-10.00 Opening and Welcoming Remarks: ○ Gregory T. Papanikos , President, ATINER.	
10.00-11.30 Session 1	
<p>Session 1a Moderator: Peter Koveos, Professor, Syracuse University, USA.</p>	<p>Session 1b Moderator: Olga Gkounta, Researcher, ATINER.</p>
<ol style="list-style-type: none"> 1. Yi-Hsuan Gloria Lo, Professor, National Taiwan University of Science and Technology, Taiwan. Michelle Meng-Ding Liu, PhD Student, National Taiwan University of Science and Technology, Taiwan. <i>Title: Crossing the Boundary between an EFL. Multiliteracies Classroom and the Industry: The Perspective of Academic versus the Industry.</i> 2. Ester Ulloa-Unanue, Professor, Cadiz University, Spain. Sofia Perez de Guzman-Padron, Associate Professor, Cadiz University, Spain. Marcela Iglesias-Onofrio, Professor, Cadiz University, Spain. <i>Title: The Platform Economy: Innovative Strategies from A Traditional Trade Union.</i> 3. Julian Arevalo, Senior Fellow, University of Basel, Switzerland. <i>Title: Uncertain Readiness: Process Design and Complexity Reduction in Peace Negotiations.</i> 	<ol style="list-style-type: none"> 1. Masato Kawabata, Professor, Rikkyo University, Japan. <i>Title: A Theory-Based Physical Activity Intervention Program at School: Necessity for Controlling Methodological Effects of Wearable Devices to Examine the Intervention Effect.</i> 2. Donna Comissiong, Senior Lecturer, The University of the West Indies, Trinidad and Tobago. Jeffrey Leela, Senior Lecturer, , The University of the West Indies, Trinidad and Tobago. Karim Rahaman, Senior Lecturer, The University of the West Indies, Trinidad and Tobago. <i>Title: Mathematical Analysis of Team Impact and Individual Player Contribution in Football.</i> 3. Pam Kappelides, Senior Lecturer, La Trobe University, Australia. Haley Baxter, PhD Student, University of Waterloo, Canada. Mary Grant, Lecturer, La Trobe University, Australia. Russell Hoye, Professor & Director, La Trobe University, Australia. <i>Title: Challenges for Pathways of Female Sport Officials.</i>
Discussion	Discussion
11.30-13.30 Session 2	
<p>Session 2a Moderator: Julian Arevalo, Senior Fellow, University of Basel, Switzerland.</p>	<p>Session 2b Moderator: Pam Kappelides, Senior Lecturer, La Trobe University, Australia.</p>

<ol style="list-style-type: none"> 1. Peter Koveos, Professor, Syracuse University, USA. <i>Title: Chinese Enterprises in Africa.</i> 2. Gregory T. Papanikos, President, ATINER. <i>Title: Variations of Self-Employed in the Eurozone Countries: The Role of Corruption and Wage Rate Growth.</i> 3. Anastasios Elemes, Associate Professor, ESSEC Business School, France. Travis Chow, Assistant Professor, University of Hong Kong, China. Kenneth Klassen, Professor, University of Waterloo, Canada. <i>Title: Audit-Firm Cross-Border Integration and Client-Firm Tax-Motivated Income Shifting: Evidence from PwC Europe.</i> <hr/> <p>Discussion</p>	<ol style="list-style-type: none"> 1. Maria Kosma, Associate Professor, Louisiana State University, USA. <i>Title: Phenomenological Body Schema as Motor Habit in Skill Acquisition – Intentionality is in Action.</i> 2. Nick Erickson, Associate Professor, Louisiana State University, USA. Maria Kosma, Associate Professor, Louisiana State University, USA. <i>Title: Exploring the Formation of the HEART (Health, Exercise, ARTS) Center: Emergence and Importance.</i> 3. Pinar Gultekin, Associate Professor, Düzce University, Turkey. <i>Title: Assessment of the Adequacy of Urban Open and Green Spaces Physical Activity and Recreation Opportunities for Fenerbahçe Park.</i> <hr/> <p>Discussion</p>
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13:30-15:00 Session 3

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

1. **Rahşan Inal**, Assistant Professor, Erzincan Binali Yildirim University, Turkey.
Title: Sport as a Field of Struggle.
2. **Lefose Makgahlelam**, Associate Professor, University of Limpopo, South Africa.
Title: The Use of Electronic Information Resources by Postgraduate Students at the University of Limpopo.
3. **Koketso Manamela**, Lecturer, University of South Africa, South Africa.
Title: Bibliometric Analysis of the Fourth Industrial Revolution Literature Related to Libraries: 2013-2021.

Discussion

15:00-16:00 Discussion + Lunch

16:00-18:00 Session 4

Moderator: Olga Gkounta, Researcher, ATINER.

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

Discussion

<p>18:00-20:00 Session 5 Moderator: Olga Gkounta, Researcher, ATINER.</p>	
<p>1. Yunus Emre Ozigci, Deputy Head, Embassy of Turkey in Nairobi, Turkiye. <i>Title: Ontological and Temporal Complications of the Social Sciences' Approach to the Intersubjectivity: The Example of the Constructivism in the IR Field.</i></p> <p>2. Arya Rachel Thomas, PhD Student, Indian Institute of Technology Madras, India. Umakant Dash, Director, Institute of Rural Management Anand (IRMA), India. Santosh Kumar Sahu, Associate Professor, Indian Institute of Technology Madras, India. <i>Title: Illnesses and Hardship Financing in India: An Evaluation of Inpatient and Outpatient Cases, 2014-18.</i></p> <p>3. Saladdin Ahmed, Visiting Professor, Union College, Schenectady, USA. <i>Title: Auracide: A New Concept for Critical Analysis of Social Space.</i></p> <p>4. Yan Ma, Professor, University of Rhode Island, USA. <i>Title: Visual Literacy Research Spectrum: Paradigm Expansion for the Field of Information.</i></p>	
<p>Discussion</p>	
<p>20:30-22:30 Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music and dance)</p>	
<p>Tuesday 25 July 2023</p>	
<p>Session 6</p>	
<p>09:30-11:30 Session 6a A Special Session on "Confronting the Artificial Intelligence Reality: Managing the Academic Response" Moderator: Mr. Kostas Spyropoulos (ATINER Administration).</p>	<p>07:30-10:30 Old and New-An Educational Urban Walk</p>
<p>1. Ali Abusalem, Director, Center for Higher Education Futures (CHEF), ATINER & Course Coordinator, Kent Institute Australia & External Member of Academic Board, Elite Education Institute, Australia.</p> <p>2. Lorraine Bennett, Deputy Director, Center for Higher Education Futures (CHEF), ATINER & Managing Director, Lorraine Bennett Learning and Teaching Consultancy, Australia.</p> <p>3. Helene Jeannin, Researcher Sociologist, Orange Innovation, France. <i>Title: The Emergence and Spread of the AI for Good Movement.</i></p>	<p>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.</p>
<p>Discussion</p>	
<p>11:30-13:30 Session 7</p>	
<p>Session 7a Moderator: George S. Tsagaris, Deputy Director, Sociology Unit, ATINER &</p>	<p>Session 7b Moderator: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor</p>

Associate Professor, Cleveland State University, USA.	of Brand Management, University of Glasgow, UK.
<ol style="list-style-type: none"> 1. Chin-chi Chao, Associate Professor, National Chengchi University, Taiwan. <i>Title: How Pre-serve Teachers Understand and Design Social Media TESOL Practice: An Exploratory Study on Emerging Language Teacher Identities in Social Media.</i> 2. Adam Pitluk, Assistant Professor, Coastal Carolina University, USA. <i>Title: Learning Lifestyle Coverage: An Examination of What Magazine Journalism Tenets are Taught to Contemporary Journalism Students.</i> 3. Malika Knissarina, Researcher, West Kazakhstan Marat Ospanov Medical University, Kazakhstan. Aigerim Baikulova, Associate Professor, Abai Kazakh National Pedagogical University, Kazakhstan. Aigul Syzdykbayeva, Associate Professor, Kazakh National Teacher Training University, Kazakhstan. Gulmira Zhumaliyeva, Senior Lecturer, NJSC “West Kazakhstan Marat Ospanov Medical University, Kazakhstan. <i>Title: Social Networks, Media Resources in the System of Increasing Social Responsibility among Students.</i> 4. Ling Li, PhD Student, University of Erfurt, Germany. Carsten Herrmann-Pillath, Fellow, University of Erfurt, Germany. <i>Title: Cultural Governance in China: The Case of Education.</i> 	<ol style="list-style-type: none"> 1. Samy Belaid, Professor, EM Normandie Business School, France. Saoussen Abdelkader, Associate Professor, Laboratory “Valorization of the Natural and Cultural Heritage (VPNC)”, Tunisia. <i>Title: Breaking Digital Stereotypes: An Exploration of Mature Female Influencers on TikTok.</i> 2. Demos Vardiabasis, Professor of Economics, Pepperdine University, USA. Perla Quintana, Adjunct Professor and Executive Director, Pepperdine University, USA. John Carnesale, Adjunct Professor, Pepperdine University, USA. <i>Title: Adaptive Leadership within Social, Political, and Economic Interpretations; Behavioral, Communication Constructs.</i>
Discussion	Discussion

13:30-15:00 Session 8

Moderator: George S. Tsagaris, Deputy Director, Sociology Unit, ATINER & Associate Professor, Cleveland State University, USA.

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

Discussion

15:00-16:00 Discussion + Lunch

16:00-18:00 Session 9

Moderator: Olga Gkounta, Researcher, ATINER.

1. **Joseph Dolphin**, PhD Scholar, Indian Institute of Technology, India.
Title: How Does Machine Intelligence (AI, ML, XR) Affect the S-D Logic-Informed Customer Engagement Foundational Processes, and Customer Engagement: Insights from Review of Academic Literature and Marketplace Innovations & Technology Trends.
2. **Jorge Cerdeira**, Assistant Professor, University of Porto, Portugal.
Title: Too Much of a Good Thing? The Concave Impact of Corruption on Firm Performance.
3. **Warveni Jap**, Assistant Professor, Thompson Rivers University, Canada.
Title: Transformative Impacts on China's Country Branding through Major- and Mega-Events Co-Branding.
4. **Simona Stan**, Professor, University of Montana, USA.
Carmen Barb, Lecturer, Lucian Blaga University of Sibiu, Romania.
Title: Local Branding: Effects of Conditions and Congruence among Local Identity Levels.
5. **Maria Kalyvaki**, Assistant Professor, Minnesota State University, USA.
Title: A Study on Crisis Communication in the Food Industry and its Impact on Marketing.
6. **Richard Christy**, Associate Professor, Wilfrid Laurier University, Canada.
Title: Political Change and 21st Century Governance: Monarchies and Republics and the Unraveling of Civility.

Discussion

18:00-20:00 Session 10

Moderator: Olga Gkounta, Researcher, ATINER.

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

Discussion

20:00-21:30

Dinner

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

Thursday 27 July 2023
Visiting the Oracle of Delphi

Friday 28 July 2023
Visiting the Ancient Corinth and Cape Sounio

Saladdin Ahmed

Visiting Professor, Union College, Schenectady, USA

Auracide: A New Concept for Critical Analysis of Social Space

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

Julian Arevalo

Senior Fellow, University of Basel, Switzerland

Uncertain Readiness: Process Design and Complexity Reduction in Peace Negotiations

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

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

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

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

Peter Baur

Professor, University of Johannesburg, South Africa

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

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

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

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

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

Samy Belaid

Professor, EM Normandie Business School, France

&

Saoussen Abdelkader

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

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

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

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

As such, influencer marketing professionals underscore brands' escalating interest in engaging with mature influencers, who, by connecting with consumers wielding higher purchasing power (Devaux, 2022), offer distinctive advantages, especially compared to

teenagers and young adults. Despite this industry-wide cognizance of mature influencers on TikTok, the academic sphere needs more comprehensive studies on this phenomenon. Antunes et al. (2022) advocate for holistic research on older influencers' communication strategies, practices, and roles in the influencer economy in response to this academic gap.

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

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

Jorge Cerdeira

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

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

Chin-chi Chao

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How Pre-serve Teachers Understand and Design Social Media TESOL Practice: An Exploratory Study on Emerging Language Teacher Identities in Social Media

This study addresses the question how pre-service language teachers may understand and address the prevailing SM culture in their design and development of SM language teaching. Social media (SM) in general has become an indispensable part of everyday life. Its impacts have reached all aspects of language education, although not all language teachers are fully aware. The tendency is clear now: For many students now sitting in the classroom, the boundary between their expectation for a SM video and a classroom experience may be closing. There seems to be a pressure for classroom instruction to feel like an eye-catching YouTube video, having the feature of being interesting yet useful, while providing bite-size learning content yet requiring little or no effort from the learner who position themselves as an audience waiting to be entertained.

Such learner expectations could make teachers torn between conventional school culture and SM culture, and they may experience conflicts and struggles with their language teacher identities (LTIs). In some previous studies (Chao, 2022; Chao and Fang, 2020), the clear ideological discrepancy between language teaching in SM and that in conventional language-teaching institutions was revealed by the experiences of classroom-teacher-turned language-teaching YouTubers. The results suggest that school teachers who are immersed deeply in the formal teaching practice and school-oriented value system could experience struggles and conflicts with SM cultures. One question to be addressed then is how pre-service language teachers who have not yet been deeply immersed in school culture and value system may understand and address the prevailing SM culture in their design and development of SM language teaching.

In this exploratory qualitative case study, graduate and undergraduate students who are pre-service teachers were invited to start their SM practices teaching their selected SM audience their chosen aspects of TESOL (Teaching English as a Second or Other Language). The researcher started by interviewing each of them about their backgrounds, experiences, and aspirations related to TESOL and SM. During the 12-week project while developing their SM practice, the participants also engaged in discussions on SM cultures and how such

cultures might be in conflict with existing TESOL practice and how it could be made creatively useful for TESOL. They did so by analyzing some SM language-teaching practitioners and their work while using these practitioners' work to dialogue with publications on language teaching methodology (e.g., learner-centered language teaching approaches) and SM culture (e.g., participatory culture). The whole process was documented through audio and video data, including individual interviews, group discussions, written reflections, and the participants' elaboration on their work-in-progress. Drawing on Wenger (1998), the findings is a complex picture of how these pre-serve teachers manifest SM in TESOL through their created SM practices. In particular, their participation or non-participation is related to their emerging LTIs, for example, whether or not there is a willingness to break the ideological boundary of what it means to be a SM practitioner and a language teacher. Implications and suggestions for language teacher education are provided.

Richard Christy

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

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

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**Mathematical Analysis of Team Impact and Individual
Player Contribution in Football**

In this paper, we present an important application of the Hungarian Method - a well-known combinatorial optimization tool for solving assignment problems. For our purposes, we consider the assignment of players to specific roles in a football team. The study entails the breakdown of a team into defence, midfield and attack, and assigns the main roles associated with each position. This provides insight on which players perform specific roles in order for the team to maximize its output. To illustrate this method, we utilize the average player statistics per game for Manchester United and Chelsea from the 2016/2017 Premier League Season.

In addition, a team rating index is created by identifying six sub-indices. The first is called team contributions - which includes set piece goals, percentage tackles won, percentage take-ons won, percentage aerial duels won, number of interceptions, number of blocked shots, number of clearances, number of red and yellow cards. To illustrate the method, we use team data for the 2016/2017 Premier League Season. A multiple correlation is carried out on the data which produces a correlation coefficient for each contribution. The proposed team rating index can be a useful tool for measuring the overall strengths of competing teams.

Marsa Daniel

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Honoring the Biopsychosocial Needs of Female Athletes and Teams

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

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

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

Joseph Dolphin

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

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

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

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

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

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

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

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

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

Anastasios Elemen

Associate Professor, ESSEC Business School, France

Travis Chow

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&

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

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

Nick Erickson

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&

Maria Kosma

Associate Professor, Louisiana State University, USA

Exploring the Formation of the HEART (Health, Exercise, ARTS) Center: Emergence and Importance

The purpose of this presentation is to stimulate a panel discussion on the formation of a new interdisciplinary center focused on Health, Exercise, and the ARTS (HEART) to be founded at Louisiana State University, Baton Rouge, Louisiana, USA. The center can serve as a research and creative hub for artists and scientists. Initially, the HEART academic program can be created before establishing the HEART center. The emergence of the HEART center is based on the professional work of the first author and the scholarship of the second author, including their ongoing collaboration since 2017. For nearly 40 years, the first author has been in the professional world of the performing arts as an actor, dancer, aerialist, instructor, advisor/director, and coach of performers. He has witnessed and felt the positive, life-affirming effects of intense, physically based performance on both the performers and audience. The second author has scientifically validated those observations by showcasing that movement experiences in performing arts lead to positive mental health, physical health, lifestyle changes, and the love of movement for a lifetime (e.g., Kosma & Erickson, 2020a, 2020b; Kosma, Erickson et al., 2021a, 2021b). Throughout the authors' multiple years of experience in acting (first author) and scholarship (second author), they have witnessed the importance of physical training on improved body schema (motor habit), and thus "charisma" and "stage presence." They are currently collaborating in a research project to validate these professional and research-based observations. In this way, movement educators can encourage a personal ongoing commitment to body awareness, comfort, and confidence for a balanced body schema (motor habit) as we engage with others and the world (Kosma, 2023; Merleau-Ponty, 1945/2014). Efficient and balanced whole-body movements (e.g., sitting, kneeling, standing, squatting, jumping, and running) can improve body schema and facilitate free and convincing expression of emotions. Notwithstanding the financial challenges in developing the HEART center, its foundation will encompass a place to creatively and scientifically explore how

performing arts can change the lives of educators, students, and the community for health and well-being.

Partial funding for this presentation was provided by the LSU Provost's Fund for Innovation in Research – Arts/Humanities Project Support Fund.

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Abdullah Oguz

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&

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The True Value of Blockchain

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

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

source of truth for all parties to utilize.

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

Pinar Gültekin

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Assessment of the Adequacy of Urban Open and Green Spaces Physical Activity and Recreation Opportunities for Fenerbahçe Park

Within the scope of the study, 253 publications in the fields of Neanderthal, Neanderthal legacy, Neanderthal behavior, Neanderthal archaeology, Neanderthal DNA, Neanderthal tools in the SCI, SSCI, ESCI, and SCI Expanded citation indexes over the Web of Science database between the years 2000-2022 were bibliometrically examined. The aim of this study is to bibliometrically analyze the publications related to the Neanderthal legacy and the relationships between these publications. This

It is anticipated that the research will contribute to several different areas. First, it will allow the integration of Neanderthal legacy research topics that have been done to date. It will provide insight into future studies while highlighting areas of interest for secondary research. In conclusion, it will provide an overview of the Neanderthal legacy concept. In order to evaluate the publications in the study, changes in the volume and number of publications, keywords, trends in subject headings, publishing countries and institutions are discussed. In the research, collaborations of institutions, authors and countries were mapped with social network analysis. The trends in the subject headings, the countries that contributed the most to the field, the most frequently used keywords and authors, and the most cited ones in the field were visualized by using the VOSviewer program.

Deborah Helman

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F1, Ted Lasso and All That...

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

Rahşan Inal

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Sport as a Field of Struggle

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

Warveni Jap

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

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

Helene Jeannin

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The Emergence and Spread of the AI for Good Movement

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

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

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

Introduction

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

Aim

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

Methods

A cross-sectional study was conducted through an online self-administered questionnaire at a university in September 2022. Data on

sociodemographic information was collected. Additionally, psychosocial factors and physical activity levels were obtained. Psychosocial factors were measured using the previously validated questionnaires, namely, the Depression, Anxiety, and Stress Scale 21 (DASS21) for mental health, the Physical Activity and Leisure Motivation Scale (PALMS) for motivation, and the Perceived Social Support from Family (PSS-Fa) and Friends (PSS-Fr) for social support. Physical activity levels were measured using the previously validated International Physical Activity Questionnaire - Short Form (IPAQ-SF) and categorised as “inactive”, “minimally active” and “health-enhancing physical activity”. The total physical activity levels, measured as MET-min/week, were calculated, as recommended by the IPAQ Consensus Group.

Results

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

Conclusion

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

Maria Kalyvaki

Assistant Professor, Minnesota State University, USA

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

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

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Challenges for Pathways of Female Sport Officials

Problem and Purpose

Participation by females in sport officiating roles remains low relative to males, reducing the visibility of females in these important sporting role model positions. The importance of having females in leadership roles as officials has been well documented to assist women and girls remain involved in sport, and assist others enter the officiating profession (Tingle et al., 2014). The 2015 Victorian Government (Australia) Inquiry into Women and Girls in Sport and Active Recreation highlighted that increasing the number of females in sport officiating requires changes in at least three key areas: (1) how we design officiating pathways for women and girls, (2) promotion and recruitment practices for female officials, and (3) the enabling environment of education, training and support that drives their engagement in officiating. This presentation examines how three sports govern and manage these issues, specifically their design of officiating pathways for women and girls, the suitability and efficacy of their promotion and recruitment practices for female officials, and the enabling environment they provide in relation to education, training and support for female officials.

Literature Review

A scoping review of research into female volunteer officials in community sport (Baxter, Kappelides & Hoye, 2021) highlighted that over the past two decades there has been a surge in female sport participation in countries around the world, however, the increase in sport participation and growth in demand for sport participation opportunities for girls and women has not been reflected in an increase in the number of females officiating in sport at all levels and there continues to be significantly lower numbers of women pursuing

officiating positions relative to males. It also highlighted that the sport officiating environment is not a positive, nor welcoming one for female officials, and females face additional barriers to entry and progression as sport officials compared to males. Drawing on the work of LaVoi and Dutove's (2012) application of ecological systems theory to the context of female sport coaching at the individual/intrapersonal level, interpersonal level, organizational/structural level, and socio-cultural level, this study seeks to identify organizational and societal supports needed for female sport officials.

Methodology

We conducted a desktop analysis of the design of the officiating pathway and governance structure within three sports (Australian rules football, basketball and football (soccer), interviewed the state (provincial) staff who manage the development and recruitment of sport officials, and are in the process of interviewing 40 active female officials across these three sports. Data analysis is ongoing and will be completed prior to the conference.

Results, Discussion, Conclusions & Contributions

Our findings, which will be presented at the conference, will focus on how these three sports design officiating pathways for women and girls, the suitability and efficacy of their promotion and recruitment practices for female officials, and the enabling environment they provide in relation to education, training, and support for female officials. We will explore the implications of these findings for future participation of females in sport officiating roles.

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&

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The Impact of the Metaverse on Iranian SMEs' Brand Identity

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

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

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

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

Brand Identity is a more focused examination of the effects of the metaverse on business in a virtual realm that is still uncharted and intriguing to researchers. It is still too early to tell whether brand identity should or does change under the pressure of a new trend, but it is obvious that learning about and exploring this new phenomenon

should be a priority for owners and marketers of SMEs. A developing country such as the Iran faces the dilemma of being challenged by different serious economic pressures whilst getting the chance to act universally and feel that rapid growth can create a desirable, though hard and unpredictable, conditions for SMEs located.

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

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

research methodology pursues an explanatory approach with a survey as the research method and a fully structured questionnaire as its research technique. The questionnaire will be administered to the owner or senior marketer of Iranian SMEs. The research's statistical population is SMEs, which are located in Iran, and the sample is expected to be ca. 100 aiming to reach significant values. The data will be analysed via multivariate methods.

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&

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A Theory-Based Physical Activity Intervention Program at School: Necessity for Controlling Methodological Effects of Wearable Devices to Examine the Intervention Effect

Background

Regular participation in moderate-to-vigorous physical activity (MVPA) is important to manage obesity. Physical education (PE) is considered to play an important role in promoting lifelong participation in physical activity (PA) because cost-effective interventions can be implemented in PE. Therefore, the present study aimed to investigate whether a school-based intervention targeting salient PA benefits and barriers grounded on the theory of planned behavior (Ajzen, 1991) would promote junior high school student's participation in MVPA.

Method

After obtaining consent forms, 171 junior high students (male = 84) from 3 schools underwent the control condition followed by the intervention condition. Both the conditions consisted of PE lessons twice per week over 4 weeks. In the control condition, PE teachers encouraged students to participate in PA during leisure time without providing persuasive messages. While in the intervention condition, PE teachers delivered persuasive messages that targeted the salient benefits and barriers associated with PA to the students at the last 5 to 10 minutes of each PE lesson. PA levels over a week were measured objectively with wrist-mounted accelerometers and subjectively with self-reporting questionnaires at three times (Baseline, Post 1, and Post 2) in each condition. To examine the effects of the intervention, a repeated MANOVA was conducted on students' weekday and weekend MVPA levels. Growth curve modelling was also conducted as a complementary analysis.

Results and Conclusions

The proposed school-based intervention program grounded on TPB was useful to enhance participant's intentions to MVPA. The school-based intervention was found ineffective in promoting weekday's MVPA based on the subjective and objective PA measures. The results across six measurement points showed the huge effects of wearing accelerometers on promoting weekday's MVPA, which were much larger than the intervention effect. The results of the present study clearly indicated that the effect of an intervention on promoting MVPA should be critically examined by controlling the methodological effect of wearing accelerometers.

Note

Dr. Nikos L. D. CHATZISARANTIS was with Curtin University, Australia when this study was conducted as a Co-Investigator. He was an internationally renowned researcher in the field of exercise and health psychology. Very sadly, he passed away in Greece in May, 2020. His great contributions to the field are indelible.

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Social Networks, Media Resources in the System of Increasing Social Responsibility among Students

The technocratisation of the global world has led to the fact that no modern student can imagine even an hour without the Internet. It is the main source of information about the reality around them, competing with interpersonal communication, replacing family and friends.

Undoubtedly, this means of upbringing the younger generation should be properly used, because social networks and media resources contain inexhaustible "communicative possibilities, a fundamental cognitive resource, a vast field for the realization of personal social responsibility.

The problem of social responsibility is considered by us through the prism of higher education under scientific project "Social responsibility of students in the conditions of professional training in the universities of Western Kazakhstan" (IRN № AR09058126), funded by the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan. This is why it is so important for us to promote social responsibility in the learning youth at university level, as young people should be guided only by their socially responsible behaviour in their next professional and life stages. This publication stresses that the quality of life of each individual, and of society as a whole, depends in most cases on the level of social responsibility we display.

For the first time in our country scientific research on the problem of formation of social responsibility in the learning youth has allowed not only to make scientific-theoretical analysis of the problem, but also to make methodological and practical recommendations to increase

social responsibility in the conditions of professional training of future specialists in the university and educational website, which aims to raise awareness of the university student of social commitment and responsibility, so that everyone would understand the presented. Our aim is to evaluate the effectiveness of the website and media resources through observations, creative activity products, feedback and a survey (representative sample size: 200 people).

The study contributes to the optimisation of the educational process aimed at the professional training of both highly qualified professionals, as well as highly moral citizens of modern society.

This research is funded by the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan (Grant No. AP09058126).

Maria Kosma

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Phenomenological Body Schema as Motor Habit in Skill Acquisition – Intentionality is in Action

The purpose of this presentation is to showcase the importance of Merleau-Ponty's (1945/2014) phenomenological body schema as motor habit in skill acquisition and perception of the world and contrast it with the standard information processing models that are solely based on cognition. Examples of disability cases are used, including Schneider's brain damage from World War I and instances of apraxia, to exhibit that difficulty in executing certain motor skills is based on lack of body schema/motor habit and not on some gnostic disorder. Although Schneider did not have an intellectual disorder and he knew the positions of his limbs and body parts, he was unable to perform abstract movements with his eyes closed (e.g., "extend or flex a finger upon command") ... "unless he was allowed to see his limb in question or execute preparatory movements involving his whole body" (Merleau-Ponty, 1945/2014, p. 105). Even though Schneider could not point to his nose upon command (abstract movement), he could "grasp" or "touch" his nose or take a handkerchief from his pocket to blow his nose (concrete and functional movements). Therefore, his pathology had nothing to do with lack of memory, symbolism, or representation – as hypothesized by classical psychologists. The need for Schneider to implement preparatory movements to find his limbs and body parts to execute abstract movements signifies that the issue was in his consciousness of body schema as an intersensory whole that "catches" and "understands" movement pre-reflectively-habitually. Motor skills are learned only via body movement because the body "grasps" and "conceives" movement by throwing itself into meaningful significations. Motor skill execution is done tacitly via body schema that may involve essential external apparatus like a blind man's cane or aerial silks in aerial practice. The blind man can explore and perceive different objects by using his cane because the cane has become part of the subject's "body synthesis"; "the cane is no longer an object that the blind man would perceive, it has become an instrument with which he perceives. It is an appendage of the body" (Merleau-Ponty, 1945/2014, p. 154). Constant engagement with concrete, functional movements, and different ways to perform abstract movements (e.g., use of preparatory actions), can improve body schema/motor habit, and

consequently mobility, skill performance, and understanding of the world.

Partial funding for this presentation was provided by the LSU Provost's Fund for Innovation in Research – Arts/Humanities Project Support Fund.

Peter Koveos

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Chinese Enterprises in Africa

Although most of the attention regarding Chinese presence in Africa has been directed toward large Chinese companies and banks, Africa is the field of operations for thousands of smaller Chinese companies. In this paper, we examine the nature and impact of small and medium size Chinese companies operating in Africa. We discuss the motivations behind the establishment of Chinese enterprises in Africa and the current state of their operations.

Georgios Lampropoulos
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**“Blue Spaces” and Mental Health:
An Interdisciplinary Review of the Literature and a
Research Agenda for Psychology**

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

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

Ling Li

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&

Carsten Herrmann-Pillath

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Cultural Governance in China: The Case of Education

China's enduring civilization profoundly influences its contemporary economy and society. Comprehending China necessitates recognizing its distinctive culture. As China's first Special Economic Zone, Shenzhen embodies national and international significance. Shenzhen's urbanization development transformed village committees into shareholding cooperatives - hybrid entities and administrative bodies with complex control exceeding formal ownership.

This research examines shareholding cooperatives' role governing local culture through coordinating government education initiatives. Education, in a broad sense, includes preschool education, compulsory education, quality education for student groups, as well as adult education and mass education. It constitutes acquiring knowledge, shaping values and attitudes via formal and informal learning. It enables personal growth, social cohesion, and cultural continuity during change.

Through a comprehensive review of government policies and education reform proposals, this study identifies the critical objective of integrating socialist ideologies and traditional values into curricula. A detailed case study of a cooperative collaborating with authorities to develop a filial piety industry exemplifies how education serves as a vehicle for synthesizing modernity with traditional customs, thereby contributing to social stability. Furthermore, an analysis of interactions between the government and cooperatives provides valuable insights into the reasons behind the authorities' support for cooperatives in constructing socialist morality and emphasizing familial virtues through education.

Adopting a case study approach, this research analyzes the multifaceted role of education in facilitating cultural governance and moral education trajectories in China. Despite the rapid pace of social change, socialist values, and cultural traditions persist and endure through educational practices. However, the interpretation of these values remains subject to contestation, and effectively navigating the

complexities of cultural preservation and change through education proves challenging. Additionally, while the state establishes its legitimacy by promoting familiar values through education, the negotiation of these values is an ongoing process. By examining multiple shareholding cooperatives, this study reveals the diversity of cultural governance practices, showcasing the cooperative's ability to navigate complexity and adapt to change under governmental guidance. The findings highlight the interactive nature of government-society-cooperative relationships in shaping local culture through education.

The contributions of this research extend to enhancing our understanding of cultural dynamics, governance, and the role of education in preserving core values during times of social change. The analysis serves as a foundation for further investigations into the realm of values, traditions, and civil society in China. Exploring the nexus between education and public culture yields valuable insights into state-society relations and political dynamics, enabling nuanced explorations of the intricacies of cultural governance.

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

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

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

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

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

Yan Ma

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

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

Lefose Makgahlelam

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

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

Koketso Manamela

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

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

Yunus Emre Ozigci

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

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

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

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

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

Gregory T. Papanikos
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**Variations of Self-Employed in the Eurozone Countries:
The Role of Corruption and Wage Rate Growth**

NOT AVAILABLE

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&

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

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

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

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

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

Adam Pitluk

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**Learning Lifestyle Coverage:
An Examination of What Magazine Journalism Tenets are
Taught to Contemporary Journalism Students**

This study explores the various lessons, tenets, theories and practices being taught in American journalism schools to contemporary journalism students vis-à-vis the field of magazine journalism. Students who are preparing for careers at either local, city, regional, national, or custom magazines are learning various canons at various schools. This qualitative research looks to the deans at some of the more well-regarded journalism schools known for producing quality magazine journalists and takes a snapshot of what is being taught in the classroom in 2023.

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

Background

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

Methods

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

Results

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

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

Conclusion

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

LaVerne Seales

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**From Latin America to the United States:
An Autoethnographic Study**

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

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

Carla Sequeira

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

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

Simona Stan

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&

Carmen Barb

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

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

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

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The Platform Economy: Innovative Strategies from a Traditional Trade Union

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

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

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

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

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

Understanding the social dialect within leadership groups and functions helps to yield an opportunity to investigate the social construct that surrounds the actions of leaders, in specific settings, and the environmental conditions that may have contributed to varied outcomes and responses to these actions (Arbnor & Bjerke, 2009; Carnesale, 2018). The political system that supports economic activity and thus the arenas for business activity has many boundaries for compliance. Providing effective communication for these pathways is key when executing plans or incitive to meet goals. Many times, the process is not navigated through effective communication from leadership. The application of Coordinated Management of Meaning (CMM) theory can provide understandings of these complex exchanges. The theory of communication that imbues the actions of the leaders and their interactions among those they are involved with

during their leadership activities. This theory specifically identifies the exact exchanges that occur during the leadership process and the understandings that emanate for such activity. Moreover, the interpretation of actions can have varying meaning to multiple individuals thus this theory stems to understand those process that can aid in such understandings and misunderstandings between leadership communications (Carnesale, 2018; Pearce, 1989, 2007).

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

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

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Effects of Ostarine and Training on Some Metabolic Indices

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

We used 3 months old male Wistar rats (body weight 160-200 g). The rats were divided into the 4 groups: (n=10 for each group) A - sedentary group treated with placebo, B - sedentary group treated with ostarine, C - training group treated with placebo, D - training group treated with ostarine. The non-steroid SARM was given to the animals via subcutaneous injections five times a week (with a dose of 0.4 mg/kg bw). The training groups ran on a treadmill for 40 min, five times per week.

At the beginning and the at the end of the experiment the same six rats for each group were put in the metabolic cages of the system for monitoring of small laboratory animals (CLAMS, Columbus Instruments, Columbus, OH, USA) for 24 hours. In the metabolic cages the temperature was 22-24°C, 12/12h. light/dark cycle was maintained, and the animals had access to water and food ad libitum. After a 12h adaptation period, for each rat we measured oxygen consumption (VO₂) at rest, RQ (Respiratory quotient), energy expenditure and food consumption in the dark period from 0:00 to 4:00 am. Statistical analysis was performed. The values are given as mean ± SEM.

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

1. Endurance training had a significant effect on oxygen consumption as the training rats had lower VO_2 at rest than the sedentary ones (24.2 ± 0.6 ml $\text{O}_2/\text{kg}/\text{min}$ vs 26.6 ± 0.6 ml $\text{O}_2/\text{kg}/\text{min}$, $P < 0.05$). Ostarine had no main effect on VO_2 (25.1 ± 0.6 ml $\text{O}_2/\text{kg}/\text{min}$ vs 25.75 ± 0.6 ml $\text{O}_2/\text{kg}/\text{min}$, $P > 0.05$) and there was no significant interaction between the two factors ($P > 0.05$).
2. Neither ostarine intake (1 ± 0.009 vs 1.01 ± 0.009 , $P > 0.05$) nor training (0.99 ± 0.009 vs 1.01 ± 0.009 , $P > 0.05$) had significant effect on RQ. No interaction between treatment and exercise was observed ($P > 0.05$).
3. Submaximal training (0.94 ± 0.06 kcal vs 0.90 ± 0.06 kcal, $P > 0.05$) and ostarine (0.99 ± 0.06 kcal vs 0.85 ± 0.06 kcal, $P > 0.05$) did not have main effects on energy expenditure. There was lack of significant interaction between ostarine and exercise ($P > 0.05$).
4. Otarine did not exert main effect on food consumption (5.5 ± 0.5 g vs 5.2 ± 0.5 g, $P > 0.05$). Endurance training had no significant effect as well (4.7 ± 0.5 g vs 6 ± 0.5 g, $P > 0.05$). We did not find significant interaction between the two factors ($P > 0.05$).

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

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