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Management and Marketing – ICBEMM 2020

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Science Studies – ICISSS 2020

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1-DW04-9012**HOSPITALITY'S ROLE IN THE GROWTH OF CHARACTER BUILDING**DR. PRADYUMAN SINGH RATHORE¹

Derrida defines (1999), the term of hospitality identifies a relationship between a guest and a host. It emphasizes the word of Relationship. Despite the long-distance of a century, social values are still a rare area of investigation in the hospitality context. As acknowledged that a guest can be a friend, relative, or a family member, and a stranger. Undoubtedly, a host of the place or any event has the responsibility to receive the guest, serve the guest and generate the relationship or bonding with the guest and treat all guests in a warm, friendly, and generous way.

In Incredible India “Hospitality” is based on Sanskrit term, “Atithi Devo Bhava” in the Indian literary language, it means “the Guest is God”. It characterizes a number of stories where a guest is recognized to be a God who rewards the provider of hospitality. Modern Education is aimed to develop as much as knowledge and information in today’s child. In History, the main focus was on building and developing the various qualities of character. The main objective of this study is to scrutinize the happiness through hospitality because the hospitality industry needs to change the attitudes towards a guest. As previous research has shown that mental health is a growing challenge for workers at risk from the impacts of stress, anxiety, and depression.

It is stated in the holy book “Bhagavat Geeta” that knowledge should describe as the quality of character building. One of the main qualities amongst various qualities of a civilized person is “Hospitality” which refers to the virtue of a great soul that comes for the whole universe through the ties of humanity.

In this paper, Hospitality will show a different perspective to develop and grow the inner personality. More precisely, this research will be effectively useful for generating the practices of happiness. This study will be showing that hospitality is a recipe of happiness and the findings indicate that social human behaviour’s well-being.

KEYWORDS: Hospitality, Happiness, Civilised, Characteristics

2-DZ13-9055**PSYCHOLOGICAL CONDITIONS THAT DIFFERENTIATE YOUTH AND SENIOR ENTREPRENEURSHIP IN LATIN AMERICA**DR. GUSTAVO BARRERA VERDUGO²

Youth and senior entrepreneurship has attracted the attention of public and private organizations in Latin America, due to the difficulty faced by inexperienced youth and older adults to obtain jobs. Evidence of this situation is their high unemployment rate, which is 17,9% (2018) in young people and over 35% in the group over 50, which exceed those of middle-aged groups. An area to explain the participation in entrepreneurship, is the analysis of psychological conditions, in this respect, self-efficacy, social influence and fear of failure have been amplified linked to the tendency towards entrepreneurship and the performance of new businesses. Despite the acknowledged interest in these issues, in Latin America the knowledge about their differences by age cohort is scarce, so the following questions arise: Do self-efficacy, social influence and fear of failure differ in young and old people? If so, how do these differences affect their likelihood of undertaking in the early stages? Consequently, this

¹ Dr. Pradyuman Singh Rathore, Dy. Director & Professor, Amity University.

² Dr. Gustavo Barrera Verdugo, Researcher Professor, Universidad de Las Américas.

research analyzes self-efficacy, social influence and fear of failure differences by age cohort, and their effect on the probability of in the probability of being entrepreneurs in early stages (ASD) or expressing intention to create a new venture. An analysis is performed using logistic regressions and Chi-square tests on the Adult Population Survey (APS) database of Global Entrepreneurship Monitor (GEM) obtained in 2015, considering 31.875 responses in total, from 11 countries such as Argentina, Brazil and Chile. The results confirm psychological disadvantages in young and older people, as well as a greater impact on the likelihood of entrepreneurship in these groups. The evidence highlights the importance of psychological characteristics in vulnerable groups, and stresses the importance of developing programs with public and private funds in this region, which allow improving self-efficacy, contributing to generate supportive social networks, and reducing the fear of failure in young and old adults.

KEYWORDS: Senior entrepreneurship, Young Entrepreneurship, Self efficacy, Social norms, Social , support, Fear to fail

3-DW11-9017

THE DEGREE OF ADAPTATION OF JERUSALEM PALESTINIAN STUDENTS AT ISRAELI ACADEMIC COLLEGES

DR. OMAR MIZEL³

Several international and local studies have indicated that Arab students face specific difficulties in adapting to, and achieving integration in, Israeli colleges. This research paper aims to identify and analyze the adaptation difficulties faced by Palestinian students in academic colleges in Israel. The research sample consists of Palestinian freshmen from different schools and neighborhoods in East Jerusalem who are studying at a college in West Jerusalem. In-depth interviews were used to document and analyze the experiences and challenges of these students on campus. The interviews revealed a number of factors that impede students' adaptation and their academic success. Several prevalent problems were detected, which can be grouped under the concepts of culture shock, language barriers, isolation, and transportation. To deal with these difficulties, students used different strategies such as piety, withdrawal, dependency, and distancing. Implementing specific programs to take into account and address the specific social and cultural aspects of Palestinian students' difficulties may contribute to reducing the alienation and culture shock they face in college. Colleges should introduce programs on life skills and treatment of others, they should hire faculty who are capable of understanding the Palestinian cultural context, and they should also introduce qualified Arab staff in the administrative and service departments.

KEYWORDS: Culture shock, Palestinians, Israel, Language barrier

4-DW12-9164

THE INTERNATIONAL POLITICAL ECONOMY AS SEEN THROUGH THE LENS OF THE DICKENSIAN OEUVRE

MS. ESTHER MULUSA⁴

A demonstration of the politics that influenced the economy of the international Victorian Anglo sphere which spawned new global trade links and how the Dickensian characters participate in these new ventures.

³ Dr. Omar Mizel, Head of Education Department, Ono Academic College.

⁴ Ms. Esther Mulusa, Lecturer, Winston Salem State University.

The industrialization of the Victorian era that saw the 19th century railroad, wrought iron and maritime shipping expansion introduced the architecture of the 1890s Victorian reign, which was the catalyst of the explosion of the New World trade. The creation of a complex organizational system of trade enabled the Victorian gentry to enjoy prosperity. Conversely, the Dickensian masses of illiterate poor provided cheap labor for this massive enterprise just like the invisible counterparts in the Anglo sphere. These two tier economies had effects on both the rich and the poor.

My research findings indicate that the explosion and expansion of these international trade and political spheres was only mentioned as a footnote during conversation without acknowledging the outposts responsible for their new found wealth. The outposts are a haven for those who want a fresh start as prospectors but also a bane for business gone bad.

By researching the relationship between the political policies and its effect on economic prosperity of the Victorian gentry becomes evident that there is a reason why some economies succeed while others don't even today. The question is ; Did the successful Victorian gentry focus more on intelligence and ambition or was it as a result of the age/ time./generation, family, culture, or class? I will interrogate the issue of whether there is a blueprint for economic success or is it connected to political intrigues. I will make reference to the post colonial condition of the former Anglophone outposts.

KEYWORDS: Dickensian, International Political Economy, Victorian gentry. Industrialization, Anglo sphere. Anglophone, Post colonial, Outposts.

5-DW01-7995

LANGUAGE AND CULTURAL IDENTITY

PROF. FIKRAT JAHANGIROV⁵

It is difficult to define the borders of linguistic and cultural identities of any social group and its members in modern, and historically complicated societies.

Group similarity is not a natural phenomenon but a cultural concept. Understanding the social similarity of someone is defined more culturally. Understanding the culture and language of people is determined by what we see in our culture and the stereotypes around us. Group similarity is the issue of centralization and spreading of ethnic, racial, national concepts or stereotypes.

The similarity of Europeans is traditionally formed on the basis of more languages and national citizenships than ethnic and race identities as a model of the people «one nation = one language». Examples from other parts of the world also show that the similarity of language and culture is really a complicated process. For example, Chinese people show ethnically themselves as Chinese, even though they talk to dialects in an incomprehensible language.

The relation of language variant with a member of the same national society is called linguistic nationalism.

Ethnic states respond to separatist tendencies by centralizing the concept of national identity, national language or multiculturalism.

The use of one language and only one language is understood as a sign of political loyalty.

Traditionally, people have been bilingual or multilingual depending on their choices or needs. The relation between language and cultural identity is the most important indicator of the relationship among languages, persons and social groups. Language is our inseparable part and it develops our thinking and outlook. Language provides our relationship with the world.

⁵ Prof. Fikrat Jahangirov, Professor, Dean of the Faculty of Education, Azerbaijan University of Languages.

Nowadays, language and culture is one of the most discussed issues in linguistics. Language is related to our thinking and behaviour and affects our relationship with others. The way people express themselves through language has not been fully resolved. This variability partly explains the issues such as the role of language carrier, cultural identity, cross culture, mutual culture, multicultural communication. Keywords: Language, Cultural, identity, nationalism, multicultural

6-DZ01-8083

EXAMINING THE ACTUAL CONDITION OF INDUSTRY 4.0

PROF. HIRO MITSUYAMA⁶

The essential plan for Industry 4.0 is that it connects factories to factories, and companies to companies, including SMEs and suppliers, using standardized digital communication protocols. The concept is to try to connect from upstream to downstream in the manufacturing process using multiple value-networks. Specifically, to enable the monitoring of each product in the production process easily, and also both the current status of the manufacturing process as well as lead-time. The main point of Industry 4.0 is to establish an automatic system which can communicate machine to machine to deal with whatever happens in the manufacturing process, including logistics. The German government has tried to establish this new digital ecosystem to enhance interoperability, not only between the shop-floor and management within companies, but also across the entire country. This concept could potentially influence not only Japanese industrial policy, but also the entire manufacturing industry.

However, this research found that Industry 4.0 has stalled in Germany. It has been 8 years since the announcement of the concept, but it hasn't reached even the very first step of level 4 out of 4 level in terms of research and practical results. This research also found out that there are technological issues, such as how they plan to handle and share highly confidential manufacturing know-how and data with suppliers while still protecting competitive advantage at the same time.

In addition, research suggests, that establish and using standardized digital communication protocols might distract from German unique technological competitiveness. The German government seem to have realized that Industry 4.0's initial goal of creating a standardized communications protocols, on both a hardware and software level, is not practical, and are instead examining whether a compromise position using third party open source software (middleware) applications to boost productivity.

The purpose of this research is to consider the technological limitations of the original concept of Industry 4.0, as well as verifying the abilities of a Japanese middleware called ORiN, and examine how ORiN works as a standardized digital communication protocol.

KEYWORDS: Industry 4.0, Standardized digital communication protocols, ORiN

⁶ Prof. Hiro Mitsuyama, Associate Professor, Tottori University of Environmental Studies.

7-DZ06-9085**WORK ETHICS VALUES IN DIFFERENT PUBLIC AND PRIVATE KUWAITI ORGANIZATIONS UTILISING THE MULTIDIMENSIONAL WORK ETHIC PROFILE**PROF. AWAD AL-ZUFAIRI⁷

The present research seeks to study work ethics values in different Kuwaiti organizations in both public and private sectors, it is an extension of previous research conducted in different countries and cultures implementing the Multidimensional Work Ethic Profile (MEWP), one of the most widely-used inventories for measuring the work ethic construct. Five organizations with different activities background will be surveyed. The MWEP is a 65-item inventory that measures seven conceptually and empirically distinct facets of the work ethic construct: Hard Work, Self-Reliance, Leisure, Centrality of Work, Morality/Ethics, Delay of Gratification, and Wasted Time (Miller, Woehr, & Hudspeth, 2002). The MWEP was instructed in different languages such as English, Korean, Persian, Spanish, and Turkish to investigate work ethics values in different countries. An Arabic version of the MWEP will be developed to enrich the research in this field. The current study will investigate different variables that are related to business ethics and work values based on managerial level, gender, and level of education in the Kuwaiti private and public sectors. It is worthwhile highlighting that ethics and values lead to satisfied workers that enjoy working and meeting their laid down organizational objectives and goals. With efficient ethics and values, workers develop loyalty and attachment towards their organizations. However, when ethical lines are crossed, both large and small organizations find themselves in public relations issues as well as enduring negative outcomes. It is hoped that this research will shed light on a topic that attracts the attention of many academicians and practitioners alike. Moreover, the research will provide insights into Islamic-Arab country and hence enrich comparative and cross-cultural work ethics field in different research concepts.

KEYWORDS: Islamic-Arab; Kuwaiti Organizations; MWEP; Work Ethic; Work Values

8-DZ07-8088**JURISDICTION ON THE BLOCKCHAIN**MR. BEDRETTIN GURCAN⁸

Blockchain technology brings several services to our daily and business life. Its impact on the business culture, moral of the law and the data security has been discussing since the blockchain technology has been emerged. In this paper, we will discuss the jurisdiction of the blockchain technology.

Blockchain was developed through the combination of several technologies including peer-to peer networks, asymmetric (public key) cryptography, time stamping, and the proof of work consensus mechanism. Blockchain provides an infrastructure for smart contracts to be executed in decentralized, without 3rd party presence.

Business transactions on the blockchain is completely independent from the location where parties of the legal entities located. Some challenges are decentralized storage of large computer networks, anonymity of the parties, and unspecified values exchanged where it is not sure it these "goods" are included United Nations Convention on Contracts for the International Sale of Goods. (CISG)

⁷ Prof. Awad Al-Zufairi, Associate Professor and Department Head, Kuwait University.

⁸ Mr. Bedrettin Gurcan, PhD Student, University of Szeged.

With the developments of smart contracts, parties can devise mechanism whereby disputes on the agreement can be resolved by private adjudicators through self-enforcing decisions, the enactment of which does not depend on state controlled recognition and enforcement procedures.

KEYWORDS: Blockchain, Jurisdiction, Law, Technology, International

9-DW08-9145

WHAT LAWYERING SKILLS CAN BE ACQUIRED BY CLINICAL LEGAL EDUCATION? - A COMPARATIVE RESEARCH BETWEEN THE US AND HUNGARIAN STUDENTS

DR. RENÁTA KÁLMÁN⁹

Clinical Legal Education is an alternative way of teaching law since the second half of the 20th century. The origin of Clinical Legal Education is rooted in the US, although thanks to different foundations (e.g. Ford Foundation) it is already widely spread all over the globe. Nowadays, the frontal way of teaching law becomes outdated in Hungary, thus the alternative methods are more required than ever before. Therefore, my research focuses on clinical legal education in a comparative perspective, with particular attention to the US and Hungarian legal clinics.

Legal clinics have two main purposes: social and educational goals. In addition to these, clinical education is such a form of experimental learning which includes lawyering skills (e.g. drafting legal documents, communication with clients), growth of legal knowledge, personal values (e.g. empathy) and the promotion of social justice. Students provide legal advice to marginalized, under-represented clients (e.g. homeless, disabled, drug-addicted people) what gives the importance and uniqueness of this teaching method.

In the last 3 years, I work as a Program Coordinator of the Legal Clinic of the University of Szeged Faculty of Law and Political Sciences. Simultaneously, my PhD research focuses on the theoretical background of Clinical Legal Education, and its realization in practice. In the course of my research, I won a research grant from the Ministry of Justice of Hungary in 2019, which provided me an opportunity to conduct a comparative research at the Law School of the University of Toledo. Therefore, I made a questionnaire focusing on those lawyering skills that can be acquired during legal clinic education. For instance, the research revealed that the empathy of the students developed, because they provided legal advice for clients, who belong to marginalized and under-represented groups of the society. Such a survey was anonymously filled out by over 100, former and current, legal clinic students both in Hungary and in the US. This conference would provide me a great professional opportunity to discuss my research results with the broader academic world and thereby improving my doctoral research.

KEYWORDS: Clinical Legal Education, comparative research, US and Hungary, lawyering skills

10-DW09-9135

INTERNATIONAL STUDENT MIGRATION INDEX

MS. RÉKA BRIGITTA SZANISZLÓ¹⁰

The system of international relations consists of four main actors: states, international organisations, legal persons and natural persons. They shape the world we know. Since the formulation of modern states, they are the most significant actors of the researched system. However, the end of the 20th century brought some new perspectives to the analysis of

⁹ Dr. Renáta Kálmán, Assistant Professor, University of Szeged.

¹⁰ Ms. Réka Brigitta Szaniszló, PhD Student, University of Szeged.

international relations. We had to observe that the importance of non-state actors emerged in the system of international relations. They gained more and more significance, capability to influence the world's main events due to the rise of all global phenomena, e.g. spread of the Internet, acceleration of globalisation, apparition of transnationalism, etc.

This research intends to highlight the importance of natural persons in international relations. A diaspora is a (1) transnational group which (2) is scattered in different states which scatter was caused by any form of migration; (3) it is tightly linked to its homeland which is an existing state or to its old country which does not exist and it is based on common myths which is idealized and to where the members desire to return and feel loyalty, (4) it lives in numerical minority in the host country in whose society it cannot or do not want to assimilate, (5) it is a highly organized interpersonal network which identify itself with partner-diasporas, (6) it is capable to develop transnational political relations between the triad of homeland, host country and the diaspora itself. (Szaniszló, 2019.)

From the point of view of the discipline of international relations, the last two criteria, the networking attribute of diasporas are the most interesting, nowadays, transnational communities take a more and more important role in shaping international relations. As consequence, it is crucial to attend to diaspora networks. The second most important attribute of diasporas from the point of view of the discipline of international relations is their development by international migration.

Nowadays, international migration is in the focus of every political rhetoric. Not accidentally. All forms of international migration are and will be one of the biggest challenges to control, to solve. International student migration is a 'controlled' way to migrate, endorsed by states due to its numerous advantages.

In the mid '60s, the Hungarian government offered scholarships for students living in countries recently became communist. The purpose of the Hungarian government was to break out from foreign policy isolation pursued the Hungarian revolution and war of independence in 1956. These students form a peculiar diaspora that is present in the two states' relationship. Learnt from the past, Hungary launched another scholarship programme at the beginning of the 2010s to train international students and 'use' them later as mediators in bilateral interstate relations.

For this long-term investment purpose an index is needed which can measure the impact factors of students on two states' bilateral relations. Accordingly, the so-called International Student Migration Index was created composed by nine indicators belonging to the international student, the host state and the country of origin.

KEYWORDS: international student migration, international relations, impact indicators, long-term investment

11-DZ09-9106

AIRPORT OPERATOR LIABILITY TOWARDS AIRCRAFT'S DAMAGES ON GROUND

DR. WALAAELDEEN IBRAHIM¹¹

Airport is considered one of the main elements in Civil aviation industry, which is playing the focal role in our life. The relation between Airports and Air carriers is inevitable; no airport without air carrier and vice versa. This relation is legally appeared through a lease and use airport contract, which determine all the aspects and issues that might be arisen between the both. It clarifies rights and obligation and responsibilities as well.

¹¹ Dr. Walaaldeen Ibrahim, Assistant Professor, Zayed University.

Most of the Arabian countries with the beginning of the second millennium had changed its legal treatment towards this relation, especially after following the liberalization strategy in most of its economic activities. This strategy had been appeared in changing the legal nature of relationship between Airport and Air carrier, from the Public contract form to the Private organization, which put both parties in an equal balance in rights and obligations, for both parties, but in the same time, with the consideration of maintaining the airport function as a public utility.

No doubt, sometimes irregular situations may be appeared in this relationship especially, when the aircrafts faced accidents or incidents during its existence in the airport that effect on its operation rate and this may be reflected in losses that the air carrier may incurred. IN this context, the research paper concern with determine and analyze the Airport responsibility towards the damages that may be occurred to the Aircraft, in the light of the lease and use contract, in Emirati law.

KEYWORDS: Legal Responsibility, Accident, Incident, Airport operator, Aircraft.

12-DW06-9132

DIFFERENCE BETWEEN CONSTITUTIONAL IDENTITY AND SOVEREIGNTY IN EUROPEAN INTEGRATION BASED ON THE ARTICLE 4 TEU

DR. NORBERT TRIBL¹²

There are provisions of the constitutions that need to be given higher protection for some reason: this is the material core of the constitution. The external and internal sides of this higher protection can be separated. In case of internal protection, some provisions of the constitution are secured from the amendments: the constitutional-amending power is limited (eternity clauses). In case of external (supranational) protection the core of the constitution can be secured from the changeability caused by the supranational level (constitutional identity).

In the European view the ultimate interpretation of constitutional identity must be materialized in the practice of constitutional courts of the Member States in charge of the interpretation of the constitution as the ensemble of fundamental constitutional provisions and institutions with historical origins defining the constitutional system.

Scientific public opinion in Europe now considers the concept of constitutional identity as highlighted issue. There are some who interpret it as the manifestation of a conflict in Europe. Nevertheless, constitutional identity is a bridge between the Member States and the EU rather than a river washing away the achievements of the integration.

The concept of constitutional identity appears in the Anglo-Saxon legal systems (or legal literary conceptions) and in the supranational system of European integration under different lights and approaches. While in Anglo-Saxon approaches, the interpretation of legal institutions in conformity with the constitution is understood under it, the European concept seems to be applied when possible conflicts between the legal system of the European supranational space and certain provisions of the national constitutions of the Member States arise. In other words, the European concept intends to offer input for the determination of the nature of the relationship between the constitutional provisions of the Member States and the legal acts of the EU integration.

In the EU system of multilevel constitutionalism, a long-standing central debate on integration surrounds the conflict between EU legal acts and the constitutional provisions of the Member States. Even though the Court of Justice of the European Union stated in *Costa v. E.N.E.L.* that Member States cannot refer to the provisions of their respective national constitutions against the integration, based on the experience of more than 50 years since the

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above decision, and also in light of the Treaty of Lisbon, we now can clearly see that EU law has itself identified an obligation for the EU to protect the fundamental constitutional features of the Member States under Article 4 (2) TEU, by respecting the national identities of Member States. In order to understand the problem and the concept of constitutional identity in this context, however, it is necessary to determine a coordinate system, in which the concept is to be defined and applied. This coordinate system is multilevel constitutionalism. Going beyond the legal framework, not only the co-existence of constitutional systems, but also the common identity of coexisting and mutually dependent European cultures and democracies shall also be examined, in light of national sovereignty and common European values.

KEYWORDS: constitutional identity, European Integration, identity conflict, core of the constitution, identity

13-DW07-9144

CAN WE DO THAT? - WHY IS IT SO DIFFICULT TO ESTABLISH A MODEL ANTI-BULLYING POLICY AT THE HIGHER EDUCATION LEVEL

DR. TAMÁS PONGÓ¹³

Bullying and cyberbullying enmeshes the everyday life of students worldwide and represents a widely spread issue nowadays. Even though there are several forms of bullying (e.g. school bullying, cyberbullying or workplace bullying), most of the research focuses on the school context, especially the public education. However, this phenomenon also represents a great problem in the higher education context as well. Recently, I won the Eötvös Hungarian State Research Grant to the USA to conduct research regarding the possibility of adopting an anti-bullying policy for higher education institutions. As a result, I established a model anti-bullying policy for colleges and universities, with particular attention to the US and Hungarian context. The fundamental legal controversy regarding bullying and cyberbullying is always the limits of freedom of speech. The protection of free speech has a different approach in the US, where the First Amendment is a paramount law. However, in Hungary and most of the EU countries, freedom of speech limitations are based upon the protection of human dignity. Therefore, a model anti-bullying policy shall take these two different perspectives into consideration, and must be adapted to the given state's own legal traditions.

In the last semester, I spent four months in the USA (Penn State Law, University of Toledo Law School), in order to discuss this phenomenon with student code of conduct officers, supervisors and professors. In the course of the research and these discussions, several hindering effects were revealed concerning policy-making in the field of bullying and cyberbullying in the US.

As a result of my research, I was able to identify the crucial elements of an anti-bullying policy in the higher education context and established a model policy for any institution both in the US and Hungary. Even though I am aware of the different free speech perspectives, this model policy may serve as a research-based guideline for universities. Furthermore, the present conference would provide me a great opportunity to discuss my results with the broader international academic world and thereby improving and fine-tuning the research results.

KEYWORDS: Bullying, Cyberbullying, Freedom of speech, US, Hungary, Model policy, policy-making

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14-DW13-9113

HOW AND WHEN THE ORGANIZATIONAL TIES BUILD THE ORGANIZATIONAL INNOVATION: RESOURCE BASED VIEW OF FIRM PERSPECTIVE

DR. RABEEYA RAOOF¹⁴ MR. ABRAR-UL-HAQ; AND JAVERIA SATTAR, SENIOR OFFICER (ADMISSION & EXAMINATION)

Current study aimed to identify the factors which may influence the organization innovation. This study proposed a theoretical framework for the organizational innovation which explained that how mentoring resources, inter-organizational networks and intra organizational networks play their role to increase the organizational innovative capabilities. With the theory of innovation, this study proposed that mentoring resources, inter-organizational network and intra-organizational networks increase the knowledge stocks and knowledge flows within the organization. These knowledge stocks and knowledge flows positively influence the organizational innovation. In this way, the knowledge stocks and knowledge flow mediate the relationship of mentoring resources, inter-organizational networks, intra-organizational network with the organizational innovation. This study will collect the data from the organizations of IT Industry. The findings of this study will provide implications for the managers and employees of IT Industry.

KEYWORDS: inter-organizational networks, intra-organizational network, knowledge flows, knowledge stocks, organizational innovation .

15-DZ10-9155

ECONOMIC INTEGRATION IN LOWER-MIDDLE INCOME COUNTRIES: THE CASE OF MOROCCO FREE TRADE AGREEMENTS

MS. NADA NADI¹⁵; MR. ELMEHDI ESSBAA¹⁶ AND PR. BELHCEN LHACEN, PROFESSOR

Economic Integration (EI) has been acclaimed for creating economic growth and increasing trade flows among countries. It promotes international openness to reach foreign opportunities by eliminating trade barriers progressively and in some cases completely. However, the heterogeneous design of EI leads to converse effects, whether it is free trade agreements (FTAs), preferential trade arrangements or other forms of EI, there is no constant correlation between its implementation and the increase in trade flows.

During the last three decades, the Kingdom of Morocco has established a policy of economic liberalisation resulting in various signatures of free trade agreements, mainly with the European Union, the United States of America and Turkey. Engaging with these countries may have allowed Morocco's economic tissue to expand to newer markets, instead, the signature of these agreements has led to an increase in the country's global trade deficit.

This paper attempts to answer the question: Does economic integration enhance international involvement and trade flows of lower-middle income countries? To this aim, the study investigates the effects of economic integration in North African countries, with a focus on the case of Morocco and its involvement in multiple trade agreements. Data was gathered from different sources such as the World Trade Organization, World Bank, High commission for planning, to study the evolution of Morocco's trade balance before and after signing trade agreements with highly competitive partners.

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Based on trade indicators data, EI and especially FTAs have mostly a negative impact on Morocco's trade balance, whereas the majority of the agreements have benefited more other signatory countries. The results are mainly explained by political considerations, a lack of previous meticulous economic analysis, low international performance and a weak exportable offer from Moroccan enterprises. Therefore, this article is a reminder of the urgency to take necessary measures to resolve the current situation. It is recommended to reconsider and renegotiate the existing agreements, develop local products to meet the international standards and finally, provide a special assistance to national enterprises and especially small and medium sized businesses to increase their performance and competitiveness.

KEYWORDS: Economic integration, Free trade agreements, Lower-middle countries, Trade flows

17-DZ12-9160

CORPORATE GOVERNANCE AND RISK TAKING IN FINANCIAL INSTITUTIONS: A PRINCIPAL COMPONENT ANALYSIS APPROACH

MS. NOORA ALJALAHMA¹⁷; AND DR RASOL ESKANDARI, LECTURER

In this study, we examine the effect of corporate governance characteristics on risk taking in financial institutions. The risk taking in financial institutions affects the financial and economic stability and failure of financial institutions eventually reaches other sectors and firms in the market.

Previous studies in this area have mainly used governance indices as a proxy for corporate governance. Their findings show that there is a relationship between corporate governance and risk taking in financial institutions for example they found that shareholder-friendly corporate governance leads to excessive risk taking in firms. However, the utilization of indices only gives an overall view. In order to be more specific, we examine the effect of various corporate governance characteristics on several risk measurements. We develop governance factors by using Principal Component Analysis as a replacement of a single governance index, and then use Structural Equation Modelling to integrate several models in a single model.

Our findings show that, while corporate governance as a whole positively affects risk, there are certain characteristics that have a negative effect. We find that characteristics related to the compensation structure and auditing practices drive the positive effect on risk. However, insider ownership, debt-based compensation and board characteristics including board independence and size have a negative effect. In previous studies, these characteristics were found to have a positive effect on risk when examine in the context of a governance index. We also conduct an additional analysis using governance scores developed by the Institutional Shareholder Services to replace the governance factors. The results confirm that corporate governance as a whole have a positive effect on risk, but other variables including board characteristics and shareholders rights have a negative effect.

The findings of our study highlight the importance of studying corporate governance in detail rather than in general. We show that the utilization of a single index can be misleading. The implications of our findings are of a regulatory nature which benefits managers, regulators, and shareholders, it is important for them to know that not all aspects of corporate governance behave similarly. Thus, corporate governance frameworks should be read and developed cautiously, and each part of corporate governance should be treated differently. For example, when developing a framework that addresses risk taking behaviour in financial institutions, not all parts of the framework should have the same directions; while the equity compensation requirement should be lessened (reflecting less shareholder-friendly principles), there should

¹⁷ Ms. Noora Aljalahma, PhD Student, University of Salford.

be more requirement for board independence (reflecting more shareholder-friendly principles). Despite the fact that both principles have different directions, they all aim to minimize risk taking. This implies that each part of corporate governance should be treated differently.

KEYWORDS: Corporate Governance, Risk Measurements, Risk Governance, Principal Component Analysis, Structural Equation Modelling.

18-DW03-8052

DETERMINANTS OF AFRICAN NEWS COVERAGE IN EAST ASIA: A COMPARATIVE ANALYSIS OF CHINESE, JAPANESE AND KOREAN NEWSPAPER

MS. SOOYEON KIM¹⁸

In recent years, attention towards Africa has been growing in the East Asian region. In particular, the amount of Africa-directed ODA and investment in China, Japan and South Korea has been increasing annually, with some analysts going so far as to label it the “scramble for Africa in Asia.” Under these circumstances, it comes as no surprise that East Asian countries are conscious of one another when making their African foreign policy. This raises questions about how the media in these countries convey contents related to Africa. Understanding this situation is vital given the fact the media can shape public opinion which can then go on to inform a government’s foreign policy.

In order to elucidate the determinants of African news coverage in China, Japan and South Korea, this study examined coverage of [African countries] by the People’s Daily (China), Yomiuri Newspaper (Japan) and Chosun Newspaper (Korea) over the past three years (2015-2017). It utilizes quantitative and qualitative research methods to clarify reporting trends (by countries and topics) of Africa. Additionally, based on the results, in order to clarify the correlation between the reporting volume of each country and the news value, multiple regression analysis was conducted.

The findings of the study have significant implications. Most significantly, compared to prior research on news value on Africa done primarily by Western countries, news values in East Asian media about Africa were able to be found and it is possible to clarify the relationship with each other over this study. Furthermore, it would be meaningful in terms of agenda setting to understand if international and domestic issues or policy makers influence on African coverage.

KEYWORDS: media coverage, news values, foreign policy, Africa, Japan, China, South Korea, agenda setting

19-DZ05-9071

ACADEMIC VERSUS PRACTITIONER PERSPECTIVES ON EMPLOYEE ENGAGEMENT: CAN THE GAP BE BRIDGED?

DR. NICOS ROSSIDES¹⁹

It is widely recognized that there exists a yawning gap between academic research and practitioner’s concepts and tools in virtually all areas of management. The “ivory tower” metaphor is often used to suggest that academics are disconnected from the language, problems, and decision frameworks of the business world. Harvard Business School Professor Carmen Nobel went as far as to note: “There’s a pervasive paradox in academia: Research

¹⁸ Ms. Sooyeon Kim, PhD Student, Osaka University.

¹⁹ Dr. Nicos Rossides, Senior Advisor to the Board, The Cyprus Institute.

conducted at business schools often offers no obvious value to people who work in the world of business.”

This chasm is quite understandable and one could say natural, given the different perspectives, traditions and incentives which govern the worlds of academia and business, yet nobody can deny that bridging the gap to the degree possible will yield benefits to both worlds. In the presentation I’ll provide an overview of the construct of employee engagement through the prism of the academic – practitioner divide. Employee engagement is quintessentially a business management concept which, though influencing productivity, retention and organizational support behaviors, has clear bottom line implications. So, it does matter in the real world! Consequently, academics in the management research sphere cannot but feel some need to contribute to a fuller understanding of the factors involved. The same goes for practitioners whose toolkits need to reflect the latest academic evidence and rigor.

Overall, practitioners use definitions and methodologies which are easily comprehensible to clients while lending themselves well to formulaic implementation. Academics tend to concentrate on elaborating on constructs and methodologies, yet often lack real world experience as to what works and what does not. Both can inform a more scientifically robust, yet practical approach to this important topic.

Academic research is important in setting out the “what” but not so much the “so what” and “now what”. It places emphasis on precision and analysis whereas the practitioner often prefers simplicity, experience and intuition.

I shall examine the way the notion of employee engagement is treated in academic as well as practitioner contexts and offer possible explanations on why the two perspectives differ markedly. I conclude that rigor and relevance can co-exist yet the tension and divergent priorities will continue to be seen through different lenses – and result in distinct approaches to further knowledge creation and problem solving.

KEYWORDS: international management, employee engagement, organisational performance, rigour, relevance.

20-DZ08-9083

MANAGERS' EMOTIONAL INTELLIGENCE: A PLEDGE OF PERFORMANCE OR A PASSING FAD? A CASE OF CALL CENTRES

MRS. SAFAE EL GHAZI²⁰; AND **MOUNIA CHERKAOU**

Within companies, emotions have been forgotten as key elements of successful management systems. Seen as factors which disturb judgment, make reckless acts or affect negatively decision-making (KOTSOU, 2008). Since management systems were influenced by the Taylorist worker image, that made the work regular and plain, and considered employees as executing machines.

However, recently, in globalized economy characterized by a variety of uncertainties, emotions are proved as useful elements, even necessary, to attend high-level management. The work of Elton Mayo and Kurt Lewin reveals the importance of emotions (COULON, and LAFITTE, 2016). Since then emotions start to attract considerable attention. These studies have shown that emotions influence, directly or indirectly, many organization processes. For example, the quality of interpersonal relationships, job satisfaction, absenteeism, stress, leadership, performance and team commitment.

Emotions became fundamental and indispensable to individual yield and so on to management efficiency. The idea that a person potential is associated to Intellectual Intelligence, measured by the IQ as the main factor of social, professional and even sentimental

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success, was the main problematic that need to be questioned. The literature on emotional intelligence has made clear that success at work does not only depend on intellectual intelligence but also other factors. Several researches investigating emotional intelligence impact on performance showed that emotionally intelligent managers perform more, attain remarkable results, able to achieve organizational objectives, impact the mood of their subordinates and create a friendly work environment (KOTSOU, 2008). An improvement in the emotional intelligence of managers is therefore linked to the professional development of the organization and not only to the personal development of the manager.

In this context, it would be interesting to question the importance of emotional intelligence. Does it impact organizational performance? What is the importance of emotional intelligence and how it impacts organizational performance?

The literature highlighted that measurement and conceptualization of emotional intelligence are difficult to define. Efforts to measure emotional intelligence have identified three models that are more prominent: the mixed model, the ability model, and the trait model. The first is considered as cognitive skill, the second relates to the mixing of emotional skills with personality-related aspects and the latter is intertwined with personality traits (Samad, 2014). But, despite strong claims about the importance of emotional intelligence in the workplace, few studies have empirically examined the impact of emotional intelligence on organizational performance, because even though the concept of performance is at the heart of all evaluation processes of companies and organizations, we observe that performance remains a multidimensional concept and many authors insist about the vagueness that surrounds the concept.

Given the above, this article provides an overview of the researches related to emotional intelligence, particularly focusing on studies that investigated the impact of emotional intelligence on organizational performance to contribute to the emotional intelligence literature and highlight its importance and show how does it impact companies' performance.

KEYWORDS: Emotional Intelligence, Management, Firms

21-DW10-9161

ROLES OF ACTORS AND LINKAGES IN THE DEVELOPMENT OF KNOWLEDGE AND TECHNOLOGICAL CAPABILITIES FOR SUCCESSFUL CLUSTER RENEWAL/SECTORAL DIVERSIFICATION: EMPIRICAL EVIDENCE FROM SUGARCANE CLUSTER IN THAILAND

MS. WAEWPAILIN PHANPHAKDI²¹

Cluster development has been seen to be directly associated with successful industrialization for both developed and developing countries. However, many clusters illustrate unequal growth paths, some can pass through their life span with sustainable growth potential, while others are facing a decline, especially ones in latecomer economies. Therefore, this paper investigates the roles of actors and linkages for knowledge and technological capabilities upgrading as critical mechanisms based on the Sectoral Innovation System (SIS) for successful cluster renewal/diversification of the sector. The exploratory research was conducted at a cluster-level of a sugarcane cluster in Thailand representing medium-low-tech cluster in a late catching-up nation which successfully rejuvenated its life cycle by producing high-valued bioenergy. Interviews with 11 key respondents working for sugarcane cluster development were conducted to investigate these mechanisms. This study shows that proactive cluster actors play a critical role in improving technological capabilities for successful transformation into a knowledge-intensive one. Following that, coordinated efforts among cluster actors are essential

²¹ Ms. Waewpailin Phanphakdi, PhD candidate (student), Waseda University.

to expedite cluster rejuvenation. If the cluster is left to the market-driven force alone, it could fail to make the transition or undergo a much slower transformation. However, when the cooperation is needed, there must be a “champion” who directs or solicits supports from other related actors. In the case of the Thai sugarcane cluster, this role is played by leading sugar mills. Large domestic firms played important roles in introducing new knowledge on know-how, advanced technologies on production and cultivation from overseas to the locality, as well as providing financial and capital supports to contracted farmers, in the aspect of a dependent relationship. Knowledgeable institutes are supported by the government mainly to assist local planters, especially in improving cane varieties to be the best quality in Asia, while intermediary organizations become information hubs and cluster coordinators for policy negotiation and imported technologies.

KEYWORDS: Cluster renewal, Sectoral diversification, Sectoral Innovation System, Cross-national linkages, Lateral linkages, Value chain, Supply-side and Demand-side policy

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