

EUMMAS A2S CONFERENCE

on Global Social and Technological Development and Sustainability
Dubai 2023, United Arab Emirates

BOOK *of* ABSTRACTS



**“Academia, Businesses and Policy
Makers in Emerging New World”**

Hosted by Skyline University College, Sharjah, United Arab Emirates

21-23 February, 2023



**EUMMAS A2S Conference on Global Social and
Technological Development and Sustainability
Dubai 2023, United Arab Emirates**

21-23 February 2023

<https://conference.eummas.net/dubai2023>

About the Conference

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability is organized by the EUMMAS Academic Consortium comprising almost 30 universities and business schools from more than 20 countries. The event is going to be organized as an Academe2Society (A2S) EUMMAS Concept Conference (previously A2B) formulating a unique and innovative approach to cooperation between Academia and Society. EUMMAS Dubai 2023 Conference theme is "Academia, Businesses and Policy Makers in Emerging New World".

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Skyline University College (SUC) was established in 1990 in Sharjah, under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, a member of the UAE Supreme Council and the Ruler of Sharjah, who has always supported SUC in its pursuit to offer quality education. SUC believes in responding innovatively and effectively to train human resources in the fields like Human Resources, Public Administration, Innovation and Entrepreneurship, Aviation, Hospitality, Travel & Tourism, Information Technology & Systems, Marketing, International Business, and Accounting through its undergraduate and graduate programs in business.

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Track 11: Organizational Behavior Leadership and Motivation Dr. Kakul Agha, Prof. Dr. Marina Latukha, Dr. V Padmaja, Mr. Habboosh, Mr. Tauqeer

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1. Innovators & Entrepreneurs Pitch (competition students)
2. Young Researchers competition
3. Scientific conference
4. Business and Public Administration Forum
5. Women's Forum

Conference Venues

21 February 2023

Skyline University College, University City - Sharjah - United Arab Emirates

Innovators & Entrepreneurs Pitch (competition students)

Young Researchers competition

22/23 February 2023

The Metropolitan Hotel, Sheikh Zayed Road Exit 41 - Al Thanya St - Dubai - United Arab Emirates

Scientific conference

Business and Public Administration Forum

Women's Forum

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TABLE OF CONTENT

ACCOUNTING SYSTEMS AND AUDITING	5
Impact of the COVID-19 Pandemic on Firms’ Profitability: Comparative analysis of EU and Serbia....	6
A Study of the Proposed Corporate Tax in the United Arab Emirates	7
Exploring the rise of Environmental Accounting: A trend Analysis Using Bibliometric Review	8
DIGITAL MARKETING BRANDING AND SOCIAL MEDIA MANAGEMENT	9
Game Changer Millennials: Restructuring Political Campaigns Using Social Media.....	10
Effect of Social Media Influencers on Mental Health of Youth	11
The Impact of Competitive Intelligence on the Performance of Organizations in Social Media	12
Private B-School Branding – Identification of factors impacting Brand Identity and Image	13
Boosting the Intention to Purchase Online: An Empirical Investigation of E-Service Quality Among Malaysian Customers.....	14
Attitudes and Actual Buying Behavior of Sustainable Clothes from the Perspective of Female Generations in Slovakia	15
Extent of influence of social media influencers among young adults’ purchase decision-making process	16
Impact of retail merchandise display and impulse buying behavior: empirical evidence from UAE.....	17
DIGITAL TRANSFORMATION OF BUSINESS AND SOCIETY	18
Learners’ Intention to use an EdTech Platform in India: Extending the Technology Acceptance Model	19
Augmented Reality in Digital Transformation of Jewelry Retail Business: Select Indian Case Studies	20
New Education Policy 2020 and Digital Transformation in India – Impact on Responsible Management Education Initiatives in B Schools	21
Role of Security Leaders in Enhancing Cybersecurity Protective Behaviour in Cloud Computing Environments	22
Unlocking the Potential of AI in Education: What Higher Education Needs to Know	23
Examining the Effect of Teacher Competency, University Facilities, Classroom Environment, and ICT Resources on Word of Mouth	24
"Leaf to Saree"- Traditional Era to Digital Era	25
Behavioral Intention and Usage Behavior Towards Digital Learning Platforms in General Santos City	26
Academic Continuity and Digitization – in Higher Education	27
Transformation of Telemedicine Practices through the use of Multifunctional Exam Devices: Case of Georgia.....	28

Impact of Website Quality, Product Assortment, and Perceived Security on Customer Retention.....	29
ECONOMICS: GENERAL TRACK	30
Effect of Low Interest Rates and Central Government Debt on Secular Stagnation in OECD Countries	31
Public Finance in the Growth of United Arab Emirates (UAE)	32
EMERGING TECHNOLOGIES – APPLICATION OF AI AND MACHINE LEARNING	33
Immunoinformatics Machine learning tools to design a multi-epitope vaccine against Hepatitis E Virus	34
Application of Deep Neural Networks: A Review	35
Early detection of threats using Machine Learning: A case of Cyber Security in Healthcare Sector.....	36
Predicting Iron Deficiency in Pregnant and Young Infants in India-Karnataka Using Machine Learning	37
Baybay Word Fighter: An Android Game to Learn Baybayin	38
Artificial Intelligence and the Future	39
Ethics and Standards of Artificial Intelligence	40
Application of Machine Learning and Artificial Intelligence in the Real world	41
Application of Deep Neural Networks: A Review	42
Song Recommendation Based on Mood using Viola–Jones and Local Binary Pattern Algorithms	43
FINANCIAL MANAGEMENT AND INSTITUTIONS: FUTURE TRENDS AND EXPECTATIONS	44
Foreseeing Explicit and Valuing Tacit Synergies of High-Tech based Transactions: Amazon.com's Acquisition of Dubai-based Souq.com	45
GLOBALIZATION ECONOMICS AND INTERNATIONAL BUSINESS	46
Diversity and Inclusion: Isomorphism, “washing process”, or actual strategic approach?	47
The implications of corporate social responsibility in the restructuring of organizations	48
Sharing Economy Business Models - Current Concepts and the Role of Digital Trust	49
Determinants of purchase intention for green Islamic insurance (takaful) policies amongst the affluent community	50
INNOVATION AND ENTREPRENEURSHIP	51
The circularity of household-generated construction and demolition waste.....	52
Innovative approaches of strategic entrepreneurship for the improvement of company management ...	53
Managers' speeches and CSR: responsible communication vs. developed.....	54
The case studies in Latvia: Possibilities of implementing the Quadruple Helix Concept as base of the next generation a public-private-partnership model	55

Evolution of Skill Development for Industry 5.0: Systematic Literature Review with Bibliometric Analysis	56
Social Innovation and Intrapreneurship in Hospitals as a Means of Turning Challenges into Opportunities.....	57
Leadership and Social Innovation in Startups During and Post-Covid.....	58
The Role of Economic Optimism in the Formation of Innovative Economy	59
ORGANIZATIONAL BEHAVIOR LEADERSHIP AND MOTIVATION.....	60
The Influence of Flexible Work Arrangements on Innovative Work Behavior of Employees in the IT Sector of the Republic of Serbia	61
Leadership Style and Motivation of Care Workers: the Case of Health Networks in France	62
Servant Leadership in Asian High-Power-Distance Cultures: A Literature Review	63
Effects of Training and Development on Organizational Performances in the CEE Countries: Cranet 2021 project results	64
The Effect of Nepotism/Favoritism on Flight Attendant’s Emotional Dissonance and Intention to Sabotage: The Moderating Role of Psychological Capital	65
Human Resources Development Model Towards QS Ranking by Business and Management Subject and State Higher Education of Legal Entity: A Case Study at Faculty of Economics and Business Universitas Negeri Surabaya.....	66
Is Talent Manager the New Job Title for Human Resources Manager?	67
The evolution of the role of the secondary school’s principals: From representation to the reality of managerial practices.....	68
Evolution of Employee Diversity at Workplace: The Middle East Perspective	69
Love me, Love me not: Employee Loyalty and Retention in Agriculture, Forestry, and Fishery Sectors in Bosnia and Herzegovina	70
Technological Change Management: A case of understanding the attitudes of Front-line employees at Luxury Resorts in The Maldives.....	71
Motivation – a Dominant Challenge	72
PUBLIC POLICY AND ADMINISTRATION	73
The competitiveness of public educational policies.....	74
The motivations and obstacles to the implementation of public policies encouraging the sorting of organic waste, case of a metropolis of 400,000 citizen.....	75
Governance and Institutional Framework in Kwara State-Nigeria During the Pandemic Era: An Appraisal.....	76
Devolution of Power: The Case for Sustainable Socio-Economic and Political Development in Nigeria	77
A Historical Assessment of Agricultural Restructuring as a Panacea for Diversifying the Nigerian Economy	78

Public service's values and universities' social responsibility: communication strategy or action framework?	79
Intersectoral Institutional Resource Sharing Within Public-Private-People-Science Partnership to Ensure the Efficiency and Quality of Public Governance	80
How Shared Leadership Emerges and Evolves? A case Study of a Small Associative Sports Club.....	81
The main challenges for municipalities in circular ecosystem: construction and demolition waste management case study.....	82
Challenges Regarding the Concept of the EU Cohesion Policy for the Period 2021-2027	83
SUSTAINABLE DEVELOPMENT: RENEWABLE ENERGY AND NATURAL RESOURCES ..	84
Marketing communication of biosphere reserves: How to build awareness of their importance for sustainable development?	85
Index for measuring environment and social sustainability of supply chain – a study of Indian IT product manufacturers post covid-19.....	86
Strategic and operational agility for the benefit of a sobriety approach: cross-views between large groups and impact startups.....	87
An empirical analysis of the relationships between environmental and energy innovations, democracy, and environmental well-being across South and Southeast Asia.....	88
Renewable energy and natural resources – are gulf cooperation council prepared for energy transition for sustainable future? – vision, strategies, and challenges	89
GDP in the context of Sustainable Development.....	90
Role of Climate Change in Environmental Terrorism and its impact on National Security.....	91
Investigating the Role of Big Data in Enhancing Supply Chain Performance in Circular Economy	92
A review on socially responsible and sustainable performance practices for oil and gas sector companies	93
Urban Solid Waste Management- Challenges of Bangalore City: A Review.....	94
SUSTAINABLE TOURISM AND HOSPITALITY MANAGEMENT	95
Possibilities of ecotourism development in the biosphere reserves	96
Mindfulness as a driver for a more sustainable approach of tourism.....	97
A conceptual Model for Developing Adoptive Smart Tourism.....	98
Regional quality mark as a competitive advantage of biosphere reserves.....	99
NEW TECHNOLOGIES, INNOVATIONS AND ENTREPRENEURSHIP	100
Semantic web technologies as a next step in the evolution of cultural information systems.....	101

ACCOUNTING SYSTEMS AND AUDITING

Impact of the COVID-19 Pandemic on Firms' Profitability: Comparative analysis of EU and Serbia

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Abstract

The COVID-19 pandemic crisis emphasized the sensitivity of all sectors, particularly in the segment of purchase of raw materials and the distribution of final goods and services to ultimate consumers. In this regard, this research intent to theoretically and empirically explain effect of the coronavirus on firms' profitability through two dimensions: on the one hand the impact of the coronavirus pandemic in individual branches of industry within the European Union (EU) and Serbia, and on the other hand a comparative analysis of results between the EU and Serbia, considering that Serbia is a candidate for EU membership. The analysis was conducted using a sample of 1.268 active European Union companies and a sample of 972 active Serbian companies operating between 2014 and 2021, forming 17.920 observations. Using panel data analysis, an econometric evaluation has been undertaken. The interpretation of fixed-effect indicated the significant existence of a negative impact of COVID-19 on profitability, except for certain industries, with positive impact detected. The results could help companies to enhance operating efficiency, risk assessment in global epidemic contexts, along with the resilience of corporate operations in the forehead of such forthcoming emergencies. The main limitation of the research presented in this paper is that the COVID-19 pandemic has been still evolving in the time the study has been performed, therefore its future direction remained unknown. In the prior published studies, there has been no cross-sectoral examination of effect of the coronavirus on financial performance of firms founded in the EU and Serbia, nor a comparative analysis of the crisis effects has been conducted.

Keywords

COVID-19, pandemic, profitability, European Union, Serbia

JEL classification

C12, C23, L21, L25

A Study of the Proposed Corporate Tax in the United Arab Emirates

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Abstract

The United Arab Emirates is a growing economy that has seen rapid improvement in the standard of living since oil exploration in the 1960s. The UAE is one of the best FDI destinations, and statistics confirm the heavy flow of FDI into the UAE in the recent past. Proactive governance, world-class infrastructure, easiness of starting a business and no tax status were the major attracting factors. This study is significant as the UAE has proposed a corporate tax of 9% from June 2023 as a step to better integrate into the global economy. This change in the tax environment will adversely impact the current inflow of FDI and the country's growth. The motivational factor was the literature review which evidences that all those countries that introduced Corporate Tax in the GCC had experienced a decline in the inflow of FDI and their growth.

The main objective is to investigate how taxes could affect investment in the UAE and its economic growth. A comparative study approach was used to evaluate the outcomes of introducing the corporate tax in other GCC countries. The findings were used to project the impact of corporate tax on the UAE economy. Data from five years before and five years after the introduction of corporate tax in Saudi Arabia, Oman, Qatar and Kuwait were used for the study. The study's findings show that the UAE will experience a similar impact experienced by other GCC nations that introduced corporate tax. The study concludes with valuable suggestions to reduce these impacts. The limitation of the study is that it is solely based on secondary data and only considers the GCC countries. There is scope for future research to be done, including more countries and using primary data collected from the UAE after the introduction of corporate tax.

Keywords

Foreign direct investment, GCC, Growth rate, Profit, Tax environment.

JEL classification

H20, H25, H24, H71, H21

Exploring the rise of Environmental Accounting: A trend Analysis Using Bibliometric Review

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Abstract

Environment is progressive and is considered as a central topic for many researches as well as studies. Green accounting is a field which has received constant attention in accounting literature and is critically based on the inclusion of environmental and social aspects in the field of accounting. The implementation of green accounting primarily does not involve the presence of any economic incentive. Large number of enterprises are intrigued in being 'green' as investors nowadays are giving a lot of importance to environmental responsibility. This study contemplates on importance of environmental accounting using bibliometric analysis. The study highlights the intervention of environmental accounting on financial performance. Based on Scopus Database over a 47-year period (1976 -2022) and out of 6340 articles, the most admissible 1608 are identified. The authors have conducted the bibliometric analysis using the scopus database and VOSviewer software. This paper will provide an overview to researchers for their future research and manifests the contemporary trends of environmental accounting.

Keywords

Environmental Accounting, Green Accounting, Bibliometric Analysis, Scopus, Database.

JEL classification

M41, Q56

DIGITAL MARKETING BRANDING AND SOCIAL MEDIA MANAGEMENT

Game Changer Millennials: Restructuring Political Campaigns Using Social Media

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Abstract

Why are the voters not visible in huge political shows even with high voting turnout percentages? Political parties of the biggest democracy like India are also treating voters as a consumer market and politicians are acting like brands in themselves. In this electoral process political parties are using the latest branding strategies to reach out their target audience. Especially with the entry of millennials who are digitally equipped are changing and breaking the rules of this highly controlled and strategist contest. This paper is an attempt to examine the voters as consumers and how tech-savvy new players are influencing their decision. Furthermore, social media is playing a critical role in creating awareness and increasing loyalty towards these digitally backed political campaigns. These platforms are now becoming a new battleground for debates and showcase their reach to the potential customers.

This paper is based on the qualitative research method approach where initially interviews were taken from various stakeholders for thematic analysis and sentiment analysis using NVIVO12 to understand the sentiments towards politicians as brands and use of social media restructuring political campaigns. Results indicate that improvement in IOT and social media in emerging economies are playing significant role in improving the reach to the right audience. Followed by the communication which is now available in regional language and to even the remote location is another leading factor. Public sentiments are found to be quite positive towards usage of technology as it is giving platform to many.

This research is limited to millennials but it can be taken to other age groups to have broader viewpoints leading to better coverage of views.

Keywords

Millennials, Political Branding, Social media, Political Marketing, Qualitative Analysis

JEL classification

M31, C35, D72

Effect of Social Media Influencers on Mental Health of Youth

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Abstract

Since the 2010s, the state of our youth's mental health has slowly deteriorated. Mental health trends show that depression, feelings of loneliness, anxiety and nervousness, depressive episodes, emergency room visits for attempted suicides, and suicide ideation have doubled among youth in recent years. Data reveal that the suicide rates for ages 10-14, especially girls, have doubled alongside these trends. One of the major reasons of deteriorating mental health among youth is the higher use of social media. While literature suggest that social media use is associated with mental health in youth, it is not clear what are its underlying reasons.

This study is an attempt to understand the underlying processes that leads to distress due to social media among youth. Authors explore the possible relationship between social media usage and depressive symptoms via sleep, self-esteem, and body image. The following three research questions that are answered in this research are: 1) What are the social media use habits among youth? 2) How does the social media influencers effect mental health of youths? 3) What are some of the depressive symptoms caused by social media use? Quantitative research method is applied to develop a model based on survey results. Primary data is collected using online survey from undergraduate students from universities in the state of Pennsylvania. Survey Instrument or the questionnaire is developed using validated scales as suggested in the literature. Structural equation modelling is used to examine the relationships between social media and depressive symptoms. It is hypothesized that females will be more influenced than males and higher use of social media would lead to depressive symptoms via poor sleep, low self-esteem, and poor body image.

This study is highly relevant to inform individual students, policy makers, institutions, and industry experts to develop appropriate policies and guidelines for its safe use.

Keywords

Social Media, Digital Marketing, Influencer, Mental Health, Youth

JEL classification

M31, M39, D91, I12, P46

The Impact of Competitive Intelligence on the Performance of Organizations in Social Media

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Abstract

Marketing in the 20th century broadcast a message and interrupted people from their daily activities to view that message. In the 21st century, online social media marketing is all about communication, customer interaction and creating an online experience. The problem with social media marketing is that there is no formula for success. Each business must realize its objectives (increasing engagement/reach, the number of likes, selling products, etc.) and create its own strategy. Competitive intelligence is the process by which public resources are used to develop data about competitors, transforming this data into information that can support certain business decisions. Competitive intelligence is an analysis system that integrates the knowledge of all members of an organization, including marketing strategies. Today's brands are implementing new competitive intelligence systems to find the best strategies. CI is based on the simplest unit: data. Data is then transformed into information and becomes the essential components of competitive intelligence. Until now, these brands had to collect information through traditional methods. But with the advent of the Internet and the popularization of social media platforms, they discovered that much of this information is already public. Anyone can access competition analysis and monitoring. With the help of competitive intelligence, it is also possible to calculate the feeling that online users have about a brand, monitoring the reactions used in the digital environment (positive, neutral or negative). The purpose of this research is to identify the impact of using the concept of competitive intelligence in social media, the role of social media networks in promoting a business and evaluating the impact on the firm's bottom line. Starting in 2020, we have a difficult context at the global level, regarding the COVID-19 pandemic. Many economic sectors suffered, especially tourism, the HORECA industry, the medical field, etc. However, there has been a greater use of the Internet. Online shopping has increased, due to the fact that many brick-and-mortar stores have been closed. Thus, the presence on social media was essential for brands to survive.

Keywords

online marketing, social media, competitive intelligence, competitive intelligence tools, online marketing strategy

JEL classification

M 31, M 37

Private B-School Branding – Identification of factors impacting Brand Identity and Image

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Abstract

Privatization has permeated Business education in India making it highly competitive – creating a need for clear differentiation and brand positioning. It is now imperative for Business Schools (B-Schools) to craft relevant, socially responsible, and competitive brand identities and images to make themselves more attractive to the stakeholders.

The current study is a narrative literature review to identify the factors that help private B-Schools develop a good brand identity and image. The proposed model for B-Schools' conscious branding can benefit two key audiences. It can benefit the academic community by being the basis for empirical studies on the conscious branding of B-Schools. It can also help B-Schools in improving their branding efforts and help develop greater brand salience, brand resonance, and brand loyalty. A conscious branding effort will be instrumental in the long-term growth, success, and popularity of a private B-School.

Keywords

Conscious-Branding, Brand identity, Brand image, Business School, Higher Education

JEL classification

M10, M31

Boosting the Intention to Purchase Online: An Empirical Investigation of E-Service Quality Among Malaysian Customers

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Abstract

The internet development has created new opportunities for purchasing goods and services, leading to a remarkable increase in online shopping. Therefore, the industry needs to recognize the components of e-service quality that can influence online purchase intention. This study intends to investigate the impact of e-service quality on Malaysian customers' propensity to make online transactions. Data were collected using questionnaires, and the instrument was adapted from previous studies. The questionnaires were distributed to online shoppers in Klang Valley, Malaysia. A total of 212 questionnaires were usable for further data analysis. For the sampling technique, purposive sampling was employed as the respondents needed to fulfil specific criteria to be eligible to answer the questionnaire, which is they need to have at least one-time experience of purchasing online via the website. In order to evaluate both the measurement and structural model of the study, the PLS-SEM method of data analysis was applied. According to the data analysis findings, the likelihood of making an online purchase was significantly and positively impacted by all the e-service quality dimensions. Thus, all of the hypotheses were supported, and it was found that shopping enjoyment had the most significant effect on Malaysian customers' intention to make an online purchase. This study also put forward several recommendations that future researchers can consider. The findings contribute fresh insights to the existing literature and have practical and theoretical implications for the outcomes of e-service quality from the viewpoint of Malaysian customers.

Keywords

E-Service Quality, Online Purchase Intention, PLS-SEM, Malaysia

JEL classification

M3, M1, M000

Attitudes and Actual Buying Behavior of Sustainable Clothes from the Perspective of Female Generations in Slovakia

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Abstract

Clothing industry and specifically fast fashion lead nowadays to enormous amount of textile waste with significant negative impact on the world and environment. Consumers with their choices about more sustainable clothes consumption can be a part of solution. This paper presents partial results of a more complex research with the aim to examine whether there exist differences among four female generational cohorts in Slovakia regarding their attitudes towards sustainable clothes and their real purchase behavior. The questionnaire survey (n = 428 respondents) was used as a method of data collection. One-way ANOVA test provided information about differences between certain generational groups. A Tukey post hoc test revealed, that: (1) Gen Y and Gen Z had significantly higher attitudes towards sustainable clothing, in comparison with Baby Boomers, and (2) that Gen X and Gen Y expressed higher level of purchases of sustainable clothes in comparison with both Baby Boomers and Gen Z. The oldest and the youngest generation do not differ among themselves but buy sustainable clothes significantly less in comparison with Gen X and Gen Y. Overall, all generations showed positive attitudes towards sustainable clothes especially among younger generations. However, this was not fully reflected in their real purchase behavior. Gen Z and Baby Boomers rather do not acquire sustainable clothes and Gen X and Gen Y are indifferent in this issue. Research limitations lies in non-representative sample and cultural context limited to one country. Further research can be focused on the reasons of this behavior, what prevents especially Baby Boomers and Gen Z from sustainable clothes purchases. Managerial implications have been formulated about how to motivate female consumers towards the purchases of sustainable clothes, which could help to mitigate negative impacts on the environment.

Keywords

attitudes, purchase, clothes, sustainability, generational cohorts

JEL classification

M31, M14, Q56

Extent of influence of social media influencers among young adults' purchase decision-making process

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Abstract

The use of social media is now considered a network for social media influencers to directly connect and link with their target audience. Compared to the traditional marketing which aimed at a mass audience, social media influencers have the unique ability to seek out niche audiences, particularly young adult population. Even companies use their resources to promote their brands through social media influencers who have the power to influence other people's buying decisions based on their authority, knowledge, or relationship with the audience that follows them.

This study focuses on examining the extent of influence of social media influencers among young adults' purchase decision-making process using Source Attractiveness Model (SAM) and Source Credibility Model (SCM) as framework of analysis. Data collection is accomplished through a structured questionnaire survey considering 189 students from two private Higher Education Institutions as respondents. Employing descriptive statistics, the findings reveal that majority of the respondents regardless of their age and gender claim that they are highly influenced by social media influencers in their purchase decision. The results of this study fill in the blank that utilizing social media influencers is found to be effective strategy of the marketers in promoting their products to the consumers.

As this study contains student sample data from private higher education institutions, this is a possible limitation as results may vary depending on the target group to which the findings of this research are to be applied. The study can be completed more widely and comprehensively if other universities and surrounding areas are selected under the sample.

Keywords

extent of influence, social media influencer, young adults, purchase decision-making process

JEL classification

M31, M37, D81, G14

Impact of retail merchandise display and impulse buying behavior: empirical evidence from UAE

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Abstract

Impulse buying is likely among customers on occasions which certain factors favor them, mostly visible and delightful presentations of merchandise. United Arab Emirates is mecca of malls and with stunning infrastructure and the entire eco-system of United Arab Emirates retail malls looks very attractive. Retail shopping is more of pleasure for variety of purposes along with routine buying activity. United Arab Emirates is mixture of affluent customers, more than ninety percent of expat population, and inward tourists prone to influenced by the retail merchandise display and purchase takes place. Understanding the critical factors influencing the retail merchandise is one of the successful strategies to increase the footfall and eventually enhance the business. The purpose of this paper is to identify the key factors of merchandise display that will drive the impulse of customers to make purchase decision and also to examine the role of moderating variables which leads to reinforce the scenario. Survey method has been used in this research. For identifying the influenced driving factors and moderating variables, the researcher has used judgement sampling method for selecting the target respondents. For collecting opinion, a well-framed questionnaire has been used. Hypothesis framed and tested by using correlation analysis and Multiple regression analysis. Also, confirmatory factor analysis used to examine the highly influenced factor. It's found from the research that, the impact of brand image, discounts, lighting and ambience influenced highest in terms of stimulating customers impulse behavior eventually lead to purchase decision. Also, this research revealed that, free parking, storefront, interior, lightings and architectural settings had a major impact in shopping, and gender has negative correlation to impulse buying behavior. The findings of this study highlight the need for retail merchandise display for positioning and promoting the retail sectors in well diversified economies.

Keywords

Retail merchandising, Affluent customer, impulse buying, driving factors, UAE

JEL classification

M30, M31, M39

DIGITAL TRANSFORMATION OF BUSINESS AND SOCIETY

Learners' Intention to use an EdTech Platform in India: Extending the Technology Acceptance Model

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Abstract

With the fast adoption of information and communication technology, online learning has been extensively used by Indian universities using EdTech platforms. Off-late, the Ed-Tech learning platforms become the mainstream in higher education. The collaboration of universities and EdTech companies provides a conducive learning environment and abundant opportunities for undergraduate students. In this study, the theoretical framework of the Technology Acceptance Model was used by considering two external variables and one perceived variable to explore the factors affecting the learners' continuous intention to use EdTech platforms. A total of 306 undergraduate students from a university in India were studied in this study. The results revealed that 6 out of the 9 hypotheses proposed in the study were supported. The extended variables such as quality content, and online course design, along with an extended perceived variable (perceived interaction) have been found to be effective predictors of learners' continuous intention to use the Ed-Tech platform. The implications of the research include providing new ideas for designing learner-centric online courses and platforms.

Keywords

Continuous Intention, Educational Technology (Ed-Tech) platform, Online learning, Online Course Design, Technology Acceptance Model

JEL Classification

M3, C12, C83, O14

Augmented Reality in Digital Transformation of Jewelry Retail Business: Select Indian Case Studies

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Abstract

In the financial year 2022 the jewelry and watch segment in India had the second highest share of 8.6 percent of the total retail market in India valued at about 836 billion U.S. dollars (Statista 2022). Traditionally, gold and diamond jewelry sales is driven by festivals and marriage season. The digitalization and professionalization of Indian retail outlets is creating demand for gold jewelry throughout the year. Online Jewelry retail too is growing by leaps and bounds. This research paper is aimed at investigating the impact and growth of augmented reality and related technologies to facilitate digitization in the jewelry retail business in India.

The jewelry business is the one which connects both art and technology, connects tradition and the modern and, touches the generation with modern art designs, based on the recent trends and tastes of the people. With the help of Augmented Reality (AR), customers can view the real environment with virtual elements superimposed or blended into it. This plays a greater role in enhancing customer experience. This paper looks at the impact of augmented reality technology on jewelry retail in the Indian context. Case studies of selected Indian jewelry retail stores that use augmented reality technology are discussed in this article.

The focus of the study is to explore the impact of technology in the jewelry business and to improve the digitalized jewelry business which is the most desirable and inevitable aspect of modern life and commerce.

Keywords

Jewelry retail, Digital transformation, Indian Retail, Consumer experience management

JEL classification

M31, L8, O33

New Education Policy 2020 and Digital Transformation in India – Impact on Responsible Management Education Initiatives in B Schools

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Abstract

The fundamentals of the Principles for Responsible Management Education (PRME) under UN Global Compact is to develop the capabilities of students to be future generators of sustainable value for business and society and to work for an inclusive and sustainable global economy. India faces challenges of equity and inclusivity of higher education with gross enrolment ratio as low as 27.1(AISHE 19-20). Employability of youth is just 46 percent over last 4 years and in 2022, 55 % among management graduates. The reason for low employability is the lack of skill sets.

New Education Policy 2020 (NEP) implemented in India is based on pillars of access, affordability, equity, quality and accountability. NEP focuses on employability and the role of education in providing right skillsets. Aim is to ensure inclusive and equitable education and provide lifelong learning opportunities for all which is aligned with the PRME objectives. Under “Digital India” initiative, India has taken 28 digital initiatives viz. setting up Swayam, MOOCS platform, Swayamprabha, online learning, open learning, web-based learning, offering easy opportunities.

This paper aims at studying the NEP and Digital transformation initiatives in various B schools in India in creating frameworks, materials, processes and creating environments that enable effective learning experiences for the students. It also studies how B schools integrate capability building and sustainability into their academic activities, curricula, and practices.

The sampling frame will be faculties in Delhi-NCR using convenience sampling. Scales shall be developed around access, affordability, equity, quality and accountability. Validity and reliability of the scale will be checked by carrying out a pilot survey and taking expert opinion. Approximately, 250 responses shall be subjected to appropriate statistical measures. The study may have geographical limitations in responses. Paper shall provide insight into implementation issues of NEP and developing guidelines for future.

Keywords

New Education Policy, Management Education , access, affordability and equity.

JEL Classification

Q01, I28, I24

Role of Security Leaders in Enhancing Cybersecurity Protective Behaviour in Cloud Computing Environments

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Abstract

Cybersecurity threat become a serious issue recently, which is usually constituted by people carelessness, ignorance and failure to practice cybersecurity behaviour adequately. Using a data from a quantitative survey, Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis was used to determine the factors that affect cybersecurity protective behaviour (CPB) in Big Data environments. Theory of leadership competencies were adapted to measure user's perception towards information security competencies among security leaders in the organization. Confirmatory factor analysis (CFA) testing shows that all the measurement items of each constructs were adequate in their validity individually based on their factor loading value. Moreover, each constructs are valid based on their parameter estimates and statistical significance. The research findings shown that Procedural Information Security Countermeasure (PCM) awareness strongly influences CPB compared to ISI. Meanwhile, ISI was significantly influences PCM awareness. This study believes that the research findings can beneficial to policy makers in improving organizations' strategic plans in information security, especially in cloud computing environment. Most organizations spend time and resources to provide and establish strategic plans of information security; however, if employees are not willing to comply and practice information security behaviour appropriately, then these efforts are in vain.

Keywords

Cybersecurity Protective Behaviour, Information Security, Information Security Competencies, Information Security Awareness, Cloud Computing, Big Data.

JEL classification

C89, D21, O31, M19, J29

Unlocking the Potential of AI in Education: What Higher Education Needs to Know

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Abstract

Artificial Intelligence (AI) is a rapidly growing field transforming how we interact with technology. AI has the potential to revolutionize education by creating new opportunities for teaching, learning, and assessment. In this paper, we will explore the potential of AI in higher education, the challenges and opportunities associated with it, and the best practices for implementing and evaluating AI in higher education.

AI has been used in education for decades to support teaching, learning, and assessment. However, the recent advances in AI technology have opened up new opportunities to use AI in innovative and exciting ways in higher education. AI applications in higher education include automated grading of assignments, personalized learning pathways, and automated tutoring. AI can also identify student problems and recommend solutions, develop more effective curricula, and create new learning experiences.

AI can be used to automate repetitive tasks, personalize instruction, identify student problems, and create more effective curricula and assessment tools. However, some challenges are associated with its use, such as the need for more understanding regarding AI technology and the lack of AI infrastructure and resources in higher education. Institutions must ensure that AI is used responsibly and ethically, that all data collected is secure and that students' privacy is respected. By understanding the potential of AI in higher education and following the best practices for implementing and evaluating AI, institutions can unlock the potential of AI and create new opportunities for teaching, learning, and assessment.

The paper will be based on a secondary data reviewing journals on the topics of Artificial Intelligence, Higher Education and the future of learning. The limitations to the findings are limited to the information available in the research material reviewed. The paper can be a foundational overview related to the impacts of AI on the future of higher education for further primary research.

Keywords

Higher Education, Artificial Intelligence, Learning, Future

JEL classification

D83

Examining the Effect of Teacher Competency, University Facilities, Classroom Environment, and ICT Resources on Word of Mouth

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Abstract

This study aimed to examine the influence of ICT resources, teacher competency, university facilities, and classroom environment on word of mouth. By looking at past literature, it can be observed that only few empirical studies examined the determinants of word of mouth in higher education sector. Required data was collected from students at higher education institutions in the United Arab Emirates using a survey instrument. During the phase of data analysis, the partial least squares structural equation modeling (PLS-SEM) was used to validate the research instrument and verify the suggested hypotheses. The findings provided evidence that teacher competency and the availability of ICT resources both have a positive effect on word of mouth. In addition to this, the classroom environment as well as university facilities were proven to be major drivers of word of mouth. These finding enrich our understandings about the drivers of word of mouth in higher education context. Furthermore, taking into consideration the limited number of researches conducted earlier about this topic in the Arab region, this article makes a theoretical contribution to the current body of research by investigating the influence of the chosen factors on word of mouth and providing new empirical evidence from the UAE.

Keywords

Classroom environment, ICT resources, teacher competency, university facilities, word of mouth.

JEL classification

M3, M31, I23

"Leaf to Saree"- Traditional Era to Digital Era

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Abstract

Over time, the handloom industry's sales and visibility have been steadily declining, and its former glory may now only be a distant memory to subsequent generations. The current research study thus aims to elaborate on the production and marketing challenges faced by weavers to maintain and expand their customer base faced with competition from large brands and power-loom in today's postmodern- Digital era. The study also suggests cutting-edge marketing techniques that could assist Indian weavers in carving out a niche for themselves and expanding their businesses. The interviews and focused group discussions on the creation and construction of an ikat saree provided us with more engrossing details about the digital age and the practices/strategies that are being used by the community.

Some proposed tactics include developing pop-up shops, expanding online presence through social media, opening boutiques, participating in an online "vocal to local" campaign, getting endorsements, and exporting goods. Additionally, creating documentaries, infomercials, collaborating with the entertainment industry, conducting up-skilling classes in weaving for unemployed women in the hamlet, and attending national and international handloom fairs are other related activities.

Furthermore, the limitations and future research covers the consequences of the import restriction from China, including increased costs for cocoons and yarn production, a lack of skilled labour, a decrease in consumer awareness, and government support. The Pochampally industry has suspended operations at its manufacturing facilities as a result of the Covid's aftereffects, which had a detrimental effect on the production of silk and altering their pricing tactics. If Pochampally receives facilities for raising cocoons from the government or organizations focusing on this segment, more opportunities would open for both manufacturers and weavers, as the ikat industry is likely to boom in the foreseeable future.

Keywords

Handloom Industry, Digital Marketing, Social Media Marketing, Innovation, Digital Transformation.

JEL classification

L11, L81, M31, M37, O30

Behavioral Intention and Usage Behavior Towards Digital Learning Platforms in General Santos City

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Abstract

Philippines is not an exception on how technology changed the learning strategies towards education globally. The delivery and management of online teaching can now be done using a number of integrated technologies and methods thanks to digital learning platforms. This study looked into the factors that influenced behavioral intention and usage behavior towards digital learning platforms that provide essential points for educational institutions in General Santos City in improving its services thereby increasing its market. Technology use in the nation is still in its infancy; the transition to a digital learning platform is still in the planning stages, particularly in the majority of the nation's provinces.

The researchers investigated the applicability of the Universal Theory of Acceptability and Usage of Technology (UTAUT) by Venkatesh et al. with its original four constructs (performance expectancy, effort expectancy, social influence and facilitating condition), and in considering two extensions such as compatibility and self-efficacy. This has the purpose of understanding the students adoption to technology and usage behavior as private institutions are transforming their business digitally as well as its society. A Structural Equation Modeling was employed specifically, Covariance-Based Structural Equation Modeling (CB-SEM) considering 458 students from different Higher Educational Institutions in the city as respondents. The proposed UTAUT model showed that the constructs considered affect the behavioral intention and usage behavior of the students in General Santos City. All of the goodness-of-fit parameters were higher than the acceptable limit. The constructs identified will help the administrators of educational institutions in designing services such as offering distance learning programs and enhance the existing blended learning even after pandemic. The study is limited to the city of General Santos where future research may consider expanding the geographical area and may include other moderators that would focus on the user and technology characteristics.

Keywords

Behavioral Intention, Usage Behavior, UTAUT, Compatibility, Self-Efficacy

JEL classification

C51

Academic Continuity and Digitization – in Higher Education

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Abstract

Well-shaped and executed business continuity policies and plans became one of the most important aspects for Higher Education Institutions to be compliant with the accreditation standards in many countries. They mostly center on crisis and emergency management, physical safety of its employees and students, and technology recovery. One most important aspect of planning for continuity of delivering its main services – graduate and undergraduate programs, in higher education has been ignored. “Academic Continuity” is the process of preserving the functions of the academic core of the university, during crisis, it is largely dependent on the use of technology-enhanced education and online teaching.

The aim of the paper was to study the possibilities of integrating technologies in the process of academic continuity management in universities operating in Georgia. The study found out academic continuity models used by Georgian universities in a crisis (COVID 19) situation, evaluated the effectiveness of the used models both financially and in terms of the education quality.

The latest literature and research reports in EdTech were reviewed, about the potential of using digital technologies in academic continuity process. We identified 5 most common technology trends – Artificial Intelligence, Learning Management System, Augmented Reality, Gamification, and Blockchain Technologies and held interviews with 3 private and public universities to investigate if any of above-mentioned were used for academic continuity.

Based on the obtained results, the academic continuity models in the country of Georgia and globally, we developed an Academic Continuity Plan (ACP), which is compatible with local legislation, uses latest technologies and will allow Georgian higher education institutions to benefit from pre-written guidelines, that will enhance better student experience in terms of quality education and inclusion.

Keywords

Education, Digitization, EdTech, Academic Continuity, Education Management

JEL classification

I230, O390, M00.

Transformation of Telemedicine Practices through the use of Multifunctional Exam Devices: Case of Georgia

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Abstract

In the last decade, digital health has captured special interest of healthcare systems and stakeholders, worldwide. Particularly, in times of COVID-19 pandemics importance and utilization of telemedicine has increased dramatically. Nevertheless, for the effective utilization of telemedicine services, confidence of medical professionals and acceptance from the side of patients carries critical importance. To achieve same quality of consultation, utilization of digital technologies, such as symptom checkers and multifunctional telemedicine exam kits became increasingly popular in digital health.

The purpose of this study is to evaluate usefulness of multifunctional telemedicine exam devices, in scope of perception, attitudes and satisfaction of patients and providers (nurses and doctors). The overall objective is to identify barriers and lessons learned for successful transformation of primary healthcare and implementation of digital health, in developing country contexts.

In scope of the study, evaluation pilot has been conducted with duration of five months. For the research purposes qualitative research methods were applied. In particular, focus group discussions (FGDs) were conducted with nurses operating in villages and with doctors providing virtual consultations. Furthermore, in-depth interviews were conducted with patients who received virtual consultations during the pilot project. Overall, thirty respondents were surveyed via video/audio call. Convenience sampling was used for the selection of respondents.

According to the opinions of respondents, multifunctional telemedicine devices improve effectiveness of telemedicine consultation. However, barriers and challenges were also revealed. More specifically, selection of right motivational system for providers, adequate training of involved personnel and well aligned schedules for consultations are needed. Moreover, communication issues (nurse-to-doctor and doctor-to-patient) also represent a challenge and require proper approaches.

Keywords

Telemedicine, multifunctional telemedicine exam kits, digital health transformation.

JEL classification

I10, I11, I12.

Impact of Website Quality, Product Assortment, and Perceived Security on Customer Retention

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Abstract

The main aim of this paper focuses on examining the impact of website quality, product assortment and perceived security on customer retention towards online stores. The data for this study was collected from 318 customers of online retail stores in United Arab Emirates. All collected data were analyzed via AMOS software in order to verify research hypotheses and draw conclusions. The findings showed that website quality has the strongest impact on customer retention. The results also confirmed that product assortment and perceived security has positive effects on customer retention. This research further extended the current knowledge by demonstrating the influence of selected factors on customer retention, taking into account that only limited studies were conducted in the past about these variables in the Middle East region. From a practical perspective, the findings of this research would provide useful insights to the practitioners of online retail stores for managing their relationships with business customers and building their competitiveness.

Keywords

Customer retention, perceived security, product assortment, website quality.

JEL classification:

M31, L81

ECONOMICS: GENERAL TRACK

Effect of Low Interest Rates and Central Government Debt on Secular Stagnation in OECD Countries

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Abstract

Researchers have been debating about the causes of the secular stagnation phenomena that has been facing the developed countries, but still there is no practical solution to the problem. This is due to the traditional growth models' inability to explain the slow or nonexistent growth that is happening in the developed countries. Furthermore, Secular Stagnation is not facing the developed nations only, this slow economic growth pattern is being transmitted to the developed countries' trade partners in the developing world, which makes it a dangerous problem that is facing the world economies. This study aims at studying the effect of the high central governments' debts and the low interest rates in the developed nations on their economic stagnation. These relationships are examined in this paper using panel data that capture the fluctuations in the economic performance as well as the interest rates and the central governments' debts in the OECD countries (38 developed countries) from 1960 to 2022. It is very essential to study the effect of both interest rates and public debts on secular stagnation since this adds missing blocks to the ongoing research that is concerned with the economic growth in the developed countries. This paper has found that the interest rates and the public debt ratios in the OECD countries are having direct relationships with the economic growth of the studied economies. Those quantitative findings help in providing insightful policy implications that can help in escaping the secular stagnation trap and prevent it from happening again. This research is limited by the unavailability of historical data about the interest rates and the public debt ratios in larger number of developed economies, so it is recommended for future research to study the same relationships in other sets of developed countries in order to have more generalizable results.

Keywords

Interest Rates, OECD Countries, Public Debt, Regime Uncertainty, Secular Stagnation

JEL classification

B22, E22, E43, H63, O47

Public Finance in the Growth of United Arab Emirates (UAE)

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Abstract

Most of the developed and the developing countries have ventured into public finance to finance the development of important sectors such as health, education and the infrastructure and many more. Similarly, the UAE has also started investigating the public finance (introduction of Value added tax –VAT and now Corporate Tax-CT-proposed to introduce in June 2023). In this research paper endeared to examine the taxation system in the United Arab Emirates. It is further been designed to examine its impact on the retail industry in the UAE. To examine the impact of VAT on retail sector in GCC in specifically in UAE a small size of the 1% of the total registration of the business was collected. The administration of VAT, which is the current most effective tax on the products and services in the UAE, has also been looked into. Considering the significance of business in the growth of economy, the UAE has extended many tax incentives and the tax holidays to encourage domestic industries. These incentives have played critical role in the growth of economy in general and the retail sector in particular. The high level of infrastructure, per capita income and the influx of tourists proved as an impetus to the growth of the retail sector in the country. However, the introduction of VAT in 2018 and the planned administration of a 9% corporate tax in June 2023 will likely affect businesses in the country. The present research paper will provide a glance of the tax system in UAE in particular and GCC in general. It is also endeared to assess the impact of the new tax (VAT-5% and CT 9%) regimes on the retail industry in the UAE while comparing the same effects to other GCC member states. The also examines the significance of public finance in the growth of the UAE economy.

Keywords

VAT, Public Finance, Economic Growth, Retail Sector, Tax Rates

JEL classification

O16, O23, Z19, Q31, Q38

**EMERGING TECHNOLOGIES –
APPLICATION OF AI AND MACHINE
LEARNING**

Immunoinformatics Machine learning tools to design a multi-epitope vaccine against Hepatitis E Virus

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Abstract

Machine learning is now being increasingly applied in biology towards designing informative and predictive models from the vast set of biological data. These models have enriched the field of bioinformatics, enabling development of statistical tools that have been employed to determine answers to many biological problems like prediction of genes and regulatory elements, prediction of the family and functions of proteins, protein secondary structures etc. These tools have transformed scientific research in the fields of molecular medicine, drug development, veterinary science, crop improvement etc. This study describes the process of *in silico* Vaccine designing against Hepatitis E Virus, using the relevant analytical tools and the machine learning methods engaged therein, along with the biological perspective. The battery of bioinformatics tools used for this purpose are grouped together into immunoinformatics tools. Hepatitis E virus, a faeco-orally transmitted organism, has been known to cause significant mortality and morbidity among pregnant women all around the developing world. At present only one vaccine is in use, in China, but is not available anywhere else.

In this study, an *in-silico* multi-epitope, orally administered vaccine was designed against Hepatitis E virus using *in-silico* immunoinformatics tools. The linear B-cell epitopes, Cytotoxic T Lymphocytes (CTL) epitopes, Helper T Lymphocytes (HTL) epitopes in the various protein subunit candidates were identified and the best among them were chosen to construct and a multi-epitope vaccine for Hepatitis Virus and analyse its immunogenic potential in gastrointestinal environment, antigenicity, allergenicity, toxicity, physicochemical properties and secondary structure of the designed vaccine. Further evaluation was then undertaken to determine, predict, refine and validate the 3D structure of the designed vaccine.

Keywords

Multi-epitope, Machine learning, Hepatitis E Virus, Vaccine, Immunoinformatics

JEL classification

N35

Application of Deep Neural Networks: A Review

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Abstract

In current time, the application of artificial intelligence (AI) has been seen in most of the organization and a strong proposition to many business solutions. Deep learning is a subfield of artificial intelligence helped in solving many AI problems. The deep learning models are based on the theory of artificial neural networks (ANN) and developed as deep neural networks (DNN). In this review article, the basic of DNN is described with its application to various domains are illustrated. The pros and cons of deep neural networks are explained to identify few problem areas and future solutions.

The application of Deep learning span across domains such as fraud detection, deep fakes, virtual assistants, healthcare and many more. There are many problems around the implementation of DNN which motivates to study fundamental of DNN and the process in these fields. This research paper will be incorporated information from various research papers and cases studies that described DNN and its application to various domains. The purpose of this research work is to create a review of application areas of Deep learning from scholarly work done by different researchers with an unified approach to identify the role of DNN and compare the advantage and disadvantage.

The limitation with this research work totally depend on the literatures available from online resources. In future scope this paper will help in finding the problem areas of Deep learning application in a specific domain and investigate to carry out real data collection. This paper differs in context to literature availability which caters all deep learning application areas. The value proposition is to extract the problem area of DNN features to a particular application field for further research. This research work will identify few areas of improvements of Deep learning in context to DNN in different application areas.

Keywords

Artificial Intelligence, Machine Learning, deep learning, ANN, DNN

JEL classification

L6,O14,O33,

Early detection of threats using Machine Learning: A case of Cyber Security in Healthcare Sector

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Abstract

The modern corporate environment comes with a significant number of inherent dangers. Because it relies heavily on electronic health records, the healthcare business is particularly susceptible to cybercrime because of its dependence on these records. When firms are developing their emergency operating systems, they should take into account the growing danger posed by cybercrime. In addition to this, it is essential for healthcare providers to have a solid understanding of the most significant cybersecurity scenarios and to make appropriate preparations. Only through increased vigilance, awareness, and preparedness, as well as a more prompt response, are security risks and dangers capable of being mitigated. This is not a simple task, but it is doable for anyone who is prepared to maintain their dedication to this cause for an extended period of time; doing so will result in several advantages for a robust healthcare ecosystem. Pattern recognition, real-time cybercrime mapping, and in-depth penetration testing are just a few of the ways that machine learning may help minimize cyber threats and improve security infrastructure. Even if the volume and sophistication of cyberattacks continue to rise, advances in machine learning are being made to combat these new challenges. It is great for detecting assaults in their initial stages, exposing network weaknesses, and anticipating when and how future cyberattacks will occur because machine learning has the ability to evaluate massive amounts of data and spot trends. In this regard, this paper will provide the insights about the use of machine learning in early detection of threats and uncovering network vulnerabilities.

Keywords

Cybersecurity, Healthcare, Machine Learning

JEL classification:

H00

Predicting Iron Deficiency in Pregnant and Young Infants in India-Karnataka Using Machine Learning

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Abstract

Iron deficiency is one of the most prevalent forms of malnutrition in southern India and is one that can be prevented. There are various interventions that the Government of India (GoI) and the Government of Karnataka (GoK) undertake to bring the malnourished under control. This research aims to help the GOI and GoK by predicting the areas and the amount in percentage (%) of the population more prone to Iron deficiency, thereby helping them deploy their resources optimally. SDI (Socio-Demographic Index 1950-2019) data and census data are planned to be used.

We will be using data from Karnataka Data Lake as well. NFHS-5 (National Family Health Survey) for 2019-2021 will be used for the health of household information. In addition, we will work with Government of Karnataka to collect data on anaemic instances from primary health centres to supplement the prediction. We plan to overlay this information with the agricultural and income information as an additional dimension to enhance the prediction as these variables exhibit co-relation and hence may also have causation.

Keywords

Machine Learning, Malnutrition, Anaemia, Iron Deficiency, Societal good

JEL classification

H51

Baybay Word Fighter: An Android Game to Learn Baybayin

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Abstract

This study assessed the effect of using a Game Application in learning Baybayin, a pre-colonial writing system used by the early Filipinos. The primary data source came from the responses of selected students, particularly those who major in Filipino, through non-probability sampling by the researchers. The Baybayin script is crucial to learners, specifically the Bachelor of Arts in Filipino students, as this is also a way to experience Filipino culture, particularly the ancient. Moreover, they can aid researchers, especially those who are studying the ancient manuscripts that were found written entirely in Baybayin.

Findings reveal that respondents had difficulty learning the script due to the time-consuming process of translating the letters from the modern Filipino alphabet system to the old script and; it is laborious writing the letters of Baybayin as the strokes and symbols are almost the same.

A game application that tackles learning Baybayin Script was realized to alleviate, if possible, eradicate the problem that the respondents are experiencing and enhance their learning experience.

As a result, the game developed has had positive effects that; with the help of the game, the learner's retention has been improved, and they were able to remember more Baybayin letters enabling them to recall and write words more effectively.

Therefore, the researcher strongly recommends implementing the application, if not integrating the app into the student's curriculum, to enhance the writing skills of students learning the Baybayin Script, particularly the Bachelor of Arts in Filipino.

Keywords

Game Development, Baybayin, ancient, manuscript, android game

JEL classification

C88, L86

Artificial Intelligence and the Future

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Abstract

This paper takes a look at the current state of Artificial Intelligence, its industrial uses and its social impact. We first talk about at what A.I. really means and present a short section on its development and history – from mythical stories, iterative inventions, to philosophical questions. We find that A.I has grown into such a large field with varying applications that it has been sub divided into separate fields that do not always overlap. We enumerate a list of applications of A.I. in the world we currently live in and then conclude with a look into what the future might hold for A.I and some possible issues that might arise. This paper aims to further shed light the advent and development of Artificial Intelligence, what has been achieved with Artificial Intelligence so far, and what we can realistically expect to see in the future. But it took until the twentieth century, when the first computers were built, for the first tests that would help humanity answer the fundamental question: "Is it possible to develop an artificial intelligence system?" With enormous societal and economic potential, artificial intelligence is regarded as the most significant and influential technical development of the twenty-first century. A new and virtual race is well under way among nations for supremacy in the sector, much like the nuclear and space races of not so long ago, while the major computer companies are now pouring billions of dollars into A.I. research. We came to the conclusion that while there has been substantial development and achievements in the field of A.I, the future promises to be even more substantial in its development and what can be achieved is only limited by imagination. A.I is a vast field with many sub-fields - which do not necessarily overlap - and applications.

Keywords

Artificial Intelligence, Deep Learning, Machine Learning, Natural Language Processing, Robotics.

JEL classification

C80, C83

Ethics and Standards of Artificial Intelligence

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Abstract

The recent growth of computer architecture recently has transformed how real world science and engineering field are perceived. This inspired us to conduct AI research. The expansion is very simple that it is extremely changing personal and organizational structure connections and putting the groundwork for accepting and reviewing intelligent behavior in both alive and artificial systems. Does our society benefit from this growth? Compared to the intelligence exhibited by human beings and other creatures, the general public has worries about how rapidly increasing technology have affected medical facilities, police departments, and manufacturing facilities, among other things. Artificial intelligence, commonly referred to as machine intelligence, has attracted the attention of numerous researchers. In addition to speech recognition, acquired knowledge, planning development, and some of the tasks it is said to undertake include problem resolution. Robotics is the study of how perception and action interact. Hence, artificial intelligence must be a significant component of robotics if the relationship is to be smart. Artificial intelligence speaks the important questions of what valuable information is required for any aspect of intelligent, how information should be represented, and how knowledge can be used. Robotics puts AI to the test by asking it to interact with genuine things in the real world. In this paper, we have discussed the uses of AI as well as its abilities and characteristics. Due to the prediction of robotics taking over in the future, we will consider about our upcoming robotics research.

Keywords

Artificial Intelligence, Machine Intelligence, Robotics.

JEL classification

C80, C83

Application of Machine Learning and Artificial Intelligence in the Real world

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Abstract

Despite the fact that Machine learning is a subset of the bigger field of Artificial Intelligence (AI), the terms are sometimes used interchangeably. The science of creating computers and robots with intelligence that both mimics and exceeds that of humans is known as Artificial Intelligence. Artificial intelligence can be attained through Machine learning. This subset of AI employs algorithms to automatically find patterns and learn useful information from data, then applies that learning to produce decisions that are ever-better. This study was inspired by a number of variables, including the fact that many researchers have concentrated on creating theories and methods for Artificial Intelligence, eliminating human mistake, reducing labor costs, and speeding up daily tasks. In our opinion, the quick development of this new trend calls for a thorough analysis that traces the development of this discipline and explains the uses of AI and ML in diverse real-world contexts. The systematic review methodology suggested by Kitchenham et al. has been used in this work (2009). The use of Artificial Intelligence and Machine learning in practical settings is a new trend that has the interest of relevant professionals.

Keywords

Deep learning, Machine Learning, and Artificial Intelligence.

JEL classification

C80, C83

Application of Deep Neural Networks: A Review

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Abstract

In current time, the application of artificial intelligence (AI) has been seen in most of the organization and a strong proposition to many business solution. Deep learning is a subfield of artificial intelligence helped in solving many AI problems. The deep learning models are based on the theory of artificial neural networks (ANN) and developed as deep neural networks (DNN). In this review article, the basic of DNN is described with its application to various domains are illustrated. The pros and cons of deep neural networks are explained to identify few problem areas and future solutions.

The application of Deep learning span across domains such as fraud detection, deep fakes, virtual assistants, healthcare and many more. There are many problems around the implementation of DNN which motivates to study fundamental of DNN and the process in these fields. This research paper will be incorporated information from various research papers and cases studies that described DNN and its application to various domains. The purpose of this research work is to create a review of application areas of Deep learning from scholarly work done by different researchers with an unified approach to identify the role of DNN and compare the advantage and disadvantage.

The limitation with this research work totally depend on the literatures available from online resources. In future scope this paper will help in finding the problem areas of Deep learning application in a specific domain and investigate to carry out real data collection. This paper differ in context to literature availability which caters all deep learning application areas. The value proposition is to extract the problem area of DNN features to a particular application field for further research. This research work will identify few areas of improvements of Deep learning in context to DNN in different application areas.

Keywords

Artificial Intelligence, Machine Learning, deep learning, ANN, DNN

JEL classification

L6, O14, O33

Song Recommendation Based on Mood using Viola–Jones and Local Binary Pattern Algorithms

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Abstract

The brain shapes our emotions or moods and assigns an emotional value from the signals it receives, which are manifested through our faces. When we are happy, angry, sad, and confused, our face exudes these emotions better than our actions. Conversely, music is an effective antidote for our melancholy and a powerful amplifier of feelings.

In this study, the user will take a picture of his current mood, and the system will recommend a song to play based on the facial expression it analyzed. Thus, a desktop-based machine learning application. The algorithm used for face detection is the Viola-Jones algorithm, while Local Binary Pattern Algorithms detect emotion based on the picture taken. Viola-Jones algorithm employs three object detection techniques, making it more precise in providing an accurate numerical description of what sets the human face apart from other objects in the photograph taken. Moreover, besides producing multiple detections, the algorithm has a post-processing step that reduces detection redundancy. After extracting the facial features, the following process is image classification. During the classification phase, the faces are compared with the trained data. After the user's emotion is recognized, the system recommends a suitable song the user could listen to.

This study focuses on the accuracy of both Viola–Jones and Local Binary Pattern Algorithms regarding detecting the face and selecting the music to play. The preciseness of identifying the expression is largely dependent on the effectiveness of preprocessing the raw image; hence, the Local Binary Pattern algorithm, aside from the lighting condition and the weightings of different parts of the face. It is concluded therefore, that both algorithms are precise in the song recommendation based on the user's mood as depicted in the photo taken.

Keywords

recommender, face detection, Local Binary Pattern algorithm, Viola-Jones Algorithm, machine learning

JEL classification

C63, C88

FINANCIAL MANAGEMENT AND INSTITUTIONS: FUTURE TRENDS AND EXPECTATIONS

Foreseeing Explicit and Valuing Tacit Synergies of High-Tech based Transactions: Amazon.com's Acquisition of Dubai-based Souq.com

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Abstract

Although the interdependence between the core competencies of the collaborating partners and synergy as an important consideration when companies decide to go for a merger is theoretically understood and evident, further empirical research is needed to integrate two concepts into a coherent empirical construct. The paper aims to develop an empirical framework useful for scholars and practitioners to incorporate real options theory into resource-based views (RBV) to measure collaborative synergies of M&As. Having done the empirical research on the case study of Souq.com acquisition by Amazon.com as one of "the biggest-ever technology M&A transactions in the Arabic world" (Sayegh and Cornwell, 2017), the paper provides a conceptual construct of research that encompasses not only Amazon.com and Souq.com but can be useful to other companies pursuing strategic growth by M&As.

Keywords

real option, resource-based view, acquisition, core competence, synergy.

JEL classification

G34, M16

GLOBALIZATION ECONOMICS AND INTERNATIONAL BUSINESS

Diversity and Inclusion: Isomorphism, “washing process”, or actual strategic approach?

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Abstract

Organizations and institutions are increasingly focusing on an objective of social and/or economic inclusion that seems to take precedence over the various forms of anti-exclusion measures. This trend may be related to the changing hierarchy of values at the societal level in the face of societal change. It could also reflect a fashion or mimicry, in the sense of the neo-institutional approach (Di Maggio and Powel, 1983), and be an isomorphic trend.

This paper reviews the conceptual and ideological evolution that has led to the privileging of inclusive policies over anti-exclusion policies, while highlighting the main actors that play a role in the development of so-called inclusive organizations or territories. It studies the evolution of representations concerning social exclusion, as well as the progressive emergence of programs aimed at encouraging inclusion. Our analysis will then focus on the current movement of "Diversity and Inclusion" policies in large multinational companies, as well as in many public institutions that rely on their core missions to put forward territorial inclusion projects.

Since the concept of inclusion is becoming a major axis of the new Corporate Social Responsibility (CSR) policies of large companies at the international level, but also increasingly of national or local institutions, our study aims to understand what can explain such an extended momentum. It appears that that a triple phenomenon is at work and can explain this fairly general trend. The combination of isomorphism phenomena, washing process tendencies, and the desire to conduct real strategic initiatives in line with changes in society appears to be a major trigger for these processes.

Keywords

Inclusion, Diversity, Exclusion, CSR, Organizations

JEL classification

M14

The implications of corporate social responsibility in the restructuring of organizations

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Abstract

The new challenges of the global economy generated by the pandemic have led to the reconfiguration of management policies organizations. Thus, firms must look for new ways of differentiation and positioning in global markets. The aggressive strategic approach offers many companies real solutions for growth and in this context sustainability and responsibility become increasingly important. Consequently, corporate social responsibility (CSR) can be recognized as a priority for today's company management. However, this must be adapted to the cultural dimension of the company. The aim of the paper is to highlight the strategic implications of CSR dimensions on the perception and actions of stakeholders and the extent to which CSR actions can improve the impact at economic, environmental and social levels. The study is based on a quantitative research that seeks to identify the opinion of SME managers regarding the use of CSR tools in company restructuring programs. The study highlights that to create a culture of sustainability, a culture change is required organizational. In the process of restructuring organizations, social responsibility practices can leave their mark on various processes to create a profile of a responsible company.

Keywords

corporate social responsibility, strategy, organisational culture, sustainability

JEL classification

M14, M21, Q01

Sharing Economy Business Models - Current Concepts and the Role of Digital Trust

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Abstract

The presented paper discusses the complex processes and challenges in sharing economy, which is a new way to make business in a collaborative manner.

Nowadays, the sharing economy business models are mostly powered by digital platforms. It is explained by huge advantages of digital business which made easy completing of peer-to-peer transactions locally or globally.

The paper focuses on two areas, firstly on problems of determining the characteristics of sharing economy business model and analyzing difference between concepts including sharing economy, collaborative economy, collaborative consumption, peer economy, etc. Secondly, this study explores digital trust factor that influence levels of satisfaction and usage of the sharing economy platform.

The practical research has been conducting in country of Georgia and trying to study the features of sharing economy business models in local economy.

Keywords

Digital Trust, Digital Economy, Sharing Economy.

JEL classification

D80, O30, O17.

Determinants of purchase intention for green Islamic insurance (takaful) policies amongst the affluent community

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Abstract

This study investigates the purchase intention of green takaful policies/products by assessing the opinions of Taman Tun Dr Ismail (TTDI) residents, one of the prominent Malaysian neighborhoods or the affluent community in the country. Most of them completed tertiary education and occupied middle to top-level management in public and corporate sectors. The community represents the income level, educational background and exposure towards the contemporary ideas and movements of climate change and the environment. This study adopted a cross-sectional questionnaire survey to meet its research objectives. The respondents were selected based on the convenience sampling method. In the context of this study, the green takaful's product is yet to be offered in Malaysia, however, it is essential to investigate this issue. Likewise, understanding the green financial products requires substantial knowledge of the environmental issues. Therefore, the TTDI community reflects the properties of demographic for this study such as educational background, household income and age. Findings indicate that environmental attitude, environmental knowledge and consumers' perceptions are important factors to be considered by the takaful operators when developing green takaful policies or products for the consumers. In terms of limitation, the field study was focused only on TTDI, characterized by middle and upper-class communities. Nevertheless, the respondents reflect the urban's community lifestyle in major cities of Malaysia who are looking for green takaful products, especially for their green cars' takaful coverage. This study provides preliminary information for the practitioners (takaful operators) and regulators on the potential for them to develop green takaful products in the future. Furthermore, it will assist the government to achieve the target of Paris Agreement 2016. Green takaful is yet to be implemented in Malaysia, although there is a positive development in the area of the Islamic capital market (green sukuk).

Keywords

takaful; green insurance; climate finance; purchase intention; insurance

JEL classification

O1, G22

INNOVATION AND ENTREPRENEURSHIP

The circularity of household-generated construction and demolition waste

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Abstract

Construction waste has become a serious problem in many countries and has a major impact on both the environment and the economy. The circular economy emerged as a new paradigm of innovative practices with potential applications in the construction sector alongside other sectors of the economy. Following the European Circular Economy Action Plan, several efforts have been made to apply circular thinking to construction practices and to integrate the system of resource management into sustainability systems. Construction and demolition waste accounts for more than a third of all waste generated within the European Union, and contains many different materials such as concrete, bricks, wood, glass, metals, and plastics. This is a valuable resource for the circular economy and makes it possible to minimize its diversion to landfills.

The article aims to create a system for dealing with the problem of construction and renovation waste and the improvement of territories at the household level. Novelty: the research provides a holistic view of the construction waste problem, revealing the lack of a unified approach towards waste sorting and further reuse possibilities.

Research based on a country-wide survey of Latvia, the survey's sample size is 2005 respondents, of whom 67% have been directly involved in the construction, repair, improvement and/or demolition of their own or family real estate.

The studies carried out represent a significant contribution to the review of the household waste management system and to the development of proposals for further policymaking in the field of waste management. Further research would require, inter alia, an in-depth analysis of the factors influencing the management of construction waste directly in the waste managers segment to prepare proposals for redirecting construction and demolition waste from landfilling in favour of more sustainable solutions.

Keywords

Construction and demolition waste, Latvia, household, sustainability, circularity

JEL classification:

Q53, M10, O00, L74, G59

Innovative approaches of strategic entrepreneurship for the improvement of company management

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Abstract

In the context of the increasing competitiveness of the business environment, innovation tends to occupy an increasingly important place. Innovation represents a great opportunity and challenge for any business model, but at the same time it is also the model that underlies the creation of sustainable values. Innovation represents a process of creative openness to outstanding ideas, as an activity through which new products or improved products are created, and last but not least as a business strategy. As a process, innovation does not only affect the company, but can shape an entire market, from the needs of customers, to the channels that connect them and to the rules according to which they act. Thus, most of the entrepreneurs interviewed consider the innovation policy as a useful tool that allows the creation of new business opportunities and subsequently the development of competitive advantages within the markets. Although in Romanian entrepreneurship there is no major concern for innovation processes, it can be seen at the level of new start-ups the orientation towards it and more precisely towards the benefits that can be generated by a correct approach to innovation processes regardless of its typology. The paper contains a research on the influence of entrepreneurship on the innovative entrepreneurial ecosystem in the conditions of an environment in which different entities from a certain geographic and economic context work collaboratively and competitively to support innovation, the development of new products that meet high levels of needs and expectations customers. It thus highlights that healthy entrepreneurial ecosystems base their success on both cooperation and competitiveness.

Keywords

entrepreneurship, innovation, process, entrepreneurial ecosystem, competitiveness.

JEL classification

M21, O35, L26

Managers' speeches and CSR: responsible communication vs. developed

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Abstract

This paper aims to analyze CSR in terms of link or distancing that can exist between the responsible communication of managers and the practices developed within companies. An immersion in an SME makes it possible to evaluate the "global" performance of this organization.

In the era of CSR and strong communication around the various COPs on climate change, the economic world is now faced with a series of voluntary transformations or "constraints" to meet a demand from society. Indeed, companies are increasingly aware of the consequences of their activities on the environment and are therefore tending towards more sustainable development; the use of the internet promoting CSR communication (Seele and Lock, 2015).

We conducted 118 interviews in a SME and studied the speeches and practices developed from the social, economic, environmental, governance and external stakeholders' aspects. Our paper is structured in three main parts. First, we propose a literature review on the theme studied. Then, we present the methodological device and the context of our research. Finally, we present and discuss our results.

In sum, our research revealed discrepancies between the speeches and practices developed on the economic, social and governance aspects. Only environmental practices and those developed for external stakeholders would reflect the strategy set out by managers. Also, we propose a model of practices for socially responsible entrepreneurship (with the ISO 26000 standard).

Keywords

Responsible communication, global performance, CSR Practices developed, ISO 26000, Socially responsible entrepreneurship

JEL classification

M

The case studies in Latvia: Possibilities of implementing the Quadruple Helix Concept as base of the next generation a public-private-partnership model

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Abstract

The concept of the Quadruple Helix represents new thinking in the innovation process and innovation policy. It is an opportunity to use researcher-driven innovative approaches to achieve a result. Studies have already been analyzed that aim to create a new concept that combines the existing public-private partnership for society (people or communities) to become a state-private-people partnership (P4).

The authors of the article will illustrate their experience and success stories in Latvia, which are based on the Living Labs concept.

The authors share methods tested in practice, and real examples to implement more public and private initiatives and projects, related to public (people) involvement. A reasonable basis for future research is a possible move towards the Quintuple helix partnership and its further adaptation.

Keywords

Quadruple Helix, Circular Living Labs, Latvia, value creation, PPPP

JEL classification

I20, Q01, E70, A13, O00, Z00

Evolution of Skill Development for Industry 5.0: Systematic Literature Review with Bibliometric Analysis

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Abstract

The Fifth Industrial Revolution (Industry 5.0) is believed to revolve around three core elements such as human-centricity, sustainability and resilience. It brings highly skilled workers and collaborative robots (cobots) to work side-by-side, enhancing employees' skills rather than replacing them with robots. It is therefore very essential to forecast dominant trend of jobs and mapping the future skills for Industry 5.0. Therefore, this study aims to understand the evolution and infrastructure of employment via skills enhancement. This study aims to involve systematic literature review using bibliometric analysis to examine evolution of skill development and job requirements in Industry 5.0. In order to elucidate existing studies, bibliometric systematic literature review on skill development was done using Scopus database with inclusion and exclusion criteria. Findings of the research paper will highlight the most influential studies, descriptive and theoretical insights reflecting pattern of skill development over decades. Emerging skill clusters will also help to map requirements of Employment 5.0. This bibliometric study is an extension of skills of Industry 4.0 hence systematic literature review includes skills required for Industry 4.0 as well Industry 5.0. Findings of the study will have theoretical and practical contributions for academicians and policy makers to close unintended skill gaps and unemployment spill-overs.

Keywords

Bibliometric Analysis, Systematic literature review, Skill Development, Employment 5.0, Industry 5.0, Industry 4.0

JEL classification:

E24, J24, O15, O31, O32, O33

Social Innovation and Intrapreneurship in Hospitals as a Means of Turning Challenges into Opportunities

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Abstract

Health practices have become much more complex in recent years. The health organisation and practices are facing various issues: economic issues (allocation of resources, health costs...), legal issues (strengthening of patients' rights), organisational issues (numerous health system reforms), technical issues (technological and scientific progress) and sociological issues (ageing population, multiple pathologies, patient dependence, patient disability, etc.).

Thus, new problems are emerging, linked to the fragility and vulnerability of health actors and health organization. Until now, hospital innovation has been focused on medical equipment, materials and techniques. Meanwhile, over time, the experience of health professional has become one of the pillars of healthcare innovation, guaranteeing clinical efficiency and organisational performance. French hospitals are faced with numerous challenges related to the complexity of their governance, their institutional functioning, to the increased workload required of staff, but also to the financial constraints impacting working conditions and quality of care. Hospitals are also subject to external pressures (political injunctions, changes in legislation, need for new skills, etc.) to change, as the pandemic situation has made it clear. This paper seeks to show the contribution of intrapreneurship and social innovation to improving the functioning of health organisations and its contribution to better patient care.

We would like to focus our communication on the development of some pilot projects carried out and supported by care professionals, highlighting the contribution of social innovation and intrapreneurship to the collective organisational dynamic and its impact on the functioning of teams. We will study six innovative projects in the French context, that have led to managerial innovations. Our methodological approach is based mainly on documentary research supplemented by semi-directive interviews with the people in charge of the projects. As the work is still in progress, we will present the projects and provisional results on the impact of the projects.

Keywords

Hospital, Public Management, Social innovation, Intrapreneurship

JEL classification:

I19, O35, L26

Leadership and Social Innovation in Startups During and Post-Covid

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Abstract

Among the various factors influencing the success and failures of startups in the fight against the Covid 19 pandemic, two critical factors have emerged very strongly: innovation and leadership strategies. If firms aspire to compete at a global level and sustain growth graphs, then innovation can no longer be taken as an option or alternative, and startups, particularly social startups are not far behind. Innovation conveys positive ideas about bringing in newness, creativity and uniqueness, leading to a considerable increase in value, benefits, improvement, change and development. Social innovation is the process of developing, implementing and deploying new effective solutions to challenging social, environmental issues which help to improve the welfare and wellbeing of individuals and communities. Entrepreneurial leaders and social enterprises are creating a huge impact by boosting the morale, motivating team members thus stimulating innovation with a social purpose. Adopting digital technology by leaders is also rapidly changing the startup landscape and adding value proposition to the social cause. This paper aims to understand how leadership, social innovation and creativity are critical in social startups during and post covid. The present study is based on mixed methods comprising of interview method, select cases and secondary data research focusing on conceptual discussions around the core themes of leadership and social innovative efforts during the pandemic. The study entails detailed literature review on the pertinent themes such as transformational leadership, innovative strategies adopted by startups for survival, digital transformation, social innovation, role of social capital and leadership traits of entrepreneurial leaders. Efforts have been made to adequately address the research objectives and identify various strategies pertaining to social innovation and leadership in startups. The research explores some practical implications which could benefit social entrepreneurial leaders and other stakeholders in to face the challenges post covid.

Keywords

Social Innovation, Leadership, Social Capital, Entrepreneurial Leaders, Social enterprises

JEL classification

O35, P31, L31, M13, L26

The Role of Economic Optimism in the Formation of Innovative Economy

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Abstract

It is important to discuss the peculiarities of the formation of the innovative economy after the development of the innovative policy of economic development has become relevant at the modern stage of the development of the world economy. The specificity of the economic development of the post-Soviet countries led to the addition of other factors to the existing innovative models. The formation of an innovative economy is a long-term process, which is impossible without the development of innovative policies and strategies. All of this clearly indicates the relevance of the topic.

As firms mostly prefer to solve short-term tasks, first of all, the state should create a mood of economic optimism in the society. As a result of the research, we conclude that the predominance of short-term interests is driven by political, legal, and macroeconomic instability. It is discussed in the research the essence and need for economic optimism and we can say that, excessive optimism gives us innovation.

The research purpose is to clearly show the role and influence of economic optimism on the formation of an innovative economy. Through the innovative decision model, it is discussed the "geometric interpretation" of the innovation mechanism and showed the dependence of innovation implementation on the rate of economic growth.

There are several research methodologies that are used to analyze the innovative economy. In order to achieve the set aim qualitative and quantitative approaches, analysis and synthesis, graphic plotting, comparison, linear regression, correlation were used.

The value of research is its relevance, applicability, and the need for conclusions, both for firms and policy makers. Important indexes given in the research are based on sociological research, so its reliability is limited and requires correct understanding. Despite this the research provides some recommendations to implement or refuse the innovation.

Keywords

Formation of Innovative Economy; Optimism; Economic Growth.

JEL classification

O11; O30; O33; O40.

ORGANIZATIONAL BEHAVIOR LEADERSHIP AND MOTIVATION

The Influence of Flexible Work Arrangements on Innovative Work Behavior of Employees in the IT Sector of the Republic of Serbia

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Abstract

Amid the strong development of information and communication technologies, globalization, digitalization, increasing competition on the market, and the economic, political, and health (Covid-19 pandemic) crisis, modern organizations are forced to adjust their behavior patterns and find adequate ways to maintain and improve their market position and attract and retain talented employees. One of the rising trends in human resource management that is helpful in responding to market challenges is flexible working arrangements (FWAs). FWAs are understood as non-conventional working patterns in which employers and employees create agreements on how, when, and where a job would be executed. Also, FWAs offer greater flexibility for employees to balance their private and professional lives. Depending on the activity, the level of application of flexible work arrangements differs, accordingly, a high level of application is noticeable among employees belonging to the IT sector. The main goal of the research is to determine the relationship between flexible work arrangements and innovative work behavior of employees from the IT sector in the Republic of Serbia. The theoretical research is based on a literature review, while the empirical part of the work is based on the analysis of a sample of 185 employees belonging to the IT sector. IBM SPSS Statistics 26 and SmartPLS 3 programs were used during data analysis to examine the proposed relationship. The results obtained using the PLS-SEM method indicated the positive effects of flexible work arrangements on innovative work behavior. FWAs can contribute to increasing innovative behavior (idea generation, idea promotion, and realization) in the IT sector. Due to the insufficient scope of research on this topic, the research would contribute to scientific development as well as the contribution of the application of this way of doing business in modern conditions in organizations belonging to the IT sector. The goal of the organization is not only to survive in the market but also to be a leader in its field of business and to be the one that will create future directions. The proposal for future research refers to a larger number of respondents who belong to the IT sector.

Keywords

Flexible work arrangements, innovation work behavior, IT, private sector, Republic of Serbia

JEL classification:

M12, M54

Leadership Style and Motivation of Care Workers: the Case of Health Networks in France

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Abstract

The Covid19 pandemic has shown that the ingenuity of care workers has been pivotal in helping keep the health organizations afloat in France. This is not new and we have seen it many times in previous health or social crises, where the ingenuity of care workers has contributed to ensure rapid care. The Covid19 pandemic has merely confirmed it once again. In this paper, we seek to understand what motivates care workers in their jobs to come up with ingenious solutions and get around problems encountered and the factors that smash their motivation and inventiveness to deal with problems. In particular, we seek to understand whether their involvement in strategic decision-making in healthcare organizations could affect their motivation. The aim is to understand how the leadership style of executives in health authorities and healthcare networks can affect the motivation of health workers.

To explore this question, we examine the case of health networks in France that have undergone successive restructurings initiated by the health authorities and we are particularly interested in the motivation of care workers working within health networks during these restructurings. We develop a theoretical framework around the leadership style and its impact on the motivation of actors in organizations. We seek to provide recommendations regarding the leadership style that would be most conducive to improving the motivation of care workers in French healthcare organizations.

Keywords

Motivation, healthcare, network, care workers, leadership

JEL classification

L3, L2, J2, J5, M1.

Servant Leadership in Asian High-Power-Distance Cultures: A Literature Review

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Abstract

Servant leadership explicitly defines that a leader's motivation is to serve first and lead second, thus putting the interest of others before self. However, in cultures where organizational codes of structure embed deeper historical and traditional values, such as in Asia, existing mainstream leadership styles like the paternalistic one may present challenges for the servant-driven philosophy of leadership to propagate the empowerment of followers. Yet, whether followers respect a servant leader in high power-centric cultures still represents a literature gap. This paper presents a literature review of servant leadership in Asian high-power distance cultures as part of a larger study aimed at determining how leaders can better understand the process of gaining followers' respect and trust. The paper outlines recommendations for further research, considering also the need to advance methodological and theoretical alternatives to Western-centric views, particularly regarding power distance and servant leadership.

Keywords

Servant leadership; Respect; Followers; High power distance; Asia

JEL classification

Z19, Z10, Z13

Effects of Training and Development on Organizational Performances in the CEE Countries: Cranet 2021 project results

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Abstract

The contemporary business environment is characterized by different economic, political, social, environmental, and especially technological changes. These changes and challenges are more influential than ever before and companies that are struggling to survive and achieve leadership position need to make their performances superior in comparison to their competitors. Therefore, organizations must have employees that are equipped with suitable and necessary skills, knowledge, and abilities. At an organizational level, human resource management (HRM) and its training and development (T&D) activities are the primary sources for talent development. Through the acquisition of new and improvement of existing competencies, employees will become more productive and achieve better organizational results. Based on the above-mentioned, the main aim of this paper is to determine the effects of T&D on organizational performances in companies that operate in the Central and Eastern Europe (CEE) region. The methodology used in the research is based on data obtained during the Cranet 2021 international survey, from seven countries, Serbia, Bosnia, Croatia, Slovenia, Romania, Hungary, and Slovakia, with a total of 944 companies. To explore T&D practices in selected countries, the authors used descriptive statistics, factor analysis, Spearman's correlation, and hierarchical regression. The results of the theoretical and empirical investigation showed that organizations that have applied different T&D techniques on a higher level achieve a higher level of organizational performance (measured by the growth of income, profitability, productivity, rate of innovation, environmental performances, and service quality), too. No statistically significant effects were detected regarding the relation between T&D budget (training importance) and the observed organizational performances. The main limitation of the research is related to the fact that not all T&D elements were taken into analysis, like training effectiveness and extensiveness. The introduction of those variables into the model is a direction for future research. The originality lies in the fact that results highlighted specifically which training practices ensure the greatest increase in organizational performances. Also, since the data are gathered in seven different countries, the paper brings new insights into comparative HRM in the CEE region.

Keywords

Training and development, organizational performances, career management, CEE, Cranet

JEL classification:

M12, M53, L25

The Effect of Nepotism/Favoritism on Flight Attendant's Emotional Dissonance and Intention to Sabotage: The Moderating Role of Psychological Capital

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Abstract

The current research suggests and investigates a conceptual model based on the Conservation of Resources (COR) Theory. The model examines the effect of nepotism/favoritism on flight attendant's emotional dissonance and intention to sabotage. In addition, it tests emotional dissonance as a mediator in the relationship between nepotism/favoritism and intention to sabotage. Likewise, the model investigates the moderating role of psychological capital between emotional dissonance and intention to sabotage. Data obtained from arriving and departing flight attendants at Queen Alia International Airport (QAIA) in Jordan. To measure the mentioned relationships, SMART-PLS will be used. The expected outcomes from the correlation and regression analysis may suggest that all relationships are significant. The outcomes may also prove that nepotism/favoritism has positive effect on emotional dissonance and intention to sabotage. The outcomes may suggest that the mediation role of emotional dissonance is accepted. We expect psychological capital to fully moderate the relationship between emotional dissonance and intention to sabotage. The results will be discussed, and the recommendations will be given to the management to enhance the level of psychological capital and to follow the true human resource practices in recruitment and selection. Limitations and future studies will be highlighted

Keywords

Favoritism/Nepotism, flight attendants, emotional dissonance, intention to sabotage, psychological capital

JEL classification

M12

Human Resources Development Model Towards QS Ranking by Business and Management Subject and State Higher Education of Legal Entity: A Case Study at Faculty of Economics and Business Universitas Negeri Surabaya

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Abstract

Global dynamics have an impact on university and faculty human resource management, as well as international accreditation requirements. The development of quality human resources at the university and faculty levels in Indonesia is urgently needed so that qualified and competitive human resources are available for the university to become a world-class university. Based on the phenomenon of global dynamics, the internal and external conditions of institution, its history, its vision and mission, empirical studies, and the Quacquarelli Symonds world university ranking by business and management subject, it is critical to conduct research in order to compile human resource development model for the Faculty of Economics and Business at Universitas Negeri Surabaya towards Quacquarelli Symonds world university ranking by business and management subject and to support Universitas Negeri Surabaya towards state higher education of legal entity. The research method used is descriptive qualitative. The informants were the head of economics and business faculties and a part of Indonesian economics and business faculties association. Documentation, surveys, interviews, group discussion forums, manuscript preparation, and review of academic manuscripts were used to collect data for this study. The research method used a qualitative descriptive approach with secondary and primary data. The results of the human resource development model are implemented through policies, specifically; academic reputation policy, lecturer development policy, lecturer citation development policy, and lecturer internationalization policy. This study will help the Faculty of Economics and Business at Universitas Negeri Surabaya develop its human resource development model. This research can also be used as a recommendation and research reference, particularly in terms of the Quacquarelli Symonds ranking by business and management subject at the faculty level in tertiary institutions.

Keywords

Human Resources, Human Development, University Ranking by Subject, Institution of Higher Education, Legal Entity.

JEL classification

O15, I21, I23, P48.

Is Talent Manager the New Job Title for Human Resources Manager?

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Abstract

Talent management has become a central managerial concern, particularly in human resource management. Skillfully mixing HR and marketing functions, the talent manager is increasingly present in human resources job offers. However, “talent” as well as talent manager assignments are less clear and less precise. In this paper, we try to focus on the sense of “talent” given by talent managers themselves and on how they implement talent management in organization. Through a qualitative approach, we mobilize primary (semi-structured interviews) and secondary data (job offers) in a French context. The results show that organizations use “talent” as a rhetoric in order to improve their employer brand. The respondents indicate that talent management practices are so close to those of human resources management functions. What distinguishes the two functions the most is the proximity management.

Keywords

Talent manager, Human resources managers, rhetoric, career development

JEL classification

J53, M12, M54

The evolution of the role of the secondary school's principals: From representation to the reality of managerial practices

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Abstract

Like many other countries, starting from the 1980s, the French public administration has adopted the principles of the 'New Public Management' (NPM) in the hope to improve its operational efficiency. Breaking with the historical tradition of public service management based on a Weberian bureaucratic conception, NPM has a strong impact on the traditional role of the public administrator, who is invited to become a "real manager". The education sector has also been affected. Public policies have been established with the aim of promoting school autonomy and strengthening the managerial role of school heads.

The profession of director (or headteacher) has also evolved to accompany this autonomy. Successive reforms have gradually invited headteachers to become managers and to acquire new skills in terms of leadership, team management and change management. In this context, how do principals see the evolution of their managerial functions? Do they feel that they have sufficient leverage to carry out these functions? Are these management functions compatible with the values and practices of public management? What changes this evolution has led into the daily management of the school organization and especially with the education team?

In order to answer these questions, we conducted a two-side research: on the one hand, a bibliographical research on the evolution of the French education system and the management of educational establishments; on the other hand, an empirical study carried out with a varied sample of principals and rectorate responsible. The empirical study made it possible to collect the perceptions of these actors through semi-directive interviews. In total, we have interviewed 11 principals and 3 responsible at the rectorate level. We will present and discuss the main results of our research in the paper. We will also identify the challenges facing principals and their hierarchy in the coming years.

Keywords

Public management - Education system - Secondary school - Principal's role - New Public Management

JEL classification

P36, I28, M12

Evolution of Employee Diversity at Workplace: The Middle East Perspective

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Abstract

Research informs that diversity is a key component of contemporary business organizations. Due to globalization, a vast amount of work population is moving around in the world and several forms of diversity are visible among workforce. In contemporary times, certain countries like the United Arab Emirates (UAE) is looking to enhance diversity at workplace. More than 200 nationalities reside in the Middle East, which is likely to increase with time, given the positive work environment of the countries. Therefore, an effort to know the evolution of diversity in the Middle East has been made through this research work. The purpose of this research is to highlight the timelines of evolution of diversity in the Middle East. The aim of the research is to enable readers to gain better knowledge about the concept and dimensions of diversity that are pivotal to workplace employee diversity. Relevant data has been collected through secondary research, via journals articles from top tier journals available in reliable databases published in the last two decades along with reports from government or other organizations etc. Data tables have been created for the ease of the reader, highlighting the evolution of the concept of diversity in the Middle-East. The findings of the research provide insights about the development and growth of different types of diversity dimensions namely permanent (race, gender and birth generation) and evolving (nationality, marital status and geographic location) out of the four dimensions, other being organizational and personality related. The findings point towards the changing trends of the chosen aspects of personality dimensions providing a focus on how diversity dimensions are evolving in the Middle-East. The value of this research is substantial as it supports in an enhanced understanding of diversity and fills in the gap by being an important missing link where consolidation of diversity related information is provided.

Keywords

Diversity, Middle-East, gender, nationality, literature review

JEL classification

M 14

Love me, Love me not: Employee Loyalty and Retention in Agriculture, Forestry, and Fishery Sectors in Bosnia and Herzegovina

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Abstract

The issue of loyalty is a two-way street. Neither the workers nor the organizations can be sure that the other party will be loyal to the extent that is desired or expected. Job security has never been more uncertain. On the other hand, the expectation of the organizations that the workers will give them unconditional trust has become illusory. Driven by the desire for higher income and revenue, both will renounce their loyalty to the other side without hesitation. Most of the European countries in transition face a constant outflow of the labor force. In the beginning, it was mainly about unqualified workers, while in the last thirty years, there is an evident trend of the migration of highly educated workers, especially in areas that are in short supply in the labor markets of Western Europe. Numerous authors suggest the importance of hiring the best staff and building a high degree of trust and loyalty between employer and employee. The purpose of this paper is to determine the degree of loyalty of employees towards employers in the agriculture, forestry, and fishing sector in Bosnia and Herzegovina, taking into account the fact that this branch of the economy plays a major role in the national economy. To obtain first-hand knowledge, an interviewing method was used, while care was taken to ensure that the educational, gender and age structure was balanced. Findings show the scope, causes, and reasons why employees are more or less loyal to the employer, and vice versa. This is the first work of its kind in our region, which should give a certain signal to both employers and governments. The follow-up research should increase the sample of respondents so that the data and results are more comprehensive and reliable.

Keywords

retention, loyalty, employee turnover, job satisfaction, agricultural labor markets

JEL classification:

J28, J43, J63, M12, O15

Technological Change Management: A case of understanding the attitudes of Front-line employees at Luxury Resorts in The Maldives

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Abstract

The business world is characterized by wide-ranging dynamic opportunities and challenges placing significant demands on the efficient operations of organizations, including hotels. A vital role is played by technology in managing these operations. In order to transform a business with employee involvement, an organization needs to change its management methods. Consequently, change management plays a vital role in helping workers adjust to these changes who often oppose new technology. Therefore, companies need to determine implementation and how it will affect their employees. Oftentimes, it is common for organizations to underestimate how much flexibility and adjustments are required to implement new technology. With this object, this study fills a gap in hospitality research in which there has been limited research on behavioral intention precursors in technical change management. As a result, the goal of this study is to investigate how employees perceive technology and its impact on their intentions to use it, with a focus on luxury resorts in the Maldives as a case study. In addition, the study will discuss the wide-ranging effects of organizational changes during software implementation. In methodology, a scoping technique is used in the research. As a result of this method, a comprehensive analysis of employee perceptions, attitudes, and acceptance of new technology is carried out using the Technology Acceptance Model. Additionally, the study develops a framework for illustrating employee resistance to technological change management and their intentions to accept it. Thus, successfully implementing new technologies companywide will lead to improved business processes and customer satisfaction, which will lead to business advantages. Also, the research is based on scoping technique, leading to a broader search. Furthermore, the experiences of the employees were synthesized through digital platforms, and approaching the respondents in person are limitations of the study.

Keywords

Change Management, Technological Change Management, Employee Perception, Employee Resistance

JEL classification

O33, L83, O14, D91

Motivation – a Dominant Challenge

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Abstract

Nowadays, in the field of education as well as in the labor market, and not only there, the phenomenon of motivation remains to be a dominant challenge. The task of triggering and maintaining the motivation is turning into an increasingly complicated effort. The questions about its appearance and disappearance, about governing personal skills and qualities as well as strategies of keeping it up, remain topical. The dilemma is if there is any promising prognosis that might be helpful in handling the issue.

Could a fear of defeat be the enemy of motivation? Or vice versa, the insufficient motivation might give birth to fear? What is the role of the so-called self-talk in terms of motivation and how to utilize it to our benefit?

There are internal and external types of motivation. The internal motivation is mainly based on what we call the unconscious. Mostly, it is the unconscious, that governs our decisions. We, humans have a problem communicating with this particular part of our consciousness, whereas it is exactly the analytical mind that plays a go-between role in the process of negotiations with the unconscious. It is important to realize what makes the main source of our unconscious, what kind of aims and visions could subjugate it in terms of governing the motivation, how to change our reason so, that unconscious motivation remains at our service forever.

Let's also emphasize logic, the so-called ally of ours, and the traps and restrictions instigated by it on our way to motivation. Our logic is both our ally and adversary because it is the logic, that suggests the most restricted scenarios of developments, depriving us of our creativity and having us lose faith and hope, which plays a vital role in terms of triggering and maintaining motivation.

Keywords

Motivation, Logic, Internal and external motivation, fear of defeat

JEL classification

M50, M12

PUBLIC POLICY AND ADMINISTRATION

The competitiveness of public educational policies

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Abstract

At present, discussions about competitiveness and the need to rethink educational policy are becoming increasingly common in the public space, with the stakes being that public education needs to be rethought to train the specialists who will occupy "the jobs of the future." Prosperity is no longer a derivative of the market and of the integration in the international division of labor, but the consequence of well-designed public policies by technocrats through which the economy will be planned. In this context, education policy is presented as crucial if a smooth integration of workers is desired in the labor market. In the absence of such an active policy, as supported by the followers of this vision, the level of prosperity will decrease, and unemployment will proliferate.

This paper will analyze the impact of educational policy on the competitiveness of a national economy. We will analyze whether, in the context of the problems raised by those who think in the education policy competitiveness, the compulsory education does not cause more problems than it manages to solve, and if the problems that most analysts identify when it comes to the educational system - functional illiteracy, corruption of the system, disinterest -are perhaps the consequence of state involvement

Keywords

educational policy, competitiveness, labor market

JEL classification

I28, E24, H52

The motivations and obstacles to the implementation of public policies encouraging the sorting of organic waste, case of a metropolis of 400,000 citizen

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Abstract

Faced with new regulations related to waste management, it seems essential to understand the organizational process that accompanies this change. Through an experiment on the sorting of food waste in the community of Grand Reims, this research explores acceptability, behavior and the tools needed to manage change.

Our position within a private company SUEZ, a key player in the waste sector, allowed us to set up a drive team with related public organizations. The research was conducted through a theoretical study combined with semi-structured interviews. This qualitative method allowed us to conduct exchanges with users to assess the motivations and obstacles related to the sorting of bio-waste.

The results revealed the action levers necessary for the project's sustainability. Making the sorting gestures accessible and simplified makes it possible to target all populations. Playful communication adapted to each type of persona allows the user and stakeholders to be placed at the heart of the strategy. These recommendations are spotlight thanks to the combination of theoretical and operational contributions, with the aim of facilitating the new public management and inducing the notion of performance while providing an example of added value.

Keywords

Bio-waste management, New public management, CSR

JEL classification

Q57, Q58, Q28

Governance and Institutional Framework in Kwara State-Nigeria During the Pandemic Era: An Appraisal

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Abstract

Stakeholders have shown interest in the development of Kwara State, North Central Nigeria in the post *O-to-ge (Enough is Enough)* Revolution Era. This is due to high expectation of many citizens who have preset notion that previous hegemony in the state which spans four decades was more or less continuity than progress. However, with the change of leadership baton, the above basicity made Kwara citizens and keen observers of its governmentality to place the incumbent administration under floodlight. There is need therefore, to come up with this work to serve as a précis on the governance and institutional framework deployed to actualize good governance in Kwara state by this new government which coincidentally came to being during the pandemic era. Hence, the objective of the work is to examine how governance and institutional framework fared in the pandemic era with particular reference to Kwara State in North Central Nigeria. Sequel to this objective, the research method used in this study is content analysis. The work adopts descriptive analytical technique which rests on primary data from participant observation method and focus group discussion. Findings show that, at the center of Kwara governance reform is the launch of the state's reform agenda and its core function was to promote socio-economic security and attract investments with a view to aiding private sector-led growth especially in strategic areas as well as providing specialized services to potential investors during the pandemic period and beyond. The study is therefore significant as it offers among other recommendations; short term development strategy aimed at boosting human capital development and structural growth to create an enabling environment for critical collection of human resource base, and also build the podium for every citizen that possesses in-built potentials and creativity.

Keywords

Governance, Institutional Framework, Covid-19 Pandemic, Policy Reforms, Public Administration.

JEL classification:

E60, E61, E66, E69, J48.

Devolution of Power: The Case for Sustainable Socio-Economic and Political Development in Nigeria

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Abstract

It is obvious, from whichever angle it is observed, that Nigeria's political and administrative structure needs tinkering with. Though Nigeria is theoretically a federal state, it is a unitary political entity in practice. Either from the political or economic angle, Nigeria cannot be referred to as a federal polity. It is as a result of this stark reality that this researcher sets out to theorize that so many odds are stacked against the socio-economic development of the country to the point that there is need for total reform or complete overhaul of the nation's political and administrative architecture. Thus, in this paper, it is argued that there is need to devolve power to the 36 states of the federation in order to stimulate economic growth and enhance infrastructural development. Also, this study beams its light on the delicate issue of resource control as this appears to be the key to proper resource, and ultimately, economic management. In this study, it is also argued that there is overwhelming need for state police in order to arrest the current trend of abductions and sundry security challenges. This paper does not leave untouched, the issue of local government administration. As it is currently being canvassed, it is obvious that proper autonomy to local councils is going to accelerate economic development at the grassroots level just as it would enhance administrative efficiency at the third tier of Nigeria's government. In carrying out this study various sources of research are utilized, for example, the data were analyzed using historical documentation method and secondary sources of data.

Keywords

Devolution of power, Resource Control, Administrative architecture, Economic management and Socio-economic development

JEL classification:

A12, A13, A19, P16, Q01

A Historical Assessment of Agricultural Restructuring as a Panacea for Diversifying the Nigerian Economy

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Abstract

Nigeria's economy is totally dependent on crude oil. Past reviews show that there is a shortage of food and neglecting the food sector in Nigeria due to the discovery of crude oil. The study focused on the late 1960s achieved more cash inflow for Nigeria's economy. The benefit of this study is to utilize the existing infrastructure for agricultural sector (AS) improvement without much investment. From the 1960s to the 1980s, previous reviews highlight a few key aspects of the potential for AS growth in Nigeria. However, industrialists have prioritized crude oil refineries over the AS since the late 1990s. This study used a historical research design, and the data it gathered and analyzed were based on secondary sources like research articles from journals, magazines, and daily newspapers about Nigeria's history. Qualitative research involves gathering, evaluating, and interpreting qualitative data. This study found the present position and upcoming planned developmental activity for AS growth like introducing innovation and modern scientific farming practices, using high-yielding variety seeds which impact Nigeria's economic development and rural development such as food availability, employment, reducing migration of rural to urban, promoting rural entrepreneur. It is therefore important for the federal government of Nigeria to diversify the economy in order to save the country from the eminent collapse viz., Insecurity, high rate of unemployment, insufficiency of funds, etc. The researcher identifies the areas of focus for future research, which include locating the optimal geo-regional climates for producing a variety of food and grocery items that support domestic agriculture and FMCG and locating substitutes for goods that Nigeria currently imports. This only focuses on the agricultural sector; not include Mineral resources and other sectors. Providing employment, avoiding insecurity, mass production, promoting local entrepreneurs, etc., can all help AS grow and develop. The GDP needs to grow.

Keywords

Agricultural sector (AS), Fast moving consumer goods (FMCG), Diversification, Economic development, Crude-oil

JEL classification

L25, O13, Q16, R11, B29

Public service's values and universities' social responsibility: communication strategy or action framework?

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Abstract

If concerns about social responsibility are not new for companies, public organizations and associations are beginning to mobilize the concept and associated practices. But this time lag, which is part of an evolution of public or civil organizations, particularly from a managerial point of view, does not mean that these organizations are lagging behind. In a context of changing value hierarchies, especially for stakeholders, users and citizens, the convergence between the very foundations of organizations and the affirmation of their social responsibility is obvious, with the general interest explicitly combining with the particular or specific interests of the collectives.

In this contribution, we propose to study the way in which public universities in France appropriate or reappropriate the (original) values of public service in this context of affirmation of the social responsibility of stakeholders, in particular students, teachers, researchers and managers, in practice and in discourse.

The social responsibility policies of universities are seen as dialogical constructions between the values of public service and the practices induced by the social responsibility of universities. One could expect the articulation of discourses and practices and the communication strategies of universities to be coherent with the evolution of practices, in particular inclusive practices, and of a training offer oriented towards the social responsibility of organizations. But what about organizational developments?

Through a critical analysis of the discourse on the values of public service and the social responsibility of universities, based on the institutional communications of two French universities, we propose to highlight the possible and detectable tensions between the values of public service, the universality of science and the social responsibility of universities. In other words, universities, like any other organization, must try to reconcile contradictory values and objectives. While their cultural foundation facilitates social responsibility policies, these are not natural but require a specific commitment from stakeholders.

Keywords

CSR, Universities, Communication Strategy, Stakeholders

JEL classification

M

Intersectoral Institutional Resource Sharing Within Public-Private-People-Science Partnership to Ensure the Efficiency and Quality of Public Governance

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Abstract

In the private sector, entrepreneurs have already understood and appreciated the benefits of sustainable business, while in the public sector, sustainability is basically limited to sustainable public procurement. However, when analyzing the compliance of procurement contracts with all necessary quality dimensions in the long term, it can be concluded that, in principle, there is no way to ensure them without the involvement of the end user in the entire life cycle of the procurement item. In addition, quality is significantly affected by the availability of resources, both financial and intellectual. In order to move from simply economically justified use of public resources to higher profitability indicators, the Authority basically has to think like an investor, not just an administrator of public resources. Accordingly, interdisciplinary cooperation is an essential prerequisite, since the public sector does not have an "investor approach" in the use of resources. The investor's approach to the use of resources is focused on demand research, forecasting, analysis of market, analysis of resource availability and supply chain, evaluation of socio-economic and geopolitical forecasts, etc. indicators that are the basis for decision-making, while the focus of the public administration sector is mainly on providing certain functions at the lowest possible costs. In addition, various studies have shown that sharing resources is an effective way to increase sustainability and also profitability, as it reduces the costs of each party involved.

Within the framework of the study, the practical and legal aspects analyzed of the intersectoral institutional resource sharing within public-private-people-science partnership to ensure the efficiency and quality of public governance.

The methodology of the research includes a conceptual research using the critical literature review, analysis of normative, evaluation of the dominant consensus, synthesis of possible solutions to legal, economic and practical shortcomings of resource sharing within public-private-people-science partnership.

Keywords

Resource sharing, public-private-people-science partnership, Quadruple Helix concept, effective public governance, quality in public resource spending

JEL classification

K0, K4, K12, H57, O17

How Shared Leadership Emerges and Evolves? A case Study of a Small Associative Sports Club

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Abstract

The absence of academic consensus on shared leadership and on how it emerges in organizations especially in nonprofit organization, make the concept ambiguous. We attempt in this paper to investigate the relationship between the founder and boards of directors and how shared leadership emerges through their discursive and informal acts. Based on a case study in a small sport association club, we conduct in-depth interview with all different actors. Our research contributes to the understanding of leadership structure transition. The results show that the lead founder can enhance the shared leadership emergence and may limit it at the same time through the 'founder's syndrome'. Also, it seems that informal interactions and negotiations with board of trustee are very useful.

Keywords

Shared leadership, Founder, Board, Governance, Nonprofit organization

JEL classification

D71, L31, J5, M54

The main challenges for municipalities in circular ecosystem: construction and demolition waste management case study

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Abstract

The concept of a circular economy is continuously gaining popularity among academics, business community and decision-makers. In recent years, the concept of “circular ecosystems” has been developed where multiple actors and stakeholders are involved to implement circularity at intra-industry and cross-industry levels. Even the role of actors within circular ecosystem differs, key players within the ecosystem are public authorities both at legislative level and municipal levels responsible for the setting up and implementation of circular economy policies including in construction waste management.

The study explores the main challenges for municipalities in facilitating the circularity of construction and demolition waste streams from households. The study is based on 24 municipalities in Latvia survey and follows in-depth interviews to tackle the main barriers and possible solutions to minimize illegal dumping and to promote the circularity of construction and demolition waste generated in households.

Previous academic studies on barriers to circular ecosystem development mainly focused on challenges for companies, however, the research on the local governments' view is limited. The research demonstrated that more than 60 per cent of municipalities see illegal dumping of construction and demolition waste in Latvia as problematic and 70 per cent of municipalities see households as the main polluters. Insufficient resources (financial and human), underdeveloped infrastructure (e.g., no specific waste acceptance areas), and inadequate legislative framework including a lack of motivation people to sort construction and demolition waste are a few of the identified main barriers towards circularity. The conclusions of the study and recommendations for the action will contribute to further academic research and policy development in the area of construction and demolition waste circularity and the enablement of a circular ecosystem.

Keywords

Circular Economy, Ecosystem, Circular Ecosystem, Construction and Demolition Waste

JEL classification

H73 K00 M10 Q01 Q29

Challenges Regarding the Concept of the EU Cohesion Policy for the Period 2021-2027

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Abstract

The Cohesion Policy of the European Union is the Union's main means that promotes balanced and sustainable development across all the regions in the EU. Such an elaborate policy with spatial effects, pertaining to all aspects of sustainability, economic, social and environmental, necessarily needs to be consistently reassessed, both continuously and for each programming period. One of the first steps preceding the design of the concept and specific features of the Cohesion Policy is mapping the challenges that should be addressed by the current programming period, 2021-2027. Even though the basic documents for the current financial and conceptual design of the Cohesion Policy are already in force, certain constant and structural challenges, entailing both ideological and pragmatic financial aspects are necessary to be determined to the end of enhancing the implementation and effectiveness of the policy. Therefore, through dominant content analysis of legal, strategic and other documents, as well as through secondary analysis of relevant literature and empirical research, this paper makes advances in determining which of the challenges of the Cohesion Policy represent an operative priority and which are systemic, as well as to which of the challenges the scientific method could be applied, as opposed by the ones that could be addressed mostly through political negotiation under the frame of multilevel governance. Some of the most prominent challenges are: establishing the adequate policy objectives related to identified needs along with methodology for funds' distribution, then, finding the right ratio of the competitive and social dimension of the policy, determining the right investment forms, finding creative ways to support the regions lagging behind despite their abundant financing, and identification of ways to simplify the bureaucratic procedures of the policy with retention of anti-corruption rules. Further continuous empirical research based on this policy's stakeholders needs is both necessary and ongoing.

Keywords

Cohesion Policy, Challenges, Funding, Administrative procedures, Ideological paradigm

JEL classification

Q01, O10, D78, R11, R 58

**SUSTAINABLE DEVELOPMENT:
RENEWABLE ENERGY AND NATURAL
RESOURCES**

Marketing communication of biosphere reserves: How to build awareness of their importance for sustainable development?

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Abstract

The role of biosphere reserves is to create a buffer and transit zone in protected areas and national parks. Their advantage, compared to protected areas, is that normal economic and social activities can take place in them, i.e. people live here, do business, relax. The added value of living in them is a high-quality environment, high-quality agricultural production and excellent opportunities for relax and recreation. Not all biosphere reserves use this potential and not all biosphere reserves present it in this way, not only outwards from the territory but also inwards.

The paper clarifies the role and importance of marketing communication for the sustainable development of biosphere reserves, especially in the conditions of the Slovak Republic. The aim of the paper is to identify the importance of marketing communication tools, especially in branding of biosphere reserves and the impacts for their sustainable development. The managers of biosphere reserves should understand people's perceptions while promoting the uniqueness of the territory. The strategic communication that's why should be oriented on the internal audience, to engage and involve them in discussions, decision making as well as enhance local and social capacity within the community as well as at external audience – tourists and potential investors. The communication can be a very useful tool that informs the public about the territory, awakes interest and engages stakeholders in development activities. Moreover, the rapid development of ITCs, internet applications, social networks opens a lot of new opportunities how to accelerate the promotion of biosphere reserves as well as the awareness about them.

In the article we present partial results of projects Implementation of Agenda 2030 through biosphere reserves in the Slovak Republic.

The paper presents partial results of projects Implementation of Agenda 2030 through biosphere reserves in the Slovak Republic.

Keywords

Biosphere reserves, development, promotion, communication

JEL classification

M31, Q56, Z33

Index for measuring environment and social sustainability of supply chain – a study of Indian IT product manufacturers post covid-19

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Abstract

COVID-19 has created disruption in the business and society on an unprecedented scale, but it has also brought to the fore the issues of sustainability and need for long term strategy to maintain it. Evolving Sustainable Supply Chain Management (SSCM) got more impetus on environment and social dimensions over economic during COVID-19 and organizations got mystified to manage and measure their performance on these dimensions. This research paper is an attempt to develop an Index to measure environment and social dimensions of SSCM for Indian IT product manufacturers. The index will be developed through integrative literature review and experience survey of senior executives from large and medium scale Indian IT product manufacturing companies. The data will be collected from large and medium scale Indian IT product manufacturing companies. Developed index will measure two dimensions of sustainability (excluding economic dimension) based on policy, implementation and compliance for every financial year to compare and take necessary action. This index can play a pivotal role in planning, measuring, benchmarking and developing standards for sustainability score of IT product manufacturers for their SSCM.

Keywords

Sustainable Supply Chain Management, Index, Environment and Social Sustainability, IT Product Manufacturers, COVID-19

JEL classification

Q01, Q56

Strategic and operational agility for the benefit of a sobriety approach: cross-views between large groups and impact startups

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Abstract

Sobriety is a concept that is essentially based on the behavior of some consumers who fight against overconsumption and defend eco-responsible behavior. For their part, companies are taking these issues into account from the perspective of compliance with the Sustainable Development Goals (UN) while trying to best meet the needs of increasingly demanding consumers. This consumerist approach proposes an impoverished reading of the real potential that the concept of sobriety can offer. Faced with an increasingly complex ecosystem, companies must remain agile. Thus, how does strategic and operational entrepreneurial agility translate integrating sobriety, in the face of the exogenous factors of the company?

The literature has developed a lot around this burgeoning notion that mixes two concepts, often considered paradoxical: "entrepreneurship" generally assimilated to an individualistic, materialistic, opportunistic and motivated approach by gain and "sustainable development" rather associated with social, environmental, collective and long-term oriented aspects.

We propose the development of an evaluation grid increasing the company's capacity for agility in a context of sobriety in the face of the complexity and volatility of its environment. Through a process of Push and Pull actions, we solicit the cross-use of different concepts: entrepreneurial agility, impact entrepreneurship, the integration of the quadriptych Human / Territory / Temporality / Change (H2TC) and sobriety.

An empirical study of the grid designed makes it possible to highlight the common denominators and differences in a cross-look between large groups and impact startups.

Keywords

sobriety, agility, impact entrepreneurship, sustainability, innovation

JEL classification

M13, M14

An empirical analysis of the relationships between environmental and energy innovations, democracy, and environmental well-being across South and Southeast Asia

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Abstract

Following the abject failure of the global economies in shielding the environment from diverse forms of degradation, concerns have grown worldwide vis-à-vis the utmost importance of achieving environmental sustainability. In general, environmental sustainability is preconceived as the process of making sure that the quality of the environment either improves or at least stays put and does not deteriorate with time. Therefore, it is pertinent to track down the sources of environmental adversities so that these factors can be contained for achieving the prime objective of sustaining the well-being of the environment over time. Against this backdrop, this study aims to make a seminal contribution to the extant literature by assessing how the environment- and energy-related technological innovations and good governance contribute to the establishment of environmental sustainability across South and Southeast Asia. For analysis purpose, several recently developed rigorous estimation techniques are applied which deal with complex panel data issues like cross-sectional dependency, slope heterogeneity, and endogeneity. The results confirm that environmental innovation is effective in facilitating environmental sustainability only in the context of the Southeast Asian countries while energy innovation is effective in doing the same for both the Southeast and South Asian countries. Besides, good governance is evidenced to directly promote environmental sustainability and also indirectly facilitate it by jointly, with environmental and energy-related technological innovations, reducing the environmental problems faced by the South and Southeast Asian nations. Moreover, greater urbanization and more involvement in economic globalization-related activities are observed to inhibit the prospects of achieving environmental sustainability. Furthermore, the results also certify that compared with the South Asian nations the prospects of achieving environmental sustainability are relatively higher for the Southeast Asian countries. In line with these findings, relevant environmental sustainability-related policies are recommended.

Keywords

environmental sustainability, environmental innovation, energy innovation, environmental policy, good governance

JEL classification

Q5, Q55, Q56, R11

Renewable energy and natural resources – are gulf cooperation council prepared for energy transition for sustainable future? – vision, strategies, and challenges

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Abstract

The bulk of the energy requirement in the gulf cooperation council countries are met by hydrocarbon sources and are highly dependent on non-renewable energy, as they have around 30.6% of total oil reserves and 19.8% of natural gas potential. With the dwindling energy resources from hydrocarbons in the region, compounded with population rise projections that might reach 50-60 million by 2025, urbanization, and growing industrialization, coupled with high energy consumption in the GCC relative to other developed countries owing to the climatic conditions, all these pose a challenge on sustainable development path in the region. However, there is greater attention laid from international players like the UN on the GCC for preparing paths for exploring sustainable energy resources. Amidst these lines, this paper attempts to answer the questions surrounding the preparedness of GCC for the economic transition to renewable energy, its ability to withstand the risk of transition, challenges, limitations, and technical competencies hurdling the region in adopting sustainable initiatives. Information from secondary sources, published literature, and websites from governments and organizations will be referred to and analyzed to present and reach conclusions about the study. GCC countries have responded to the global demand for sustainable development with each country earmarked strategies, and mechanisms that are visionary to achieve effective energy transition in every sector. In the end, such measures need comprehensive approaches and coordinated and collective efforts. The outcomes of the study will deliver the standpoint of each country in the GCC and as a whole on the road map of sustainable development, in addition, will also emphasize the importance of sustainable development especially considering the anticipated future challenges in the region, specifies indicators for all government, public-private partnership organizations to exhibit coordinated efforts in sharing the expertise and capacity to drive the economy towards successful sustainable energy transition.

Keywords

Energy, Transition, Resource, Renewable, GCC

JEL classification

O14, Q01, Q20, Q35, Q42

GDP in the context of Sustainable Development

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Abstract

Gross Domestic Product (GDP) has traditionally been used to measure economic activity and growth. It also became a universal measurement of the quality of life. However, more than 40 years ago, the discussion arose on whether the growth measurement used is obsolete and not only does not include all the aspects of well-being but also promotes unsustainable activities. Primarily, the concern about the degradation of the environment, also valued as the ecosystem assets or natural capital, or the social costs and benefits, have been gaining significant interest. This paper provides a comprehensive reflection on the relevance of the GDP as a measure of economic growth and quality of life in the world focused on sustainable development.

In response to the limitations of the GDP, several economic metrics have been developed to convey economic performance in a way that reflects and supports sustainable development. This paper provides a chronological overview of such concepts, from the oldest Net Economic Welfare (NEW) to the newest Gross Ecosystem Product (GEP). Generally, these metrics could be divided into three categories; 1) adjusting GDP, 2) replacing GDP, and 3) supplementing GDP. The methodology is developing from a simplistic deduction and addition of certain activities from the GDP (or GNP) to more sophisticated methods using complex modeling systems to summarize the value of ecosystem services.

However, if any of these new measures should be successful, it would need to achieve all the advantages of the GDP measurement, such as its simplicity, objectivity, and universality. On the other hand, the GDP could continue to be an effective measurement of economic growth when applied in conjunction with the sustainability concept of a circular economy.

This paper provides a substantial reflection on newly developed economic activity and well-being metrics, considering the current economic developments toward sustainability. It also assesses the future usability of the widely used GDP. Further analysis of the practical implications is needed to enhance knowledge in this area further.

Keywords

Gross Domestic Product (GDP), Net Economic Welfare (NEW), Gross Ecosystem Product (GEP), circular economy, sustainable development

JEL classification

E01, O44, I3, Q01, Q56

Role of Climate Change in Environmental Terrorism and its impact on National Security

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Abstract

In recent times, climate change is associated with terms such as national security and environmental terrorism. As absurd as it may sound at first, this is exactly what many recent case studies and scientific reports suggest. However, till now relatively few researches have highlighted this relation.

This article tries to expose and highlight the link that exists between climate change and terrorism. It also presents concrete examples of underdeveloped/developing nations (Nigeria, Iraq, Syria and Afghanistan) where this reality is closely observed. We study in detail about three different NSAGs (Boko Haram, ISIS and Taliban) to demonstrate how climate change has the potential to act as a risk multiplier in certain regions and threatens national security by making such regions more vulnerable to terrorist recruitment. Hence, we also conclude that the issue must be dealt with solemnly by the concerned authorities.

Keywords

Climate Change, Environmental Terrorism, NSAGs (Non-State Armed Groups), Terrorism

JEL classification

F18, F51, F52, Q15, Q54

Investigating the Role of Big Data in Enhancing Supply Chain Performance in Circular Economy

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Abstract

There has been an increasing awareness among businesses and regulatory authorities on achieving the objectives of circular economy leading to sustainability. Practices of sustainable supply chain management with an emphasis on big data and supply chain analytics play a significant role in developing circular economy. Big data in supply chain is found to influence many areas of supply chain such as integration, information sharing, collaborative planning, forecasting and replenishment, demand forecasting, inventory management, supply chain processes etc. Supply chain strategies of organizations need to be redesigned to meet the objectives of circular economy. Top management support and effective management of stakeholders is a prerequisite for this redesign. Business organizations also need to identify and utilize the digital technologies to make their supply chains smarter, agile and sustainable. Smart supply chains lead to circular economy and in turn improve the overall performance of supply chain. Processes of existing linear supply chain should become smarter to develop circular supply chains leading to circular economy. However, inspite of its huge benefits, except for a few large size organizations, many other business organizations are at the primitive stage in taking advantage of big data in achieving sustainable supply chains leading circular economy. Also, there is a need to identify and explore precise practices of supply chain sustainability which can contribute to circular economy with big data playing a major role. This paper investigates the role of big data in improving supply chain performance in circular economy through a systematic literature review. The outcome this research would enable practitioners of supply chain to redesign their existing strategies and build ability to apply big data in supply chain to improve its performance and finally achieving the major objectives of circular economy such as recover, reuse, remanufacture, recycle, redesign and reduce.

Keywords

Sustainability, Supply Chain, Digital Technologies, Circular Economy, Smart Supply Chain

JEL classification

M11, O32, Q21, Q01, Q41

A review on socially responsible and sustainable performance practices for oil and gas sector companies

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Abstract

Environmentalism and sustainability are usually not the first concepts that come to mind when we contemplate the oil and gas sector. Nevertheless, humans live in an increasingly eco-friendly world, where both the residential and commercial sectors are embracing and implementing green practices to create a safer living and working environment, reduce unnecessary expenditures, and contribute to the preservation of the planet. Despite the fact that oil and gas sector are nonrenewable, no exhaustible resources, they are essential to constructing a more sustainable world and will continue to play a significant role for a very long time, not only for global economic growth but also for global social development and human lifestyle improvement. It is not unexpected that modern oil producers see the need for a stronger sustainable and ecologically friendly business model that will not only benefit the environment but also the entire industry. Due to its potential to harm both individuals and the environment, "loss of containment" for oil or gas is one of the sector's greatest threats. Whereas a gas leak is dangerous due to the risk of fire and explosion, an oil release can have significantly different and potentially catastrophic effects on the environment and on humanity. Since one of the most significant contributions of the oil and gas sector is the provision of affordable, dependable, and reliable energy, this research explores various in which oil firms could demonstrate their commitment to sustainability through robust sustainable transcript as a key forward that enables and enhances engagement with stakeholders across society as we navigate the energy transition collaboratively.

This paper offers a comprehensive, systematic review of the available literature, including in-depth analysis and comprehension of the sustainable practices that can be followed by oil and gas sector companies. The research will examine fundamental sustainable features, their performance indicators, and management practices that will allow oil and gas sector businesses to recognize that their operations fall within the sustainability umbrella. Since the oil and gas sector encapsulates a diverse set of activities, from extraction to the distribution of final products, the study reveals non-binding principles, standards for responsible business conduct, and reporting principles in a global context that are coherent with relevant legislation and internationally accepted guidelines.

Keywords

Sustainability, oil and gas sector, reporting, performance indicator

JEL Classification

P28,P48, Q35, Q54, Q56

Urban Solid Waste Management- Challenges of Bangalore City: A Review

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Abstract

The ecology and public health are affected because India's current waste management systems are unable to handle the volume of waste produced by a growing urban population. Although there are many obstacles and challenges, there are also many opportunities. Priority should be given to switching from waste disposal methods that provide no environmental protection to waste management techniques that keep valuable resources inside the economy. A significant opportunity exists for energy to be produced from landfills through methane extraction or thermal treatment, but a significant roadblock is the lack of qualified engineers and environmental specialists in India with the necessary expertise to implement improved waste management systems.

In this study, a detailed review of Bangalore's waste management has been provided to enumerate the status of Bangalore's garbage. Review focuses on solid waste management issues, challenges and measures to overcome in view of Bangalore city. Approximately about 4000 metric ton per day of municipal solid waste is being generated in Bangalore while considering and calculating approx. 8.5 million people in the city.

Among 65 percent of the waste that has been collected, only 15 percent of the processed waste finally reaches the disposal sites. Numerous problems, including dearth of landfill sites, increase in "black patches," and a sharp rise in illegal dumping, are few major real life issues in Bangalore. Bangalore City still struggles to put waste management regulations into action mainly because of subpar urban design, inadequate infrastructure, the unwillingness of the ground employees, and several other such underlying problems.

Keywords

Leachate, Vermicomposting, Bruhath Bangalore Mahanagara Palike, Biomedical waste, BBMP.

JEL classification

Q5

SUSTAINABLE TOURISM AND HOSPITALITY MANAGEMENT

Possibilities of ecotourism development in the biosphere reserves

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Abstract

Biosphere reserves are internationally recognized as model areas for the practical application of interdisciplinary knowledge to understand and maintain the relationship between man and nature and to coordinate change, including conflict prevention and biodiversity protection. Their role is even strengthened by the Agenda 2030 that declares the importance of the relationship between man and nature, including biodiversity protection. They are also a unique selling point because their special value declared by title world natural heritage from UNESCO.

Although, the biosphere reserves include also the protected areas, the greater part of it is suitable for the environmentally friendly activities. To the recommended ones belong the activities within the ecotourism and rural tourism. This concept in tourism development helps finding a reasonable balance between the size of the tourist flow, environmental protection and the well-being of the local population. It develops the relationship between tourists, host communities, businesses, attractions, and environment, and protecting, and enhancing the tourism attraction for the future generations.

The aim of the paper is to identify the possibilities of ecotourism development in biosphere reserve Poľana in the Slovak Republic based on the deep analysis of the territory as well as good practices from the foreign biosphere reserves. We suppose that the development of ecotourism can contribute not only to solving the socio-economic problems of the territory, but also to the transition of the regional economy to the path of sustainable development. It is based on the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

The paper presents partial results of projects Implementation of Agenda 2030 through biosphere reserves in the Slovak Republic.

Keywords

Biosphere reserves, ecotourism, sustainable development.

JEL classification

L83, Q56, Z32

Mindfulness as a driver for a more sustainable approach of tourism

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Abstract

It has been said that practicing mindfulness involves paying attention to the present moment. Since several academics have demonstrated the impact of mindfulness on visitors' experiences in recent years, there has been an increase in interest in this topic. Numerous studies have shown that adopting a mindful attitude when traveling has a variety of psychological advantages, such as mental comfort, tranquility, relaxation, and well-being. Work-centeredness, social isolation, and stress-related illnesses like depression have been cited as characteristics of the postmodern culture. To relieve daily stress and find spiritual fulfillment, some people prefer to use informal, unstructured modes of transportation. In fact, thoughtful travelers will arrive at a place with goals and preferences that make them more responsive to activities and services that are mindfully oriented. Because mindfulness calls for openness and ongoing attention to interaction with the experience, it might affect how people interpret an event and the subsequent feelings of happiness or sadness. Despite this, this subject hasn't been the subject of a systematic review. Our primary objectives are to summarize the research on mindfulness in the tourism industry, to give a general overview of how mindfulness has been practiced, and to investigate what the main results are.

Four electronic databases—Web of Science, PubMed, PsycInfo and Science Direct—were used to conduct the literature search. There were both quantitative and qualitative research. The mindfulness concept as applied to the tourism industry was employed in every study in the review.

According to the literature study, practicing mindfulness can enhance pleasant travel experiences, loyalty, happiness, and overall well-being while also providing favorable psychological and physical benefits. Conscious travelers are more receptive to environmental strategies and have a stronger sense of connection to historical locations. It is possible to view mindfulness as a useful idea that has beneficial effects and may aid in a better understanding of the advantages that travelers gain from their travels. More study is still required to ascertain the effectiveness and to make clear how mindfulness processes contribute to the results that are seen.

Keywords

mindfulness, tourism, tourist

JEL classification

I12, I13

A conceptual Model for Developing Adoptive Smart Tourism

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Abstract

In the smart era, technology has developed bringing new forms of products and services. Among the emerged smart industries, smart tourism has reached the point of changing the type of activities among tourists. In this era, the ability to virtually visit a site and sense the place with the same quality can become an important phase for preservation and sustainable tourism development. But in historical destinations where the sense of place is essential for tourist's perception and cognition towards the site and its era, technology planning requires extensive knowledge and information about the site and its visitors and factors that influence tourist's behavior towards these destinations. Therefore, there is a need for a model that can gather information about influential factors that impact tourist's behavior towards historical destinations and convert it to applicable parameters for planning. This research tried to propose a new model that could have the ability to collect objective knowledge, convert tacit knowledge into measurable parameters and code and use it for tourism planning, management and marketing.

The proposed model, namely the Tornado Model, is believed to have the ability to collect and code the tourist's behavioural characteristics in certain points in tourism sites. By using quantum mechanics and converting intangible features into measurable metrics and coding similarities in the behavioural features of tourists, it is possible to reach the behavioural pattern of tourists in a specific time and place of tourism. This data collection process gradually creates a pattern and a model of tourists' behavior in tourism environments. Collecting and analyzing the data obtained from the behavior of tourists in the specific time and places in tourism destinations helps reach the behavioral pattern of tourists in the environment, which is a positive step in setting scenarios for strategic planning for sustainable tourism and preserving historical resources.

Keywords

Smart Tourism, Tacit Knowledge, Tourism Behavior, Historical Sites, Modelling

JEL classification

L83, Z32

Regional quality mark as a competitive advantage of biosphere reserves

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Abstract

According to UNESCO, biosphere reserves are 'learning places for sustainable development'. They are areas for testing interdisciplinary approaches to understanding and managing changes and interactions between social and ecological systems. They are places that provide local solutions to global challenges. Following these thoughts, we understand four components – economy, society, institutions, and environment as crucial for ensuring resilience and sustainable economic development of biosphere reserves. The basics for sustaining economic development of a territory is to strength its competitiveness.

The paper aims to research the utilization of regional quality mark as a potential source of competitive advantage of a biosphere reserves on the examples of international known regional quality marks and how this approach can be implemented in the Slovak biosphere reserves.

Regional quality mark represents unique high quality local agricultural, food, handicrafts products or services, those are result of activities of local craftsmen, food and agricultural producers and providers of accommodation and catering services. The role of regional quality mark is to present quality of region, its inhabitants, culture, traditions, and positive attitude to environment and mainly to promote and to support sale of unique regional products from local producers. The quality mark is represented by the logo for the products and services that have been certified as compliant with the standards of quality concerning the protection and conservation of the environment, nature, biodiversity and cultural heritage. It supports also the product innovations in a form of local production offer, which could contribute to the development of business activities and the creation of new jobs.

The paper presents partial results of projects Implementation of Agenda 2030 through biosphere reserves in the Slovak Republic.

Keywords

Biosphere reserves, development, regional products, competitive advantage

JEL classification

M21, Q56, R11, R58,

NEW TECHNOLOGIES, INNOVATIONS AND ENTREPRENEURSHIP

Semantic web technologies as a next step in the evolution of cultural information systems

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Abstract

With the advent of information technology, numerous initiatives have been launched by government, academic and commercial institutions aiming at digitization, organization, visualization and analysis of cultural information of a given place. These projects usually utilize GIS (Geographic Information Systems) to represent and analyze spatial data of a certain type, such as, archaeological findings or landmarks from a single information source.

In this study, we propose a new methodology that can take such cultural information systems to the next level to make them useful for the inter-disciplinary academic research and a variety of applications in the fields of education, tourism and smart cities. To this end, the traditional spatial data should be enriched with cultural and social data from heterogeneous resources, such as historical books, administrative documents, images and multimedia objects, and allow for deeper semantic mapping and analysis of the geographic sites' cultural and social context. One of the main challenges for building such a holistic information system is the integration of multiple databases held by different institutions that contain interrelated information. Typically, these databases do not use the same terminology, do not conform to the same standards and their data are not linked to each other, hence their information cannot be easily and accurately automatically cross-referenced and analyzed. As a result, these datasets constitute closed isolated islands that can only be analyzed locally and separately. The suggested solution is combining ontologies and modern semantic web technologies with the traditional GIS technology to enable easy data standardization and integration, uniform data modeling, open access and cross-project data sharing and analysis. In this paper, we review this combined approach and its utilization attempts in recent cultural information projects for cities from all over the globe while discussing the field's main common challenges and their possible solutions.

Keywords

Cultural Information Systems, Semantic Web technologies, Tourism, Education, Urban history and development

JEL classification

O3, N9, Z11, Z13, Z32

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on Global Social and Technological Development and Sustainability
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