THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

21st Annual International Conference on SMEs, Entrepreneurship and Innovation Management - Marketing - Economic - Social Aspects 29-31 July & 1 August 2024, Athens, Greece

Edited by
Demos Vardiabasis & Olga Gkounta

2024

Abstracts
21st Annual International Conference on SMEs, Entrepreneurship and Innovation

Management - Marketing - Economic - Social Aspects

29-31 July & 1 August 2024, Athens, Greece

Edited by

Demos Vardiabasis & Olga Gkounta

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(In Alphabetical Order by Author's Family Name)

Preface

This book includes the abstracts of all the papers presented at the *21st Annual International Conference on SMEs, Entrepreneurship and Innovation: Management - Marketing - Economic - Social Aspects* (29-31 July & 1 August 2024), organized by the Athens Institute for Education and Research (ATINER).

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

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

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

Table 1. *Publication of Books of Abtracts of Proceedings, 2011-2024*

Year	Papers	Countries	References
2024	52	21	Vardiabasis and Gkounta (2024)
2023	33	15	Vardiabasis and Gkounta (2023)
2022	29	17	Vardiabasis and Gkounta (2022)
2021	27	15	Papanikos (2021)
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2019	27	18	Papanikos (2019)
2018	24	16	Papanikos (2018)
2017	29	18	Papanikos (2017)
2016	18	13	Papanikos (2016)
2015	24	15	Papanikos (2015)
2014	16	14	Papanikos (2014)
2013	29	20	Papanikos (2013)
2012	23	18	Papanikos (2012)
2011	32	22	Papanikos (2011)

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 SMEs, Entrepreneurship and Innovation. 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 21st Annual International Conference on SMEs, Entrepreneurship and Innovation: Management - Marketing - Economic - Social Aspects accomplished this goal by bringing together academics and scholars from 21 different countries (Austria, Brazil, Canada, Czech Republic, Ecuador, France, Georgia, Germany, Hungary, India, Israel, Italy, Jordan, Kenya, Portugal, Romania, South Africa, South Korea, Spain, Vietnam, 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.

Demos Vardiabasis & Olga Gkounta
Editors

21st Annual International Conference on SMEs, Entrepreneurship and Innovation: Management - Marketing - Economic - Social Aspects, 29-31 July & 1 August 2024, 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, The Athens Institute.
2. Demos Vardiabasis, Vice President of Business and Public Affairs and Director, Center for Small and Medium-Sized Enterprises (CSME), ATINER & Professor of Economics, Pepperdine University, USA.
3. Cleopatra Veloutsou, Head, Marketing Unit, The Athens Institute & Professor of Brand Management, University of Glasgow, U.K.

FINAL CONFERENCE PROGRAM

21st Annual International Conference on SMEs, Entrepreneurship and Innovation: Management - Marketing - Economic - Social Aspects, 29-31 July & 1 August 2024, Athens, Greece

PROGRAM

08.30-09.00
Registration
09:00-09:30
Opening and Welcoming Remarks:

- **Gregory T. Papanikos**, President, Athens Institute.

09:30-11:00 Session 1	
Session 1a **Moderator: Cleopatra Veloutsou**, Head, Marketing Unit, Athens Institute & Professor of Brand Management, University of Glasgow, UK.	**Session 1b** **Moderator: A. J. Stagliano**, Professor, Saint Joseph's University, USA.
1. **Nestan Varshanidze**, Lecturer, Batumi Shota Rustaveli State University, Georgia. ***Title**: A Study of Aquaculture Farms of the Autonomous Republic of Adjara Within the Framework of the Blue Economy.* 2. **Tareq Hashem**, Full Professor, Applied Science Private University, Jordan. ***Title**: Influence of Blockchain in Marketing on Efficiency of e-Customer Relationship Management: Moderating Role of Technology Adoption.* 3. **Giorgi Abashidze**, Lecturer, Batumi Shota Rustaveli State University, Georgia. ***Title**: How Digitalization Can Accelerate the Transition to the Circular Economy.*	1. **Guangwei Hu**, Head, Archives and e-Government Department & Director, Institute of Government Data Resources, Nanjing University, China. ***Title**: The Dynamics of Social Governance Innovation in China: A Synergistic Approach.* 2. **Nkhangweni Mahwasane**, Information Librarian, University of Venda, South Africa. **Tshinakaho Mahwasane**, Senior Librarian, University of Venda, South Africa. ***Title**: Optimizing the Usage of Public and Community Libraries in the Limpopo Province, South Africa.* 3. **Marta Samokishyn**, PhD Student, University of Ottawa, Canada. ***Title**: Transforming Higher Education: Exploring Global Perspectives and Best Practices for AI Integration in Academic Libraries.* 4. **Modiehi Rammutloa**, Lecturer, University of South Africa, South Africa. ***Title**: Academic Librarians' Use of Technology to Unlock Citizen Scientists' Potential for the Greater Good.*
11:00-12:30 Session 2	
Session 2a **Moderator: Tareq Hashem**, Full Professor, Applied Science Private University, Jordan.	**Session 2b** **Moderator: Nkhangweni Mahwasane**, Information Librarian, University of Venda, South Africa.
1. **Nik Nikolov**, Associate Professor, Kennesaw State University, USA.	1. **A. J. Stagliano**, Professor, Saint Joseph's University, USA.

Title: *Brand Deletion Decision Factors: A Sunk Cost Perspective.* 2. **Roberta de Cicco**, Post-Doc Researcher, University of Urbino, Italy. ***Title***: *Disentangling How Brands Gain and Lose from Activism in Response to Different Failures.* 3. **Truong Vu Xuan**, Lecturer, Thuongmai University, Vietnam. ***Title***: *The Role of Online Consumer's Loyalty in Enhancing the Brand Value of Shoppee e-Commerce Platform in Vietnam.* 4. **Christoph Pachucki**, Postdoctoral Researcher, University of Innsbruck, Austria. ***Title***: *My Brand vs. Our Brand: Online User Discourses Triggered by Stakeholder Reactions to Destination Brand Communication.*	***Title***: *Ethical Underpinnings for Economic Models: Reconciling Self-Interest Actions and the Goal of Societal Prosperity.* 2. **Hlompo Panelope Mongala**, Lecturer, North West University, South Africa. **Siyabonga Mkhuma**, Student, North West University, South Africa. ***Title***: *The Impact of Inflation on Economic Growth in South Africa.* 3. **Peter Baur**, Professor, University of Johannesburg, South Africa. ***Title***: *Exploring the Role of Arts and Culture as a Mechanism to Integrate Economies.*
12:30-14:20 Session 3	
Session 3a **Moderator: Roberta de Cicco**, Post-Doc Researcher, University of Urbino, Italy.	**Session 3b** **Moderator: Marta Samokishyn**, PhD Student, University of Ottawa, Canada.
1. **Demos Vardiabasis**, Professor, Pepperdine University, USA. ***Title***: *AI and the Global Financial Crisis.* 2. **Carsten H. Hahn**, Professor, Karlsruhe University of Applied Sciences, Germany. **David Theobald**, Researcher, Karlsruhe University of Applied Sciences, Germany. ***Title***: *Marketing Automation for Early-Stage Startups: A Case Study of GPT-3 in Blog Marketing.*	1. **Ahuva Even-Zohar**, Senior Lecturer, Ariel University, Israel. ***Title***: *The Relationship between Grandparents and their LGBT (Lesbian, Gay, Bisexual, Transgender) Grandchildren, as perceived by the Grandparents. A Pilot Study.* 2. **Shlomit Benyamin**, Lecturer, The Academic College of Tel Aviv-Yaffo, Israel. ***Title***: *Homeless in their Own Home": The Case of Home-Deprived Single Mothers in Israel.* 3. **David Chasciar**, Undergraduate Student, West University of Timisoara, Romania. ***Title***: *Quality of Life in the Peri-urban Area of Timisoara.* 4. **Victor Hainsworth**, Chair and Founder, Holism Institute, USA. ***Title***: *A Novel Theory of Holism: From the Pre-Quantum to the Quantum.* 5. **Martina Rasticova**, Head, Department of Management, Mendel University in Brno, Czech Republic. **Štěpán Konečný**, Researcher, Mendel University in Brno, Czech Republic. **Jakub Šácha**, Researcher, Mendel University in Brno, Czech Republic. **Martin Lakomý**, Researcher, Mendel University in Brno, Czech Republic. ***Title***: *Redefining Age and Gender in Digital Recruitment Amidst Population Ageing: A Multifaceted Analysis of Stereotypes, Inequalities, and Perceptions in the Modern Workplace.*

14:20-15:00 Lunch

15:00-16:30 Session 4
Moderator: Mashilo Modiba, Senior Lecturer, University of South Africa, South Africa.

1. **Andras Marton**, Assistant Professor, Corvinus University of Budapest, Hungary.
   Éva Hideg, Professor Emeritus, Corvinus University of Budapest, Hungary.
   ***Title**: Internal and External Dimensions in an Integrated Foresight Research on the Sustainable Pathways in V4 Countries.*
2. **David Kalisz**, Dean of Expert Programs, Paris School of Business, France.
   ***Title**: Falling in Love with Strategic Foresight, not Only with Technology: European Deep-Tech Startups' Roadmap to Success.*
3. **Clarice Kobayashi**, Researcher, Instituto Prospectiva INSPRO, Brazil, Researcher, Instituto Prospectiva INSPRO, Brazil.
   Fernando Mário Rodrigues Marques, Professor, Municipal University of São Caetano do Sul, Brazil.
   Hércules do Prado, Professor, Catholic University of Brasília, Brazil.
   Edilson Ferneda, Professor, Catholic University of Brasília, Brazil.
   ***Title**: La Prospective Applied to a Productive Cluster of Gems, Jewellery, Mineral Crafts, and Tourism: The Case of the Municipality of Cristalina-Go, Brazil.*

16:30-18:30 Session 5
Moderator: Jayoung Che, Visiting Professor, Hankuk Universit of Foreign Studies, South Korea.

1. **Mashilo Modiba**, Senior Lecturer, University of South Africa, South Africa.
   ***Title**: Application of Conversational Generative Pre-Trained Transformer to Provide Information Services in Libraries in the Fifth Industrial Revolution.*
2. **Alyssa White**, Adjunct Librarian, University of New Hampshire, USA.
   ***Title**: Understanding Viral TikTok Fundraisers through Visual Literacy.*
3. **Lucky Dlamini**, Communications and Stakeholder Relations Manager, NRF-South African Institute for Aquatic Biodiversity (NRF-SAIAB), South Africa.
   ***Title**: Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption.*
4. **Yan Ma**, Professor, University of Rhode Island, USA.
   ***Title**: Visual Literacy: Barbie and Visualization of Information.*

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

Tuesday 30 July 2024

09:00-10:30 Session 6
Moderator: David Kalisz, Dean of Expert Programs, Paris School of Business, France.

1. **Robert Case**, Associate Professor, Old Dominion University, USA.
   ***Title**: The Need for Sport Entrepreneurship Courses in Sport Management Professional Preparation Programs that Are Offered at Colleges and Universities Throughout the World.*
2. **Dolores de la Rosa-Navarro**, Associate Professor, Pablo de Olavide University, Spain.
   Ines Herrero, Professor, Pablo de Olavide University, Spain.
   ***Title**: The Influence of the Authentic Leadership and the Entrepreneurial Orientation on Family Firm's Sustainability.*
3. **Gregory T. Papanikos**, President, Athens Institute.
   ***Title**: Geographical Distribution of Small Physical Exercise Enterprises in the Greater Athens Area.*

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Daniel Roque Gomes, Professor, Polytechnic Institute of Coimbra, CERNAS, Portugal.
Title: Evaluating the Mediator Roles of Employee Engagement and Organizational Attractiveness in the Relation Between Sustainable Human Resources Management and Workers' Performance.
3. Andrew Alwood, Lecturer, University of Richmond, USA.
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Title: Data Privacy for Machine Learning Inferences.
2. Raid Suleiman, Professor, Al-Hussein Bin Talal University, Jordan.
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3. Amos Shibambu, Senior Lecturer, University of South Africa, South Africa.
Title: The Implementation of Cloud Computing and Drone Technology to Promote Remote Access to Resources at Midvaal Public Libraries, South Africa.
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Pablo Carrera-Narváez, Assistant Professor, Universidad San Francisco de Quito, Ecuador.
Title: Entrepreneurship and Management, Non-linear Relationship. Ecuador Case Study.
2. Suela Papagelis, Lecturer, Boston University – Metropolitan College, USA.
Marcus Goncalves, Associate Chair, Boston University – Metropolitan College, USA.
Title: Drivers for Women Entrepreneurship</td><td>1. Louis Kontos, Associate Professor, John Jay College of Criminal Justice, USA.
Title: Tenuous Ideological Legitimacy and Endless Moral Panic in Late Modern Society.
2. Jayoung Che, Visiting Professor, Hankuk University of Foreign Studies, South Korea.
Title: The Current Korean Government's Proposal for a Special Law on Criminal Immunity for Medical Professionals and the Problem of Exclusive Medical Appraisal by KMDMAA (Korea Medical Dispute Mediation and Arbitration Agency).
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in Greece. A Case Analysis of Start-Ups.

3. **Paloma Gallurt**, Lecturer, Pablo de Olavide University, Spain.
   Ines Herrero, Professor, Pablo de Olavide University, Spain.
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4. **Emmerentia Schutte Barkhuizen**, Director, Business School, University of The Free State, South Africa.
   Title: *From Fragile to Agile: How to Optimize Workplace Talent Post-Covid 19.*

Title: *The (Missing) Link between Library and Information Science Schools and Job Market and Its Impact on Employability of LIS Graduates In South Africa*

4. **Philangani Thembinkosi Sibiya**, Lecturer, University of South Africa, South Africa.
   Title: *Curriculum Content for Digital Scholarship in Library and Information Science Schools in South Africa.*
5. **Abdulmohsen Mualla Aljohani**, Researcher, Dong-a University, South Korea.
   Title: *Unveiling Tourists' Motivations for Voluntarily Carrying Out their Leftovers when Dining Out.*

14:00-15:00 Lunch

15:00-17:00 Session 9
Moderator: Olga Gkounta, Researcher, Athens Institute.

1. **Byasdeb Dasgupta**, Professor, University of Kalyani, India.
   Title: *Prospects of MSMEs in Current India.*
2. **Amber Brittain-Hale**, Professor, University of Saint Katherine & Co-Founder, BrainStates Inc., USA.
   Title: *Strategic Empathy in Female-Led Diplomacy: Reassessing Foreign Policy Approaches in the Russo-Ukrainian Conflict.*
3. **Kristijan Civljak**, Associate Professor, The Chicago School, USA.
   Kara Hans, PhD Candidate, The Chicago School, USA.
   Title: *Building Bridges: Trust, Wisdom, and the Path to Sound Decision-Making in Business.*
4. **Ouidad Yousfi**, Associate Professor, University of Montpellier, France.
   Title: *The Impact of Corporate Social Responsibility Committee on Corporate Social Responsibility: Empirical Evidence from France.*
5. **Yunus Emre Ozigci**, Deputy Head of Mission, Deputy Permanent Representative to UNEP and to UN Habitat, Ministry of Foreign Affairs of the Republic of Turkey, Kenya.
   Title: *On the Nature of the State as an Actor of the International Relations: Phenomenology's Promise and Handicap in Conducting a Study on the Ground of Authenticity of the State's Givenness.*

17:30-20:30 Session 10
Old and New-An Educational Urban Walk

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

21:00-22:30
Ancient Athenian Dinner

Wednesday 31 July 2024
An Educational Visit to Selected Islands

or Mycenae Visit

Thursday 1 August 2024
Visiting the Oracle of Delphi

Friday 2 August 2024
Visiting the Ancient Corinth and Cape Sounion

Giorgi Abashidze
Lecturer, Batumi Shota Rustaveli State University, Georgia

How Digitalization Can Accelerate the Transition to the Circular Economy

One of the most significant processes currently underway in the modern economic system is the digital transformation, which results in the digitization of all economic sectors and creates the digital economy. This represents the current stage of economic development that has affected all areas of human life, changing both the way the economy functions and the way people live. Production processes, organizational relationships, distribution networks, marketing strategies, customer communication forms, and the way in which customers get goods and services have all substantially changed due to digital transformation. Consequently, the economic system is shifting from traditional markets to interconnected networks, from traditional consumers to active "prosumers", from ownership-based models to access-based models, and from a consumer-driven economy to a sustainable economy (Rifkin, 2015).

It is noteworthy that, unlike traditional industries lacking access to digital technologies, digital business and entrepreneurship can rapidly boost economic growth and job creation. The digital economy has risen 2.5 times faster than the global GDP over the last 16 years (Huawei and Oxford Economics, 2017). Today, we are living in the process of the digital revolution, also known as the fourth industrial revolution, which has put a strong demand on individual countries to start digital transformation. This is particularly crucial for small countries with limited natural resources.

As a result, it is crucial to assess the current stage of digital business growth, trends in the emergence of digital business models and entrepreneurial initiatives, and the challenges associated with digitizing traditional industries.

The study highlights the benefits of digital entrepreneurship and business over traditional ones. The stages of traditional businesses' digital transition are discussed, along with the models of digital business and entrepreneurship that are currently in use. The digital transformation of the economy is an ongoing journey that requires continuous adaptation, innovation, and collaboration. Embracing technological advancements, understanding new economic paradigms, and engaging consumers as active participants will enable businesses and societies to navigate this transformative era successfully. By

harnessing the power of the digital economy, countries can unlock new avenues for economic growth, social progress, and sustainable development.

Abdulmohsen Mualla Aljohani
Researcher, Dong-a University, South Korea

Unveiling Tourists' Motivations for Voluntarily Carrying Out their Leftovers when Dining Out

In the pursuit of sustainable development goals, understanding consumer behavior is paramount. One notable aspect is the practice of carrying out food leftovers instead of dining in, aligning with efforts to reduce food waste and foster sustainable consumption. This paper investigates the underlying motivations for this behavior, shedding light on its implications for sustainable development.

This paper explores the motivations behind individuals' choice to carry out food leftovers after dining in restaurants. Focused on advancing sustainable development goals, the study identifies three primary fears—fear of Hunger, Hell, and Hazards—that drive this behavior. Utilizing qualitative analysis, the research aims to illuminate how these fears influence decision-making and contribute to sustainable practices. A Qualitative methods, using an open-ended surveys, were employed to collect data on individuals' motivations for carrying out food leftovers. Participants from diverse demographic backgrounds were selected to ensure a comprehensive understanding. Thematic coding was utilized for data analysis to identify recurring patterns in participants' responses. The study unveiled three primary fears motivating individuals to carry out food leftovers voluntarily:

1. Fear of Hunger: Participants voiced concerns about potential hunger if they lacked access to food later, driving them to save leftovers for future consumption.
2. Fear of Hazards: Some participants highlighted concerns about the environmental impact of food waste, including greenhouse gas emissions. By carrying out leftovers, they aimed to mitigate perceived risks associated with environmental harm.
3. Fear of Hell: A subset of participants referenced religious or cultural beliefs that emphasize the importance of avoiding wastefulness, fearing potential consequences in the afterlife for such actions.

Andrew Alwood
Lecturer, University of Richmond, USA.

The Unseen Altar: Money as a Modern Idol and its Implications for Business Education and Personal Fulfillment

This paper applies the notions of 'worship' and 'ritual' beyond their traditional religious connotations and delves into their manifestations in a contemporary American business culture in which money has become a central object of adoration. Individuals can engage in forms of worship and ritual (perhaps inadvertently) by devoting their time, energy, and resources to certain activities, sometimes influenced by cultural and institutional pressures. In particular, a business culture can foster rituals centered on pursuing and accumulating wealth, as if it were valuable for its own sake. However, money and wealth are intrinsically neutral in value, deriving their worth from the instrumentality of what they can be used to do. In spite of this, the pursuit of wealth has attained a nearly sacred status in certain business cultures, almost too holy to be questioned. In business schools and the corporate world, students and professionals alike partake in rituals that reinforce hierarchies and foster a cult-like devotion to money, perceiving it as an end in itself rather than a means.

This phenomenon is reflected in the idolization of so-called 'self-made billionaires'—which is a misleading phrase considering the interdependency among all individuals in society. No one becomes a billionaire without help from others. We should wonder about the potential adverse effects of worshiping money, including whether it promotes narcissism and obscures natural paths to personal happiness. Educators, in particular, have a role in perpetuating or potentially transforming this paradigm.

This study contributes to ongoing discussions about the value systems instilled within business education and the wider business community. It challenges educators to reconsider their roles in shaping value systems and to explore alternative pedagogical frameworks that emphasize personal fulfillment over material acquisition. We must consider the consequences of monetary worship and whether it can be part of a life well lived.

Peter Baur
Professor, University of Johannesburg, South Africa

Exploring the Role of Arts and Culture as a Mechanism to Integrate Economies

This paper explores the role of arts and culture as a mechanism to integrate economies, by examining investment into art in relation to the global art price index using South Africa as a case study.

Global economies are inter-connected through trade and investment. Given the nature of the current global economic environment, risk management becomes an overarching concern within trade deals and investment portfolios. A significant portion of investor and trade decisions are made up by mitigating against risk, especially in the arts and cultural sector of an economy. The role of risk mitigation strategies within the trade of art presents an underlying motion of the art trade, and much of this motion stems from the emerging economies.

This study explores the trade of 'Works of Art' from the emerging economies, using South Africa as a case study. South Africa's creative wealth generated through the nation's customs and traditions is exported through the trade of cultural artefacts which is facilitated through the flow of tourism. Previous studies have indicated that tourism flows and the trade of cultural artifacts have a strong positive correlation. The trade of art contributes towards creating wealth and ultimately supports sustainable economic development.

However, more recent research has begun to paint a new picture of this relationship between trade and investment. The initial methodology adopted in this study applies a regression analysis using an ordinary leased square approach. All variables are indexed and logged to remove any non-linear relationships. The global art price index gives an indication of the global demand for art, by incorporating international auction sales in their weighted index. The initial modelling in this study uses the export of works of art from South Africa as the dependent variable and the global art price index as an independent variable in the regression analysis, along with other macroeconomic variables, such as the impact of COVID-19 and key market indicators.

Initial findings indicate that the export of works of art have a very large (statistically significant) negative correlation with the global art price index and simultaneously show a very strong positive (statistically significant) relationship with macroeconomic variables such as the exchange rate. This anti-intuitive account modelling the

trade and investment relationship indicates that trade and investment into art from the emerging economies may follow risk adverse behavior of investors. This paper explains the role of art as a mechanism to integrate economies through investor risk behavior.

Shlomit Benyamin
Lecturer, The Academic College of Tel Aviv-Yaffo, Israel

"Homeless in their Own Home": The Case of Home-Deprived Single Mothers in Israel

Institutional statistics and academic research in Israel tend to present a partial description of the gender characteristics of the problem of Israeli homelessness. They often focus on the manifest aspect of the phenomenon, which essentially characterizes homelessness as men living on the streets.

Since the 1980s, feminist writers have presented a gender perspective that indicates that men's homelessness tends to be seen in the public sphere, whereas women's homelessness is mostly hidden from the public eye (Kappel Ramji Consulting Group 2002; Novac 2001; Waston 1984, 1988; Waston and Austenberry 1986).

The research I conducted asks to overcome this gap and offers an examination of Israeli women, who are single mothers, living in big cities and suffer from lack of residential security. Based on interviews with 10 single mothers, I highlight the voices of the women, whom I define as 'hidden homeless'. Although they have some kind of roof over their heads, this 'home' lacks security, stability and quality. The voices of the hidden homeless women have an important theoretical contribution to make to the field. They can help us articulate a gender perspective, by defining the social problem of the absence of a home and the lack of residential security for a large and growing group of women, who suffer from housing exclusion. Furthermore, the Israeli case offers the opportunity to explore gender aspects of homelessness in light of the changes that Israeli housing policy has undergone in the last few decades, which privatizes public housing, and enacts stricter criteria for entitlement for such housing. Many single mothers now lack the right to acquire an apartment through public housing (Benyamin 2022).

The research explores how women who suffer from uncertainty concerning their residence, uncover new understandings regarding the meaning of homelessness. I also discuss the strategies the women use in order to keep a roof over their families' heads - strategies that reflect a form of informal resistance rooted in everyday life. As the anthropologist, James Scott (1985), indicated, these are strategies concerned largely with immediate, de facto gains.

Raising the silent voices of the hidden homeless women teaches us that the encounter between institutional rationales and the women's agenda gives birth to unexpected outcomes that disrupt the very order that institutional rationales seek to produce, in relation to homelessness. The different coping strategies adopted by the women, and the way they narrated their experiences, in connection to the lack of housing security, expresses the political character of the social problem. This allows us to create a new understanding concerning the existing knowledge structure in relation to homelessness.

David Bodoff
Professor, University of Haifa, Israel

Data Privacy for Machine Learning Inferences

Advances in machine learning (ML) technology have led to increased public awareness of the question of data privacy. However, ML technology poses challenges to the two main approaches to data privacy. The literature on a market-based approach to data privacy states that "externalities" make it difficult to apply market models. The literature that uses a regulatory approach to data privacy states that widely held assumptions, such as a firm's right to make inferences from its data, make it difficult to formulate appropriate regulations. It thus emerges that just when machine learning technology has created a need for data privacy policy, the characteristics of the technology are hindering progress. In the research reported here, we delve into some technical details of how machine learning works, and this understanding helps to resolve some of the stated difficulties. Regarding data privacy for machine learning, our work reviews the cited difficulties and offers some partial solutions.

Amber Brittain-Hale
Professor, University of Saint Katherine & Co-Founder, BrainStates Inc., USA

Strategic Empathy in Female-Led Diplomacy: Reassessing Foreign Policy Approaches in the Russo-Ukrainian Conflict

This paper examines the evolution of Strategic Empathy (SE) in international diplomacy, particularly through the lens of female-led states, and uses Anders Fogh Rasmussen's proposal on Ukraine's NATO membership as a case study. SE, traditionally associated with understanding and responding to the emotional and psychological perspectives of others in diplomatic engagements, is reinterpreted here as a dynamic tool for crafting effective foreign policy responses in complex geopolitical situations.

The study argues that female-led states have demonstrated a nuanced and effective application of SE, which goes beyond mere empathetic understanding to include decisive and strategic action. This approach is exemplified in the context of the Russo-Ukrainian War, where the need for a strong and clear response to aggression is paramount. Rasmussen's proposal for Ukraine—advocating for immediate NATO membership with specific conditions regarding Article 5—is analyzed as an embodiment of this evolved SE. It represents a strategic, empathetic response to Ukraine's immediate needs and long-term aspirations, balancing the urgency of military support with the vision for Ukraine's integration into the Euro-Atlantic community.

The paper posits that this iteration of SE, as advocated by female-led states and exemplified in Rasmussen's proposal, offers a more assertive and pragmatic approach to foreign policy. It suggests that such an approach is necessary in the current geopolitical climate and effective in addressing the complexities of international relations. The study concludes that the redefined SE, emphasizing strategic action and empathetic understanding, provides a valuable framework for navigating high-stakes diplomatic challenges, advocating for a more proactive and impactful role for female-led diplomacy in shaping global affairs.

Robert Case
Associate Professor, Old Dominion University, USA

The Need for Sport Entrepreneurship Courses in Sport Management Professional Preparation Programs that Are Offered at Colleges and Universities throughout the World

The purpose of this presentation is to examine the tremendous potential that sport entrepreneurship courses can have in the future development of sport management professional preparation programs in colleges and universities of higher education. Sport management or sport business as an academic discipline has grown by leaps and bounds over the past 50 years to the point where college and university programs that educate and train future sport administrators and managers are offered in almost every part of the world. In the United States, for example, there are over 500 sport management college and university professional preparation programs at undergraduate and graduate levels. Entrepreneurship courses are offered in higher education business school curriculums throughout the world. However, very few sport management programs offer entrepreneurship courses that are related to sport. This is despite the fact that many graduates of sport management programs create and run their own sport-related businesses. Many sport management professional preparation programs offer coursework aimed at large professional and amateur sport organizations. It will be argued that it is time to include and offer sport entrepreneurship courses in college and university sport management professional preparation curriculums in order to adequately educate and train students for the many sport entrepreneurship spin-off business opportunities of the future. Examples of typical sport entrepreneurship course syllabi will be presented to the audience along with sport business opportunities are outside of the typical professional and amateur sport organization job opportunities.

David Chasciar
Undergraduate Student, West University of Timisoara, Romania

Quality of Life in the Peri-urban Area of Timisoara

NOT AVAILABLE

Jayoung Che
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The Current Korean Government's Proposal for a Special Law on Criminal Immunity for Medical Professionals and the Problem of Exclusive Medical Appraisal by KMDMAA (Korea Medical Dispute Mediation and Arbitration Agency)

Korean goverment's plan on the special exemption for criminals was initiated as a conciliatory measure to appease medical doctors as a counter incentive to increasing the number of medical school students. At the same time, the government proposed the purchase of liability insurance as a precondition for granting criminal immunity to medical personnel.

Doctors, however, are not very inclined to purchase medical liability insurance. The government's interest also is not in liability insurance, but in the special case for criminal immunity for medical personnel. It is proved from the fact that the Ministry of Justice suddenly issued a directive to the front-line prosecutors to facilitate the criminal cases of doctors, regardless of whether liability insurance be practiced.

The government and the doctors' association are working together to pass a "Special Criminal Immunity Act for Medical Personnel" under various pretexts, such as "increasing the number of medical doctors," "medical liability insurance," "patient advocate system," etc. The latter, however, are separate matters that have nothing to do with the former.

The increase in the number of doctors and the Special Law of Criminal Immunity for Medical Personnel are not reciprocally related items. In addition, all kinds of pretexts, such as that they should be treated according to the Automobile Liability Insurance, do not apply to doctors whose duty of care is absolutely required.

The plan of the currently Korean government to operate "medical liability insurance" and "patient advocate system" through KMDMA, which issues the appraisal certificate exclusively and exclusively, is nothing but nonsense that makes a fool of patients and the public. The closed-door monopoly of KMDMA provides an already tilted playing field in favor of doctors, and disadvantageous to patients. In a place where the basic truth cannot be properly investigated, it is nothing more than rhetoric to declare to practice medical liability insurance, or to talk about a "patient advocate system" for the sake of patients.

Kristijan Civljak
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&
Kara Hans
PhD Candidate, The Chicago School, USA

Building Bridges: Trust, Wisdom, and the Path to Sound Decision-Making in Business

Trust is a critical social currency, and arguably one of the most fundamental attributes of a leader. A leader's trust influences cooperation and collaboration in the workplace built by demonstrating authenticity, logic, and empathy (Frei & Morriss, 2023). Unfortunately, the world is experiencing a trust crisis exacerbated by divisive politics, the proliferation of fake news, and unregulated technological advancements, leading to instances of incompetence and ethical lapses among decision-makers (Edelman, 2022, 2023; Maxwell, 2019; Sternberg, 2021). In response to the pressing need for sound judgment and moral reasoning in leadership, psychologists have sought to define and understand wisdom (Grossmann, Weststrate, Ardelt, et al., 2020; Sternberg, 2019; Sternberg, 2021).

This concurrent nested mixed methods study delved into the exploration of wise reasoning within the context of a complex business problem. In the quantitative portion, the authors' employed a quasi-experimental design using a wise reasoning boost exercise (a noncoercive intervention that fosters competences to make better decisions) that encouraged participants to propose a wise solution. The study involved 325 U.S. employed adults ages 24 to 84 who first took the Self-Assessed Wisdom Scale (SAWS) (Webster, 2003) to assess wisdom as a character trait, and later the Situated Wise Reasoning Scale (SWIS) (Brienza et al., 2018) at the end of the study to assess wise reasoning within the context of a complex business problem. In between the assessments, the participants were presented a complex business problem related to introducing a neurotechnology product designed to measure employee fatigue in the workplace. Participants were randomly assigned to either the wise reasoning exercise, or active control exercise probing them to think about the introduction of this technology in the workplace through open-ended questions as part of the nested qualitative portion of the study. Participants were then asked about their confidence and trust in their proposed solutions. These wise reasoning exercise questions explored the domains of intellectual humility, perspective taking, uncertainty and balancing the interests of

all stakeholders thus offering the opportunity for multiple methods to develop a comprehensive understanding of wise reasoning processes to further enhance the validity and credibility of the results.

Results revealed that wisdom, conceptualized as a character trait and measured by SAWS, emerged as the strongest predictor of wise reasoning in the face of a complex business challenge, as assessed by SWIS. Specifically, SAWS subscales life experiences, reflection habits, and openness to new experiences emerged as robust predictors, explaining 21% of the variance in wise reasoning. The inclusion of trust in the regression model contributed to a 24% percent variance in SWIS. The provision of wise reasoning boosts in the form of open-ended questions seemed not to have significant influence on wise reasoning scores. However, the qualitative data indicated consistent suspicions of how top leadership could potentially misuse the workplace technology igniting fear that it could discriminate front-line workers. The findings underscore the nuanced interplay of trust and wisdom in fostering wise reasoning within the complex landscape of decision-making.

Byasdeb Dasgupta
Professor, University of Kalyani, India

Prospects of MSMEs in Current India

NOT AVAILABLE

Paloma Gallurt
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The Effect of Long-Term Orientation on the Entrepreneurial Orientation of Family Firms

While some studies maintain that family firms present the ideal arena for entrepreneurship, others posit that the family context is detrimental to entrepreneurial orientation (EO). Our study aims to contribute to these mixed results by analysing the influence of family firms' long-term orientation on their EO.

Prior research suggests that family managers tend to foster a long-term orientation as it increases their likelihood of survival across generations (Madison et al., 2016; Neckebrouck et al., 2018). As such, family firms are likely to engage in long-term activities in order to survive and grow (GómezMejía et al. 2007; Kellermanns et al., 2008). Long-term-oriented family firms are willing to invest patient capital in certain entrepreneurial opportunities which their short-term-oriented competitors may refuse (Zellweger, 2007), which allows them to obtain profits in the long-term (Eddleston et al., 2012). Family firms intention to transfer the business to the next generation are more willing to be entrepreneurial as they not only pursue to obtain profits now for the current family members, but also for the next generation members (Zellweger et al., 2012). Accordingly, family firms tend to be more creative (Delmas & Gergaud, 2014), and, by doing so, enhancing entrepreneurship (Zahra et al., 2004).

In our empirical application, we use a sample of 231 Spanish firms in different sectors. Our initial results show a positive and significant influence of long-term orientation on the EO of the family firms studied. Our research aims to extend these results by analysing the effect of a moderating variable on this relationship. We contend that the number of generations involved in the family firm is a driving force that could reinforce positively the relationship between long-term orientation and EO. Furthermore, our study will contribute to the entrepreneurship literature by investigating the effect of long-term orientation on each of the three dimensions of EO: innovation, risk-taking and proactivity (Covin & Slevin, 1991).

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The Influence of the Authentic Leadership and the Entrepreneurial Orientation on Family Firm's Sustainability

Society expects companies to contribute to sustainable development, which meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtlan, 1987). Family businesses could be a type of company that is particularly interested in sustainability because of the links with the community where it is located, the interest in strengthening emotional ties with non-family members or because the prestige of the family is linked to the company's own reputation. However, there are no conclusive results to support their greater contribution to sustainability compared to non-family ones (Maloni et al., 2017).

For an organization to be sustainable, beyond the implementation of practices that promote sustainability, it should have a certain type of leadership. This research analyses the contribution of authentic leadership to sustainability. Authentic leaders act in a manner consistent with their principles and values, being credible and generating trust among their collaborators, which fosters the exchange of information and a favourable climate for innovation (Jung et al., 2021; Iqbal et al., 2022). In a positive work environment, mistakes are allowed as a way of learning, fostering team members' commitment and resilience. For all these reasons, we propose that authentic leadership favours sustainability.

In addition, we include in our model the entrepreneurial orientation variable, which can play a moderating role in the relationship between authentic leadership and sustainability. Entrepreneurial orientation implies innovation, proactivity and risk-taking (Covin and Slevin, 1989), generating the enabling environment to drive the necessary changes towards sustainability (Mullens, 2018).

For this purpose, we used a sample of small and medium-sized family-owned companies in the food and beverage manufacturing industry. Our preliminary results corroborate the proposed hypotheses, confirming the positive influence that authentic leadership has on sustainability and the moderating role that entrepreneurial orientation plays in this relationship.

Roberta de Cicco
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Disentangling How Brands Gain and Lose from Activism in Response to Different Failures

The shifting focus towards a societal marketing viewpoint is compelling companies to be more responsible to the communities where they operate, thereby making brand activism a significant strategic marketing initiative and a phenomenon worthy of investigation (Pimentel et al., 2024). The brand activism literature reveals empirical evidence of its effectiveness. When authenticity and genuineness are preserved, brand activism can generate favorable social impact and enhance brand value (Vredenburg et al., 2020). Although brand activism can be considered a promising approach for companies, particularly those with a small market share, as it is believed to positively influence brand perceptions (Rudeloff & Amin, 2023) and brand equity (Herzberg & Rudeloff, 2022), there remains a dearth of studies investigating the complex dynamics between an activist brand and a brand transgression (Khamitov et al., 2020). Most research addressing brand crises is related to Corporate Social responsibility (CSR), which differs conceptually and practically from brand activism (Herzberg & Rudeloff, 2022).

Considering this, the current study represents the first empirical attempt to integrate brand activism and brand crisis literature. In particular, it aims to explore how consumers react to activist brands committing different types of failure and whether the brand’s commitment to activism can “buffer” the negative impact of the company’s failure, acting as a safety cushion, according to Hess (2008).

To fulfill our research aims, two experimental studies are conducted (Study 1 N = 237; Study 2 N = 261).

In the first study, we investigate whether resistance to negative information stemming from a product-related failure is higher for the activist brand compared to the non-activist brand due to the buffering effect that protects companies from the adverse effects of the scandal. We also explore whether this heightened resistance to negative information has a positive impact on purchase intention and willingness to pay more and whether this positive effect varies depending on individual’s characteristics, such as participants’ involvement in social or environmental activism.

In the second study, borrowing from Expectancy Violation Theory (EVT) and the literature indicating that authenticity towards the brand's activism is a key mechanism for ensuring positive outcomes, we further explore the buffering effect and analyze results based on two different types of failure: one related to the service and the other related to the values the company advocates for. In this case, the buffering effect identified in the first study is applicable only in the case of a failure that does not directly involve the company's values but rather its services. According to the EVT, consumers hold activist brands to higher standards regarding their values and ethical conduct. Therefore, when an activist brand fails to align with its proclaimed values, it contradicts the expectations it has set, leading to disappointment and a more severe backlash.

Maoka Dikotla
Associate Professor, University of South Africa, South Africa

The (Missing) Link between Library and Information Science Schools and Job Market and its Impact on Employability of LIS Graduates in South Africa

The employment of graduates depends on the alignment of the need for LIS practice and the type of LIS graduates that universities produce. The alignment of both theory and practice of LIS is the key to ensuring that LIS schools produce graduates relevant to the LIS working environment. However, it appears as if there is a misalignment between the two. The misalignment is evident in the LIS job market, where some LIS practitioners lament the under preparedness of graduates. The researcher observed that LIS schools and LIS practice in South Africa work in silos, resulting in a mismatch between the demand and supply of LIS graduates. This mismatch between the demand and supply of LIS graduates impacts the employability of graduates and the quality-of-service delivery in the LIS sector. This suggests that the LIS educators do not meet the standards and expectations of LIS practitioners. However, it is not clear whether LIS practitioners communicate the shortfalls of the graduates and the expectations they have about them to LIS educators and if they do, to what extent. A strong connection between LIS academics and practitioners is necessary to handle expectations and obstacles facing both parties. The study will follow a qualitative research approach and will use the literature review to assess a (missing) link between LIS schools and the LIS job market to enhance the employability of LIS graduates in South Africa. Thematic analysis will be adopted in this study. The study will conclude by proposing a framework that may be used to restore a (missing) link between LIS schools and the LIS job market to enhance the employability of LIS graduates and quality of service delivery in LIS practice in South Africa.

Lucky Dlamini
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Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption

Influencer marketing has increased since the late 2000s and is expected to become even more potent as younger generations mature. The current literature on influencer marketing has mainly focused on consumers' purchase intention in the fashion industry, creating a noteworthy gap in understanding the effect of social media influencers on brand management constructs, such as brand loyalty and brand image. At the same time, studies have explored the impact of influencers on purchase intention, but research focusing on brand loyalty and image still needs to be explored, especially in the context of developing countries. Given the popularity of influencer marketing in fashion and its significance among young consumers, it is crucial to investigate the extent to which brand loyalty is understood in this domain. This study aims to fill the research gap by exploring the impact of social media influencers on brand loyalty in the fashion industry of developing countries. The study incorporates the Self-Congruence Theory encompassing elements of perceived congruence, perceived expertise, influencer authenticity, trust and attitude based on their broad scope and conceptual foundations as the distinct factors that drive brand loyalty. Therefore, this study investigated how social media influencers impact the fashion brand loyalty of South African consumers aged 18 to 24. A cross-sectional survey of 252 consumers was conducted with a descriptive research design. Multiple linear regression and bivariate correlation were used to test the study's hypotheses. This study found positive relationships between trust, authenticity, perceived congruence, and attitude toward influencers; they were also found between attitude toward influencers and brand attitude and, after that, brand attitude and brand loyalty. The study, therefore, concluded that favourable attitudes towards an influencer lead to good attitudes toward brands that the influencer endorses, which resultantly has a positive effect on brand loyalty. The study further concluded that trust, perceived congruence, and authenticity – but not perceived expertise – impact consumers' attitudes towards fashion influencers. To the author's knowledge, this study is the first to investigate how fashion influencers' perceived congruence, expertise, trust, and authenticity impact consumers' attitudes and brand loyalty.

Therefore, this study provides invaluable insights into providing brands with an additional understanding of how to use fashion influencers as a tool beyond merely impacting sales. Consequently, it is recommended that brands choose to work with well-liked influencers when using influencer marketing as a brand management tool.

Ahuva Even-Zohar
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The Relationship between Grandparents and their LGBT (Lesbian, Gay, Bisexual, Transgender) Grandchildren, as perceived by the Grandparents - A Pilot Study

Background and aim: In recent years, there is a rise in the number of young people "coming out" and identifying as Lesbian, Gay, Bisexual, Transgender (LGBT). Only a few studies have been conducted on grandparent-grandchild relations in the context of sexual orientation, particularly from the perspective of grandchildren. To fill this gap, the current pilot study aims to understand the relations between grandparents and their LGBT grandchildren from the grandparents' perspective.

Research question: How do grandparents experience the relationship with their LGBT grandchildren?

Method and sample: The study utilized a qualitative methodology guided by the Interpretive-Phenomenological Approach. The interviews were based on a semi-structured interview guide that included open and closed-ended questions. The research participants were recruited through a notice on social media, and in the "snowball" method. Six Israeli grandparents were interviewed, five grandmothers and one grandfather aged 71-89, with a mean age of 80.3. The distribution of the grandchildren's gender was that two of the grandparents had homosexual grandsons, two had a homosexual grandson and a lesbian granddaughter, one had a grandson who underwent a sex change process, i.e., a transgender, and one had a bisexual granddaughter.

Results: Analysis of the interviews revealed five main themes: grandchildren's disclosure of their sexual orientation to the grandparents; the generation gap; shattering the grandparents' dream and wish for family continuity; concern for the grandchild, and the relations between the grandparents and their LGBT grandchildren. The research findings indicate that the grandparent-grandchild relations remained close and did not change following disclosure of the sexual orientation, though some of the grandparents needed time to get used to the news and to resume their regular relationship.

Conclusions and Implications: Considering the significance and recognition of grandparents' influence on their grandchildren, and in light of the anticipated growth in the numbers of young people who are coming out, the study added knowledge for understanding this

complex issue that has yet to be sufficiently studied. The insights learned from the research findings regarding the process undergone by the grandparents upon discovering their grandchildren's sexual orientation can help professionals treat and counsel family members when necessary, on how to bridge the gaps and rebuild the relations between the grandparent and the grandchild, as these relations are important for the well-being of both.

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Marketing Automation for Early-Stage Startups: A Case Study of GPT-3 in Blog Marketing

A poor customer acquisition strategy is one of the most common causes of startup failure. One reason is choosing and implementing the wrong marketing strategy based on limited resources. With this limitation, startups must be smart and cost-effective in their customer acquisition efforts.

A common approach is to use search engine optimization, enabling websites to rank higher in search engines to attract more visitors who become customers. Launching a blog on the company's website and publishing customer-related and keyword-driven blog posts is an excellent tool for implementing search engine optimization. A successful blog requires professional knowledge about search engine optimization and time, which ties up many resources startups lack in the early stage. It is why running a blog does not often achieve the intended outcome. Artificial intelligence offers new opportunities to rethink blog marketing and search engine optimization. It can support and automate the marketing process using language models to save resources and improve customer acquisition. This research conducts a case study focusing on human-written and AIgenerated blog posts competing against each other to investigate the respective performance in search engine optimization. The case study involves implementing a marketing automation system based on GPT-3, which can generate and publish optimized blog posts without human effort. The test group (AI-generated) and the control group (human-written) each consist of ten comparable blog posts published on the blog of an early-stage startup to collect key performance indicators such as impressions, clicks, and average position over a four-month period. Findings show human-written blog posts perform significantly better in search engine optimization, while AI-generated blog posts are much more costefficient.

The results indicate human engagement in the blog marketing process continues to achieve better results in customer acquisition than the automated use of large language models. However, due to the cost-effectiveness of AI-generated blog posts, it is very helpful for startups

with limited resources to automate this process to initiate traffic. Concludingly, a semi-automated approach would optimize the cost-benefit ratio to achieve the best results from blog marketing automation and performance in search engine optimization. The evolution of large language models is advancing rapidly, which could lead to AI-generated blog posts outperforming human-generated blog posts in the future, adding relevance to this domain for further research.

Victor Hainsworth
Chair and Founder, Holism Institute, USA

A Novel Theory of Holism: From the Pre-Quantum to the Quantum

Holism, from the pre-quantum to the quantum is conceptualized as to origin from the conservation of matter, and then defined as a novel theory. Holism was generally referred to by the truism, ‘‘the whole is greater than the sum of its parts’’ and the notion of comprehensiveness. As a result, Holism as a theory is argued to enable analysts to better understand phenomena and test hypotheses using the propositions and parts of Holism. A detailed discussion of Holism and the parts provide conceptualization for the analysis of change within the physical environment and social environment for the resolution of conflict. This integrated approach to understanding change and conflict resolution provides the comprehensiveness that Holism is suggested to have. Conclusion, concepts from physics help understand concepts from social science and vice versa using Holism as a theoretical basis.

Tareq Hashem
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Influence of Blockchain in Marketing on Efficiency of e-Customer Relationship Management: Moderating Role of Technology Adoption

The blockchain does have the potential to significantly augment the customer relationship management (CRM). Blockchain technology brings in an increase in CRM by ensuring the participation of all parties in the stable, decentralized and transparent platform that aids in managing customer data and interactions. Through the blockchain, customer data can be securely mitigated in a tamper-free and transparent way, so you ensure data authenticity another related matter in the trust-building process. Through this way you will be able to build the trust of your customers and signal that you've got the transparency needed by your customers because of the various things like personalized marketing campaigns, secure transactions and finally the control of customer's data. Besides, blockchain uses smart contracts as a tool to execute CRM tasks by bringing automation and optimization of customer relations management into it. In brief, through utilizing blockchain in CRM, businesses can develop customer relationships stronger, bring better customer experience, and operation execute at a maximum. From a practical perspective and, the findings could be a very helpful tool for businesses implementing blockchain technology in their marketing or customer management strategy from a customers' perspective.

Current study aimed at exploring the moderating role of technology adoption on the relationship between blockchain (control over personal data, trust and transparency, improved personalization, seamless loyalty programs, enhanced customer service) and efficiency of e-customer relationship management from perspective of customer who has experience in e-shopping. Quantitative methodology was adopted, and a questionnaire was self-administered by (372) individuals who were aware of the concept of online shopping. SPSS was employed to deal with primary data, results indicated the acceptance of study's hypotheses and it appeared that blockchain technology relationship with E-CRM is moderated by technology adoption. The most influential factor of blockchain was on seamless loyalty programs which have helped in increasing the level of trust and transparency of customers' profile leading to more loyalty from them. Study recommended to shed the light on aspects that may influence

organizations’ acceptance of blockchain in their marketing strategies, in addition to the need to increase the attention of marketing department on aspects of trust and loyalty through online shopping channels.

Guangwei Hu
Head, Archives and e-Government Department & Director, Institute of Government Data Resources, Nanjing University, China

The Dynamics of Social Governance Innovation in China: A Synergistic Approach

Nowadays, public governance grapples with intricate challenges that necessitate innovative practices as avenues for adaptability and progress. This research offers an in-depth examination of the social governance innovation landscape, employing a data-driven approach to analyze 285 cases from China within the framework of computational social science. Through the utilization of Natural Language Processing (NLP) and unsupervised machine learning, we systematically distill and categorize emergent themes and patterns within these initiatives. Our investigation unravels distinct thematic clusters reflecting the multifarious nature of social governance. These encompass areas such as technological integration, stakeholders engagement, and policy experimentation. Furthermore, our study sheds light on the foundational structures that underpin successful governance innovations, indicating a dynamic synergy between stakeholder collaboration and institutional support. The ramifications of this research traverse academic boundaries, offering critical insights for policymakers and practitioners aiming to exploit the potential of innovation in public administration. By providing a unique, data-centric perspective on social governance practices, this study enriches the understanding of how localized innovations can shape comprehensive strategies for effective and responsive governance.

David Kalisz
Dean of Expert Programs, Paris School of Business, France

Falling in Love with Strategic Foresight, not Only with Technology: European Deep-Tech Startups' Roadmap to Success

This study exposes relevant tensions between deep-tech startups' sound technological solutions confronted with lack of marketing skills to communicate their unique value proposition for targeted customers. The model explores how firm internal, technological, environmental and market features are influencing enhanced foresight capabilities. The model is tested with Partial Least Square-Structural Equation Modelling (PLS-SEM) and uses survey data from managers of European deep-tech companies. PLS-SEM findings reveal a significant correlation between market features, tech features and environmental features jointly influencing enhanced foresight capabilities. The strong correlation between environmental features and enhanced foresight capabilities is relevant for deep tech startups, because it provides signals about future environmental exigencies. The strong correlation between tech features and enhanced foresight capabilities give promising insight for this upgrading managerial capability as it influence successful scaling from laboratory to pilot customers. In turn, the lack of correlation between firm internal features and enhanced foresight capabilities proves that rapid technological advancements outpace market readiness or customer adoption, claiming to replace "learning from the past" with "learning from the future". The findings enrich the current body of knowledge, while the practical implication highlights how enhanced foresight capabilities enable deep tech firms to leverage entitled technology dominance with desirable business agility in order to adopt a virtuous cycle of opportunity capturing-market maker toward a future shaping builder.

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La Prospective Applied to a Productive Cluster of Gems, Jewellery, Mineral Crafts, and Tourism: The Case of the Municipality of Cristalina-Go, Brazil

The Cristalina 2040 Project aims to develop the prospective process for the sustainable development of the local Productive Cluster of Gems, Jewelry, Mineral Crafts, and Tourism in the Municipality of Cristalina, State of Goiás, Brazil. The prospective process allows for long-term planning and strategy formulation, adapting resources to face adversities and opportunities. Six steps, based on the developments of Berger (1958), Giget (1989), Godet (2001a, b), De Jouvenel (2009), Aulicino (2006), and Aulicino & Fischmann (2020), were carried out: conjunctural analysis, structural analysis, competence trees, morphological analysis, scenario building, and evaluation of the prospective process through results and impacts.

The strategy implementation is ongoing and includes the following results: *(i)* Organization of the local mineral Productive Cluster Network (PCN); *(ii)* Transforming knowledge on the methodology of the Prospective Process for Mineral-Based PCNs into a stakeholder foresight mindset provoked by a training-action process; *(iii)* Workshops for sharing ideas, future scenarios, and action creation; *(iv)* Civil Society knowledge appropriation in the scenarios construction to achieve the desired future scenario; *(v)* Engagement and support from public authorities; *(vi)* Documentation and reports of the stages for the accountability sake; *(vii)* an E-book of the Cristalina 2040 Prospective Process (https://inspro.org.br/2023/11/24/projeto-cristalina-2040/); *(viii)* 19.5% of actions (15 out of a total of 77 strategic actions proposed) in implementation; and *(ix)* Economic, social, and environmental impacts being annually evaluated with consolidated results by December 2023.

Louis Kontos
Associate Professor, John Jay College of Criminal Justice, USA

Tenuous Ideological Legitimacy and Endless Moral Panic in Late Modern Society

Moral panics are supposed to have a beginning and end. But there is now the prospect of endless moral panic through a politicized culture war that maintains, on the one side, that the nation is being invaded, and that young people have been seduced by alien ideologies, including what is taught in schools, away from the type of culture that supports the idea of a unique national creed. On the other side, there is moral panic about the subversion of the project of modernity tied to Enlightenment ideals, including reason and progress, alternatively to the 'civilizing process'. Such moral panics are a source of overdetermination and contamination of the debates about appropriate teaching and learning that began in the 1960s, in response to the student movement. The reactionary side of such debates found its best maneuver in the 1980s in the idea of showcasing 'competing points of view' as a hallmark of academic objectivity and integrity against the perception of a wickedly politicized curriculum. That idea became popular, ironically, as the 'equal time' doctrine was revoked – where the issue was access to large audiences and being able to feature something resembling debate involving the knowledgeable people, or sophisticated propagandists, or whatever else less banal than the parade of random proselytizers who repeat, endlessly, hypnotically, the slogans and talking points that have proven effective in shifting focus from political economy to culture and morality. The following presentation examines recent moral panics which are conceivably endless in late modern society, with ideological and pedagogical implications, focusing on the American context.

Georgios Lampropoulos
Core Faculty, MA/PsyD Programs in Clinical Psychology, Michigan School of Psychology, USA

Artificial Intelligence and Mental Health Diagnosis, Prevention, and Treatment: A Review of Meta-Analyses, Critical Issues and Future Directions

This presentation reviews the extensive emerging literature on the effectiveness of artificial intelligence (AI) driven technologies (e.g., AI chatbots) in both the diagnosis and treatment of mental health issues and disorders. This rapidly evolving field has matured enough that several systematic reviews and meta-analyses of randomized controlled trials already exist in areas such as AI-driven diagnoses of various psychiatric conditions, and AI-driven mental health services of various types, including prevention and behavioral health and wellness. Systematic reviews also exist regarding the quality and methodologies of such studies, as well as research studies on mental health professionals' views of such AI models and interventions. Further, meta-analyses of the mental health diagnostic utility of wearable AI devices are also reviewed. A variety of meta-analyses are reviewed and examined, organized according to these areas. Very recent RCTs and other large studies not included in the meta-analyses are also reviewed in cutting edge emerging areas, such as the prevention of suicidality. Both positive effects and risks and limitations of such interventions are discussed. The role of human guidance in these and similar interventions, such as e-therapy, is also articulated, based on meta-analytic data. Methodological issues and research directions are explored and summarized, alongside clinical recommendations and ethical issues in the field.

Yan Ma
Professor, University of Rhode Island, USA

Visual Literacy:
Barbie and Visualization of Information

The film *Barbie* has been a sensation for millions of viewers. It is a successful production in its visual form to attract audience. The powerful visuals of this film speak directly to the audience.

The authors will apply visual literacy theories including semiotics to analyze the film *Barbie* in its visual, cinematic, and structural form to construct meaning. Information visualization requires powerful design to attract the viewers/users/patrons. What do we learn from the film *Barbie* for information visualization designs? What are the design principles for information visualization? How do we design information visualization? What happens when data and textual information is visualized? What do you do as an information professional in information visualization? What research methods can we use to study information visualization? The authors will share with the audience their research, analysis, and professional insights.

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Optimizing the Usage of Public and Community Libraries in the Limpopo Province, South Africa

Library usage is concerned with the use of the library in relation to the factors that influence using the library like age, possession of ICT skills and awareness by users as well as their visits to the library, and whether the facilities, collections and services are used or not. Library usage is defined in this paper as the frequency of use of the library, and the time spent in the library. The aim of this paper is to increase the visibility and usage of the public library by the community in Limpopo Province. This paper will use the qualitative research methodology where a case study design will be employed. A purposive sampling approach will be employed to select regional librarians as well as public librarians to participate in the investigation. The researcher will use the mixed method that is the qualitative and quantitative research approaches making use of questionnaires with closed and open-ended questions to attend to both research methods. Data will be collected by self-administered questionnaires. To establish how the available libraries ′usage can be optimized to benefit the users. The public librarians where asked questions regarding their library resources and facilities, the type of trainings they require to effectivity render their library services as the librarian, the type of intervention they would like to be see, the type of user education provided to the users, as a result this paper seek to propose possible resolutions and strategies for optimizing the public libraries. Recommendations are made based on the findings of the study that there is a need for intervention as far as public libraries usage is concerned for optimal usage by the community. The advantages of having a public library will be highlighted as well as disadvantages of not having a public library in this 4th industrial revolution era. Moreover, as public libraries provide services, it calls for awareness and awareness go hand in hand with promotion so as to make the potential customers, that is the library users aware of the products being provided which is information. Public libraries have an indispensable role in building a reading nation and also in eradicating illiteracy in the rural communities.

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Internal and External Dimensions in an Integrated Foresight Research on the Sustainable Pathways in V4 Countries

Balancing economic development with environmental protection and sustainability is a common challenge across the V4 region—Poland, Czech Republic, Slovakia, and Hungary—, especially in troubled times that started with the Covid pandemic and continued with the Russo-Ukrainian war and energy crisis. It is essential to maintain or rebuild sustainability and its contribution to the wellbeing of societies, thus the research purpose was to explore alternative and complex pathways to sustainability in the V4 region up to 2030 paying attention to the uncertain and volatile internal and external environment. We present the findings of the integrated foresight process we have developed, with a focus on the process how we facilitated the integration of the results from external and internal sources into the process of foresight in a radically changing environment. Practically, internal foresight experts who organized the whole research were separately engaged in trend explorations beside other experts and stakeholders from V4 region on the one hand, and external foresight experts from all over Europe were engaged in exploration of the malleability of trends paying attention 3 scenarios for Europe on the other hand. The research results present the most important similarities and differences between the foresight experts, but also explains the positive and negative trends and possible ways to strengthen or weaken them up to 2030, focusing

on the emerging energy transition, the growth of AI use in healthcare industry, the rising popularity of remote or hybrid work and the increasing emphasis on sustainability-oriented competences in educational programs. From a methodological point of view, the integrated participatory foresight process proved to be effective, because the combination of a wider external way of thinking and the researchers' internal experience and knowledge performed well when compared to the European and regional sustainability scenarios, drawing attention to key sustainability issues in the Visegrad countries specifically, sometimes unaligned with the Western European countries' policies. The findings can support decision making in the region as well: policy makers in the V4 states should focus on the complex, multiple blockers of negative trends and enablers of positive trends to improve regional sustainability.

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Entrepreneurship and Management, Non-linear Relationship - Ecuador Case Study

Purpose: This study aims to examine the nonlinear aspects of entrepreneurship and performance in a developing country. We discussed entrepreneurs' competitive and collaborative behavior in Ecuador. We chose Ecuador because it is an emerging economy with relatively stable economic development, making it an attractive research platform in a challenging environment for entrepreneurship events.

Design/methodology/approach: We collected data from 274 small and medium-sized firms. Instead of classical linear relationship analysis, a partial least-squares (PLS) nonlinear analysis was performed.

Findings: The results obtained show that knowledge, skills, and financial means are positively related to entrepreneurship performance. Conversely, the relationship between innovation and performance and performance and survival is negative. The findings highlight that the existing relationships in developed markets do not apply in the same manner in emerging markets.

Research limitations/implications: Our research contains the following limitations: the forms and characteristics of entrepreneurship cannot be applied in a universal strategy. In addition, our research was carried out in a single country with specific features not exportable to other geographical environments or regions.

Practical implications: The post-COVID-19 reality can create an environment of important opportunities for companies and entrepreneurs. Especially, if it focal improvements in information and communication systems, technological knowledge, and risk management.

Originality/value: On the one hand, low wages and relative economic stability motivate people to create businesses that respond to market needs. Furthermore, our research attempts to encourage entrepreneurs in this direction despite lacking a government guideline to generate enterprises.

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Application of Conversational Generative Pre-Trained Transformer to Provide Information Services in Libraries in the Fifth Industrial Revolution

Artificial Intelligence chatbots such as Conversational Generative Pre-Trained Transformer can be applied in libraries to provide information services in libraries in the fifth industrial revolution. In the context of providing information services in libraries, Conversational Generative Pre-Trained Transformer refers to an artificial intelligence-powered chatbot or virtual assistant specifically tailored for library environments. In the context of providing information services in libraries, Conversational Generative Pre-Trained Transformer refers to an artificial intelligence-powered chatbot or virtual assistant specifically tailored for library environments that cybrarians can use to provide the information services. Cybrarians serve as catalysts for bridging the gap between traditional library services and the dynamic digital landscape, thereby enriching the patron experience and fostering greater accessibility to knowledge resources via AI chatbots such as Conversational Generative Pre-Trained Transformer. It utilises natural language processing algorithms to understand and respond to patrons' inquiries, assisting them with various library-related tasks and information needs. It refers to the use of an artificial intelligence collaborative app that can be used by human intelligence to interact with artificial intelligence, especially in the fifth industrial revolution. The purpose of this study is to investigate the application of Conversational Generative Pre-Trained Transformer to provide information services in libraries in the fifth industrial revolution. This is a qualitative study using literature review as its methodology and it also incorporate the insights from the researchers experiences with regard to using artificial intelligence chatbot such as Conversational Generative Pre-Trained Transformer to provide information services in libraries in the fifth industrial revolution. The findings of this study reveal that Conversational Generative Pre-Trained Transformer can be effective in the provision of information services in libraries in the fifth industrial revolution. It can enable smooth interaction between the patrons and the library and answer the queries posed by the patrons. It can be able to provide information services around the clock without interruption. A framework to apply Conversational Generative Pre-Trained Transformer to provide information services in libraries in the

fifth industrial revolution is proposed in this study. This framework has the ability to guide libraries in the fifth industrial revolution to adopt and utilise Conversational Generative Pre-Trained Transformer to provide the information services effectively and efficiently.

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The Impact of Inflation on Economic Growth in South Africa

Inflation is the rate at which the general level of prices for goods and services is rising, and it can have both positive and negative effects on economic growth. Inflation is known for its ability to erode the purchasing power of money over time. When the general level of prices for goods and services rises, each unit of currency can buy fewer goods and services than it previously could. Economic growth is the ability to improve the standard of living and increase the overall prosperity of a country. Economic growth is typically measured by an increase in the country's Gross Domestic Product (GDP), which is the total value of goods and services produced in a country over time. A high level of inflation leads to economic instability, and it has a negative impact on economic growth. South Africa is experiencing low economic growth rates and relatively high inflation rates. Inflation has been hovering around 5% since early 2021, which is at the upper end of the Reserve Bank's target range of 3-6%. The main aim of this study is to examine the complex relationship between inflation, economic growth, government expenditure and interest rates and to identify ways in which they can be managed in a way that is conducive to long-term economic prosperity as well as to identify ways in which economic policies such as monetary policy, fiscal policy and structural reforms can be used to manage inflation and promote economic growth in a sustainable and equitable way. The study uses the Auto-Regression Distributive Lag (ARDL) to examine both the short and long-run relationship between inflation and economic growth for the period 1980-2022.

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Brand Deletion Decision Factors: A Sunk Cost Perspective

Brands are intangible resources that can have a significant contribution to the firm's performance (M'zungu et al. 2015). Brands have the potential to create superior value and play a key role in achieving a sustainable competitive advantage over rivals (Ponsonby-McCabe and Boyle 2006). Not surprisingly, there has been a strategic orientation towards brand management over the last three decades. This orientation involves all activities from developing and positioning the brand in the market to evaluating the performance of the brand. Brand managers are not only responsible for the short-term performance of the brand but also for the development of long-term brand value (Santos-Vijande et al. 2013).

In brand management firms invest financial and non-financial resources in their brand marketing activities. Some hidden costs in these investments are occasionally ignored by brand managers and are more critical in a house-of-brand strategy. In fact, scholars have discussed several disadvantages of a house of brands strategy, such as lower manufacturing and distribution economies (e.g., Laforet and Saunders 1999), inefficiency in resource allocation that causes higher costs (e.g., Kotler 1965), and weaker brand loyalty among consumers and higher price competition among rivals (e.g., Bawa et al. 1989). In sum, the lower value of the firm's brands (e.g., Morrin 1999). Consequently, firms earn a considerable amount of their profits from a small number of their brands (Kumar 2003, Varadarajan et al. 2006), while they break even, or sometimes lose money, on the majority of their brands. To avoid such situations, brand managers need to routinely evaluate their brands in the portfolio to make sure they are not redundant and provide sufficient returns (Aaker 2004). By identifying and deleting not just loss-making but also the declining, weak, and marginally profitable brands from their portfolios, organizations can focus on their stronger brands to gain a competitive advantage in the market.

The current study applies the sunk cost perspective and resource-based perspective in the context of the brand deletion decision-making process to identify the primary organizational factors (brand and managerial) that drive the brand deletion strategy in a company. Specifically, this study considers brand contribution and brand fit to represent the brand level factors, managerial commitment to brands, investment in brands, anticipated regret, and attitude towards deletion to represent the managerial factors (Varadajaran et al. 2006). We also consider top management support for branding as an internal environmental factor.

From a theoretical standpoint, the study contributes to the overlooked area of strategic brand management; brand deletion decision-making (Shah 2015). Deleting brands from the portfolio of an organization is “the most sensitive issue in strategic brand portfolio management” (Aaker 2004, p.90). As discussed, the brand deletion decision-making process is complex and nebulous and surprisingly has not been examined in detail, even conceptually (Kumar 2003; Shah 2015; Varadarajan et al. 2006). This study provides insights into the understanding of brand and managerial-level antecedents to a brand deletion decision, as well as the empirical examination of these factors. The current study extends the application of RBT and sunk cost investment in the context of de-emphasizing the allocation of resources.

Based on the results, brand fit has a negative association with brand deletion decisions. Previously, diversifying the brand portfolio through adding, acquiring, and extending brands has been the trend in brand portfolio management (Chakrabarti et al. 2007). However, not all these brands necessarily fit with the corporate image and/or other existing brands in the portfolio. We emphasize the importance of brand fit in brand portfolio assessment within the context of brand deletion decisions.

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On the Nature of the State as an Actor of the International Relations: Phenomenology's Promise and Handicap in Conducting a Study on the Ground of Authenticity of the State's Givenness

The immediacy of the intersubjective givenness and of the intersubjective reference to phenomena and events that are related to international relations ontologically differ from the IR theories' explanatory, interpretative or critical constructs and narratives, in particular as regards the actors involving with these phenomena and events and precedingly among them, the States. It is "France" *who* proposes, the "US" *who* intervenes, "Russia" *who* retaliates and "Argentina" *who* consents. This referentiality is intersubjective, immediate and despite IR theory's intervention, repetitive.

The IR theory's and social sciences' –as the former's imported ground- axioms, constructs and subsequent narratives' relation with the IR actor and related IR phenomena/ events has two characteristics: They are ontologically exogenous and temporally *a posteriori* to the abovementioned referentiality. As such their explanatory/ interpretative/ critical effort, be it related to the IR entity/ phenomenon or event "as given" or to other theoretical constructs and narratives already devised, tends to re-shape, alter the substance of its object in accordance with its own proposals on its nature. The State as IR actor is dissected, re-constructed and narrated through various approaches on various theoretical grounds, which are by nature exogenous to its immediacy of givenness, its fundamental intersubjective referentiality.

It is however possible to study the State as IR actor on the ground of "authenticity", of the immediacy of its intersubjective givenness. Phenomenology enables such endeavour, yet not without a preliminary debate on its own "theoretical", therefore non-phenomenological approach to the State. Husserl's *Cartesian Meditations* (Vth Meditation) approaches the "personalities of higher order" genetically, not differing from the general criticism of phenomenology to theoretical approaches and from our narrower criticism of the IR theory. This paper shall therefore focus on a brief debate on the Vth Meditation and propose a Heideggerian "remedy" based on the concepts of being-with and being-toward, which appears to be particularly adequate to the nature of the

IR studies where the interactionality of the IR actor is inherent to its ontology, instead of defining an a posteriori, even contingent state of existence. On this ground, phenomenology's universal and eidetic reductions toward the irreducible elements, both generic and individual, of the State-as-IR actor shall be outlined.

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My Brand vs. Our Brand: Online User Discourses Triggered by Stakeholder Reactions to Destination Brand Communication

NOT AVAILABLE

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Drivers for Women Entrepreneurship in Greece – A Case Analysis of Start-Ups

This research investigates women's entrepreneurial leadership within Stewart's role demands-constraints-choices in Greece. It highlights the underrepresented role of female entrepreneurs in the country and aims to fill a literature gap by examining their unique motivations and leadership styles. Adopting a qualitative method and semi-structured interviews with Greek women entrepreneurs, preliminary results suggests that their motivations are intertwined with personal goals, sociocultural norms, and economic conditions, contrasting with findings from advanced economies. Key motivations that are surfacing include financial autonomy, family support, societal betterment, and personal fulfillment. The preliminary findings offer a comprehensive view of the complex interplay between the entrepreneurs' roles, motivations, and leadership decisions within the socio-economic and cultural backdrop. It contributes to the broader dialogue, especially for Conference, on international entrepreneurship and women's studies, enhancing understanding of Greek women's entrepreneurship. Conclusions and recommendations, while preliminary, offer practical implications for policymakers, educators, and industry professionals by providing strategies to cultivate an environment that supports women's entrepreneurial leadership in Greece and other emerging economies.

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Geographical Distribution of Small Physical Exercise Enterprises in the Greater Athens Area

The determinants of the geographical distribution of private business exercise centers in a large city, such as the wider area of Athens known as Attica, are the subject matter of this paper. The spatial distribution of any business enterprise, particularly those dealing with physical exercise, is of interest for two reasons. First, the spatial distribution of such businesses highlights the unevenness of health-related activities among the wider population living in a large metropolitan city, where geographical location often indicates uneven wealth distribution. This has certain government policy implications if physical exercise is to be considered a public good to be shared equally by all, rich and poor. Second, the spatial distribution of gym businesses shows whether, given wealth and population, there is an over- or undersupply of gym services. If there is an undersupply, there are opportunities for investment in small physical exercise businesses. This empirical study uses the 58 municipalities of Attica and the geographical distribution of 214 physical exercise businesses to show how wealth and population affect the under- or oversupply of physical exercise enterprises. The empirical evidence shows that, as expected, there is a positive effect of both wealth and population. However, the population effect is linear, while the wealth effect is non-linear; an increase in wealth increases the number of gyms in an area but at a decreasing rate. The study also identifies unexplored opportunities for investing in small physical exercise enterprises as well as areas of oversupply.

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Academic Librarians' Use of Technology to Unlock Citizen Scientists' Potential for the Greater Good

The integration of technology in academic libraries has brought significant changes in operations and service delivery to library users. The gradual introduction of phenomena such as citizen science forces academic libraries to adjust their services to align with these new developments. This paper intends to highlight the technological adjustments required by academic libraries to support citizen science activities. A positivist paradigm was applied, employing a quantitative approach and a case study design to explore the topic. A self-administered, semi-structured questionnaire was used to establish whether necessary technological equipment and platforms are available to support citizen science initiatives. The data collection instrument was tested with 10 participants comprised of academic librarians, academics in the Library and Information Science field, and librarians in special libraries to ensure the questions were accurate and valid. The survey was distributed to 185 academic librarians who are members of the Library and Information Services of South Africa serving in the Higher Education Library Interest Group, achieving a response rate of 34%. A census sampling technique was used, and Statistical Package for the Social Sciences (SPSS) was employed to analyse data. The findings of the study revealed that academic libraries house technological resources that could be used to store and preserve citizen science data, however, more specialised technological resources should be acquired. The study further found that though academic librarians could be conversant with the use of technical resources, they might need to be trained in using technology that is specific to citizen science research data.

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Redefining Age and Gender in Digital Recruitment Amidst Population Ageing: A Multifaceted Analysis of Stereotypes, Inequalities, and Perceptions in the Modern Workplace

This paper delves into the evolving landscape of recruitment practices in the era of digital transformation, with a particular focus on how age and gender biases are being reshaped amidst an ageing population. The advent of digital recruitment platforms promised a reduction in traditional biases by automating and anonymizing parts of the hiring process. However, the extent to which these technological advancements have mitigated age and gender prejudices remains a subject of debate. Through a detailed literature review, this study examines the potential of digital platforms to lessen the impact of such biases, drawing on existing research, including Lungu (2020), which posits that digital recruitment may indeed offer a pathway to more equitable hiring practices.

To empirically investigate these assertions, our experimental research engaged 608 HR managers in the evaluation of resumes from four fictitious candidates, representing both genders and two distinct age groups (32 and 56 years old). This methodology was designed to uncover latent biases and examine how digital recruitment tools influence the perception of candidates' competencies, particularly in relation to age and digital skills.

The findings reveal a multifaceted evaluation process where ageism, gender inequality, and stereotypes significantly sway the assessment of candidates. Despite the anonymized and digitized context, older candidates, especially women, faced stereotype threats that impacted perceptions of their digital capabilities. This suggests that while digital recruitment strategies may offer a veneer of objectivity, underlying biases persist, affecting the fairness of the recruitment process.

Moreover, the study highlights the interaction between candidate characteristics and evaluator biases, illustrating how subjective perceptions and stereotypes can undermine the objectivity promised by digital platforms. The complexity of these interactions suggests that merely adopting digital tools is insufficient to eradicate deep-seated biases.

In conclusion, the paper argues that while digitalization in recruitment holds the potential to reduce some forms of bias, significant challenges remain in fully addressing ageism, gender inequality, and stereotypes in the workplace. The persistence of these issues calls for targeted interventions and a deeper understanding of how digital tools can be effectively leveraged to promote a more inclusive and equitable recruitment landscape. The research underscores the need for ongoing investigation into the nuances of digital recruitment practices and the development of comprehensive strategies to combat workplace inequalities and prejudices.

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Evaluating the Mediator Roles of Employee Engagement and Organizational Attractiveness in the Relation between Sustainable Human Resources Management and Workers' Performance

Purpose - The global agenda of the new millennium has placed the issue of sustainability at the forefront of concerns for the development of countries, economies, and for the operation and management of businesses or processes of corporate transformation. The way of managing people aligned with Sustainable Human Resources Management (SHRM) processes represents the adoption of guidelines that embody long-term commitments to the cause of sustainability, compelling organizations to adopt HRM practices that enable the fulfillment of sustainability goals while simultaneously replicating the long-term HR base of action. The main objective of this study is to assess the impact of SHRM on workers' performance (WP), while evaluating the mediator roles of employee engagement (EE) and organizational attractiveness (AT) in this relation.

Methodology - A cross-sectional quantitative study using Structural Equation Models (SEM) was prepared. In total, 247 individuals have voluntarily participated in the study, from organizations in various sectors, including the agri-food sector, manufacturing industry, and service sector.

Results: Main results show that SHRM is significantly correlated with EE, P and AT. Additionally, both AT and EE exert a full mediating effect on the relationship between SHRM and P. The confirmatory model tested revealed a good fit to the data ($\chi 2$ (165df) = 964.947, $p \leq 0.05$; RMSEA = 0.09; CFI = 0.92; TLI = 0.91; IFI = 0.92) with bootstrapping (n = 1000).

These results seem to support the usefulness of organizations investing in the adoption of SHRM practices due to its impact over performance, *via* employee engagement and organizational attractiveness perception as an employer.

Theoretical and practical implications: HR professionals should consider that SHRM appears to be a significant way to enhance the quality of the worker-organization relationship and workers' performance. Incorporating sustainability concerns into the strategic human resource management planning seems advisable regarding prospective positive effects on workers' attitudes in work locations, and in performance.

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Optimizing Sustainability through the Synergy of Lean and Resilient Supply Chain Strategies

This paper aims to assist managers in making decisions to enhance sustainability through the application of lean and resilient supply chain strategies. Given financial constraints, leveraging the synergies between these practices becomes crucial to reduce the overall cost of implementation. The study develops a mathematical model providing a solution to address these challenges.

Several studies highlight the positive impact of lean and resilient strategies on sustainability in various sectors, yet certain lean practices can heighten supply chain vulnerability. This prompts the adoption of resilient practices to mitigate disruptions. However, other works emphasize a positive relationship between specific lean and resilient practices, underscoring the need for managers to consider existing synergies for effective supply chain sustainability decisions.

A developed mathematical model focuses on enhancing company sustainability while maximizing the future impact of the current implementation. Leveraging identified relationships between practices from literature, the model aims to improve implementation sequence efficiency. Recent studies indicate that one practice can positively impact others, altering the traditional approach and necessitating a different decision-making methodology.

Given the established relationships between practices, the proposed strategy implementation advocates for a continuous approach, capitalizing on positive impacts between practices for a more effective outcome. The mathematical model serves as a guide for managers, aiming to improve sustainability and maximize the ongoing impact of the current implementation.

A case study is conducted within the aerospace manufacturing supply chain to evaluate the advantages of the proposed model. This sector is chosen due to widespread implementation of lean strategy and the critical need for a resilient supply chain. The aerospace industry

faces significant challenges, exacerbated by the current COVID-19 situation, leading to tight budget constraints for decision-makers.

Various scenarios are explored, aligning with the company's primary sustainability objectives—economic, environmental, or social. The results reveal distinct practices depending on the targeted sustainability dimension. Improving environmental sustainability through lean and resilient practices concurrently enhances economic sustainability. Conversely, prioritizing economic sustainability shows a lesser impact on environmental sustainability.

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Transforming Higher Education: Exploring Global Perspectives and Best Practices for AI Integration in Academic Libraries

The rapid advancement of Artificial Intelligence (AI) is reshaping higher education and poses many challenges to administration, faculty, and students alike. While academic libraries often remain in a supportive role in many educational processes, they are now poised at the forefront of this digital transformation and have an opportunity to adopt a leading role in understanding, supporting, and educating library patrons about challenges and opportunities associated with AI. As the role of librarians is evolving to include the facilitation of AI integration, librarians, as key facilitators of this transformation, play a crucial role in ensuring the successful adoption and ethical use of AI technologies. Libraries can enhance their services, support faculty and students in understanding the complexities of AI, and help them adopt a critical understanding of these technologies today. However, are the libraries prepared for this undergoing transformation?

This proposal aims to explore the transformative potential of AI in academic libraries, the pivotal role librarians can play in facilitating digital transformation within higher education, and what academic libraries globally are doing with respect to AI integration. The presenter will share the results of a recent environmental scan from several regions (North America, Latin America, Sub-Saharan Africa, and Europe) that demonstrates the challenges as well as successful examples of AI integration in academic libraries globally, highlighting best practices and innovative approaches and provides a nuanced understanding of the impact and potential of AI technologies in academic libraries. The study results also highlight the importance of addressing the global and institutional digital divide that exists when it comes to AI integration since the results indicated significant differences between the Global North and Global South in how universities integrate AI technologies, which can be attributed to more favourable socioeconomic conditions and technological infrastructure. The digital divide poses a significant challenge to AI integration in academic libraries, as disparities in access to technology and digital literacy can hinder the equitable implementation and utilization of AI resources.

The attendees will leave this session with actionable recommendations for librarians to effectively facilitate AI integration and will discuss the development of a step-by-step framework for integrating AI in academic libraries.

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From Fragile to Agile: How to Optimize Workplace Talent Post-COVID-19

The COVID-19 pandemic has permanently changed the work environment. Remote work arrangements have become widespread, skill requirements are changing unprecedentedly, and intense competition for highly skilled individuals exists. In this emerging paradigm, more than mere competence is required for employees; organisations require skilled individuals to flourish to sustain a competitive advantage. While having a flourishing pool of skilled individuals is essential for achieving organisational success in the post-COVID-19 work landscape, various obstacles can impede their overall well-being and hinder their capacity to perform at their highest level. The demand for continuous accessibility brought about by technology can harm one's mental well-being. The pervasive nature of this "always-on" culture can exacerbate stress, anxiety, and hinder the ability to disengage from work, even during personal time. Remote work can impede the ability of highly skilled employees to be acknowledged for their accomplishments. The absence of visibility can lead to demotivation and have a detrimental effect on their perception of their own value and their contribution to the organisation. The demand for high performance and achieving desired outcomes can be intensified in a remote environment. These factors can result in an elevated workload, heightened stress levels, and eventual burnout when combined with potential feelings of isolation. The current "quiet quitting" phenomenon is worrisome, particularly when it affects high-performing and talented employees. This put both the individual and organization in a fragile state, threatening their existence.

The main objective of this paper is to present a framework that illustrates how organizations can optimize talent in a Post-COVID-19 workplace. Although a proliferation of research exists on best practices for effective talent management, research in the new Post-COVID-19 world of work still needs to be explored. This paper addresses that gap by providing holistic insights into talent management by combining human and business-centric approaches.

The researchers followed a literature review to derive shared meanings in constructing a framework for promoting talent management in the Post-COVID-19 work of work.

Our research indicates that the successful implementation of agile talent management requires integrating a relational holocratic organisational structure. The Holocratic organizational design prioritizes decentralized authority, self-governance, and circular decision-making, presents numerous benefits for talent management in the current fast-paced work environment. Holocracy enables teams to swiftly adjust to shifting market demands or unexpected obstacles. Talent circles can adapt strategies and processes without needing bureaucratic approval, promoting a flexible and robust organisation. This allows talented individuals to make decisions independently, fostering a sense of ownership and responsibility and promoting advancement.

In conclusion, although holocracy provides a structure for fostering well-being, its effectiveness relies on the organization's culture. Establishing trust, promoting transparent communication, and cultivating an environment of psychological safety are essential. Nevertheless, when holocracy is implemented with proficiency, it has the potential to enable employees, promote collaboration, and establish a work atmosphere that not only emphasises productivity but also prioritises the well-being of employees in the modern work landscape.

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The Implementation of Cloud Computing and Drone Technology to Promote Remote Access to Resources at Midvaal Public Libraries, South Africa

The integration of digital technology has provided higher chances of remote access to e-resources and has revolutionized the traditional methods of accessing information. Public libraries play a crucial role in providing access to information and knowledge and it is believed that they possess potential to contribute significantly to the growth of intelligent and interconnected communities. Most academic libraries have shown the way on how the use of omnipresent technology benefited the patrons without limitations of geographic locations and time. However, the Midvaal Public libraries face major obstacles which are due to geographical and physical limitations. The libraries can only handle a limited capacity and the geographical constraints have disadvantaged far-flung community to access library materials. Disparities in community members' access to e-resources are made worse by the digital divide. The user experience enhancement and promotion of remote access alternatives will be guided from the user engagement and Midvaal Libraries may use 4IR technologies such as drones and cloud technologies to address the issues of geographical and physical constraints that can guarantee equitable access to resources. This study aims to explore the implementation of cloud computing and drone technology to promote remote access to e-resources and physical resources at Midvaal Public libraries. This study is underpinned to interpretivism philosophy where a qualitative research approach is employed. Data will be obtained through semi-structured interviews from purposively selected target population that comprises librarians, IT officers and managers from the Midvaal public libraries. The collected data will be augmented with content analysis and observation. Collected data will be thematically analysed. This study will contribute to awareness of implementing selected 4IR technologies for the benefit of information consumers.

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Curriculum Content for Digital Scholarship in Library and Information Science Schools in South Africa

Dynamics in the library and information science (LIS) job market brought about by the fourth industrial revolution, including digital scholarship, calls for LIS schools to reconsider their curricula in line with the job market. This study explored the curriculum content for digital scholarship of LIS professionals in the LIS curriculum in South Africa. Concepts from Wolf's framework on curriculum development were used as a conceptual underpinning for this study. This study used the qualitative research approach through the adoption of a multiple case study design. Content analysis was used to collect data from the LIS school's course outlines and semi-structured interviews were used to collect data from the five LIS schools' Heads of Departments (HoDs) and five lecturers teaching digital scholarship. The data collected were analysed thematically using ATLAS.ti 9 data collection software.

The study showed that most LIS schools were not offering content on digital scholarship due to a lack of relevant 4IR infrastructure and the available workforce to offer such education. The study revealed that the LIS schools that were teaching digital scholarship lacked the practical component. Academics indicated that a shortage of literature on digital scholarship led to a poor infusion of the concept in the curriculum. It was discovered that the LIS school failed to consult with relevant stakeholders when developing the curriculum.

This study recommended that LIS schools should develop a curriculum that accommodates the current trends in digital scholarship. The study recommended that the LIS schools should procure the 4IR infrastructure relevant to digital scholarship. Capacity-building workshops should be offered to academics to develop knowledge and skills in this area. Consultation with relevant stakeholders such as LIS practitioners, interdisciplinary fields, and the Department of Higher Education and Technology on digital scholarship were identified as the strategy that can help improve the LIS curriculum.

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Ethical Underpinnings for Economic Models: Reconciling Self-Interest Actions and the Goal of Societal Prosperity

How are we to reconcile Adam Smith's insistence on the primacy of self-interest, Milton Friedman's notion that the sole social responsibility a company has is to maximize profits, and Elkington's proposition that positive "triple bottom line" results are the only acceptable business outcomes?

The foundational bases for most business disciplines are the fundamental, maybe rival, conceptual models that underpin the theory of political economy. Without moving far from the economics framework, this paper seeks to develop an understanding of how fundamental moral considerations interact with the basic reasoning that conceptualizes the field of economics and, in doing so, creates both conflicts and connectedness. Economic phenomena across the broad social scale are reflective of the constitutive morality of human beings. Of interest in this comparative study is the means by which serious economic reasoning can accommodate Smith, Friedman, and Elkington.

Explored here is the possibility that anchoring the aspirational goals of economic enterprises in normative ethical models and moral frameworks leads to greater nexus and less conflict. If there is an implicit morality in the market, then economic agents will fulfill both the requirements of contemporary economic theory as well as the needs for satisfying standards of common morality and enhancement of social welfare.

The analysis in this paper considers a range of economic models—from one that might be considered a "hard core" view without consideration of social outcomes to an enlightened view that is fully informed by a moderate perspective that takes account of rightness in making economic decisions being imbued with compliance with some moral requirements. The approach taken here is that enterprises of all sizes—SMEs as well as MNCs—are similarly situated as regards dealing with certain moral requirements binding on them in their economic decision making. The conclusion drawn is that there is little reason to separately treat the actions of economic agents and moral agents, that social and ethical goals can co-exist with profitability desires and be equally accomplished.

Raid Suleiman
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Using Artificial Intelligence as Information Resources in Teaching and Scientific Research by Faculty Members at Al-Hussein Bin Tala University

NOT AVAILABLE

Demos Vardiabasis
Professor, Pepperdine University, USA

AI and the Global Financial Crisis

NOT AVAILABLE

Nestan Varshanidze
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A Study of Aquaculture Farms of the Autonomous Republic of Adjara within the Framework of the Blue Economy

Blue economy is a relatively new concept that relies on sustainable use of ocean resources for economic growth, improved livelihoods and jobs while preserving health of ocean systems. Nowadays, approximately half of the world's population, which is around 3 billion people, lives within 200 kilometers of a coastline. According to anthropologists, that figure is likely to double by 2025 (Creel, 2020). This concept has been seen as very promising tool in achieving several Sustainable Development Goals set by United Nations.

Understanding and effectively implementing Blue Economy principles in coastal territories has emerged as an urgent and pertinent issue. The purpose of this study is to analyze and assess the feasibility and potential of introducing a fish and seafood production sector in the Autonomous Republic of Adjara, located in Georgia. Study explores the opportunities, challenges, and potential benefits associated with establishing such sector in this region, characterizes existing aquaculture farms and identifies reasons that hinder the increase of farms' productivity. Survey of 70 fish farms were carried out within the framework of the study.

The research focused on analyzing the essential resources required to develop business models for aquaculture farms. Research results highlight opportunities to develop scenarios for further field development, where collaboration between aquaculture farms and the government is crucial for stimulating fish product production. As indicated by the research findings, the majority of individuals (85%) working in this sector show less interest in acquiring theoretical knowledge and sharing practical experiences. By summarizing the research results and analyzing the data, the following conclusions can be drawn: Georgia faces a challenge in introducing the modern Blue Economy and its principles; the existing aquaculture farms in the Autonomous Republic of Adjara have low productivity; farmers lack the necessary knowledge for sector development; it is crucial to strengthen aquaculture farms with government support. Additionally, there is a need to maintain essential infrastructure for farmers, facilitate knowledge sharing, implement new practices, and provide financial support.

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The Role of Online Consumer's Loyalty in Enhancing the Brand Value of Shoppee e-Commerce Platform in Vietnam

The research article aims to identify factors affecting Shopee's brand value and offer solutions to enhance the brand value of Shopee's e-commerce platform. The research results show that there are 4 factors affecting the brand value of Shopee e-commerce platform, including: "Brand loyalty, perceived quality, Value linkage, Brand awareness". From there, the research proposes some solutions to help Shopee leaders in Vietnam have the right strategy for enhancing brand value for Shopee platform.

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Understanding Viral TikTok Fundraisers through Visual Literacy

Visual literacy research predates the internet, but visually based social media platforms have opened new avenues of interest and investigation on the topic. While previous research has discussed visual literacy in the context of social media, the TikTok platform has not been explicitly discussed. Research focusing on similar, visually based apps like Instagram has shown an alignment between intentional use of social media and increased visual literacy skill development. As TikTok is an increasingly popular and controversial social media platform with a primarily visual format, research focused on this platform will expand the body of scholarship on the increasing role visual literacy plays in the digital era. Incorporating the visual literacy definition and learning themes presented by the ACRL in 2022, this paper sidesteps the definition problem that has plagued the field since its inception. In addition, it supplements the ACRL's ideas with the concepts of recognition literacy, reproduction literacy, and reflexive literacy. Finally, it considers visual grammar. These ideas together form this paper's base for understanding visual literacy and examining its practice. This paper analyzes the success of viral TikTok fundraisers through the lens of visual literacy to understand how visual literacy can enhance communication and community building through visually based social media platforms. Two of the cases involved live streams events that occurred in real time and were not necessarily archived after the fact. These events are analyzed through clips shared in the typical recorded style of the app and the researcher's memory of the events as well as documented outcomes. To supplement analysis of these live events, the archived videos on pages of these creators are also analyzed. The final fundraiser went viral based on a single recorded video. Analysis of this case study focuses on this documented video and interactions with it in detail. Finally, this paper provides discussion on the overall concept of community building through TikTok. All these factors come together to assess why the fundraisers were successful, and how visually literate behaviors on behalf of creators and viewers alike contributed to the success of these fundraisers.

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The Impact of Corporate Social Responsibility Committee on Corporate Social Responsibility: Empirical Evidence from France

The current study aims to analyze how the corporate social responsibility committee (CSRC) could influence corporate social performance. We focus on specific areas of corporate social responsibility (hereafter CSR), namely the protection of human rights, and the environment and enhancing business ethics, community involvement, corporate governance, and workplace conditions. The paper is drawn on firms listed on the SBF120 index[1] between 2003 and 2018.

We provide the following findings. First, establishing CSR committees enhances social performance through specific vehicles, such as increasing the business involvement in ecological and social projects protecting human rights. Second, several CSRC characteristics have more pronounced effects than others on CSR performances. For instance, all CSR dimensions are positively associated with directors' assiduity and negatively related to the CEO membership in CSRC. The chair membership, however, drives better CSR performance: it is positively associated with employees' well-being, business ethics, and governance quality. In the same vein, gender diverse CSRCs are more concerned about the environment, human rights, and corporate governance. CSRC functioning, specially meeting frequency increases human resources and business ethics. We show a positive association between board chair membership and human resources, business ethics, and corporate governance is also identified. These results are robust in high CSR-sensitive industries.

[1]The SBF120 index consists of the 120 largest capitalizations listed on the French Stock Exchange market (SBF: Société des Bourses Françaises).

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