



Communication Institute of Greece



Abstract book of the  
4<sup>th</sup> Annual International Conference  
on Communication and  
Management (ICCM2018)  
23 -26 April 2018

Edited by Dr Margarita Kefalaki



ICCM2018





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4<sup>th</sup> Annual International Conference on  
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## Preface

This abstract book includes the abstracts of the papers presented at the 4<sup>th</sup> International Conference on Communication and Management, 23-26 April 2018, organized by the Communication Institute of Greece.

The purpose of this abstract book is to give the opportunity to our Academic Members, conference participants and people interested by what we do, the opportunity to discover authors and research relevant to their own work. In this way exchanges and communication becomes possible!

This year, with the purpose to reply to the needs of our friends and Academic Members and become able to propose conferences on specific disciplines in the future, we additionally proposed a **Panel on Education**, a **Panel on Political sciences and International affairs**, a **Special Session on Multidisciplinary Media & Mediated Communication Technologies**, and **two Workshops**. The first workshop, directed by Ailson J. De Moraes, Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK, was entitled «Education ‘Thinking, Learning and Teaching like Da Vinci’». The second workshop, directed by Professor Pere Juárez Vives, President, Alumni UB Innovation & Competitiveness, Universitat de Barcelona, Spain, was entitled «LEGO® Serious Play® method: Agile Learning in Superior Education and LifeLong Learning».

In total 40 papers were presented by 75 presenters, coming from 21 different countries around the world (Pakistan, USA, UAE, Germany, Finland, Beijing, Malaysia, Turkey, Russia, France, UK, Belgium, Spain, Albania, Kenya, Thailand, Lithuania, Croatia, Morocco, China, Greece). This ‘audience’ comprised professors, researchers, students and key people, interested by education, politics, cultural affairs, etc.

We wouldn’t omit to say that this year we had the honor to have among our participants, two representatives from the Ministry of Economy of the Republic of Lithuania, Eglė Samsonovienė from the Department of Strategic Planning and Inga Steponaviciene, Head of the Strategic Planning Department of the Ministry.

We would like to thank the participants that also became our Academic Members. We consider them know our Ambassadors in their countries. We hope that they all enjoyed this conference, and that they will invite their friends and colleagues to participate at the conferences we will organize next year and the years to come. For us it is imperative to give the best possible services to our participants and to collaborate with them in order to ameliorate things- as we can always do better.

The conference was organized into ten (10) sessions that include the following themes : International and Intercultural Education, International business and Management, Social Media, Media and Mediated Communication Technologies, Mini Workshop/Round Table Discussion, entitled «Education ‘Thinking, Learning and Teaching like Da Vinci’», Political sciences and International affairs: The future of the EU, Social Media and Communication Technologies , Intercultural Themes, International and Interpersonal Communication and the Workshop\_ Round Table Discussion entitled «Lego Serious Play: Agile Learning in Superior Education».

As it is the publication policy of the Institute, all the papers presented in this conference will be considered for publication in one of the institutes Book (conference proceedings online with ISBN number), after the necessary possible corrections will take place by the authors.

Additionally, selected papers will be published at the *Journal of Media Critiques* [JMC] and/or Cambridge Scholars.

The Communication Institute of Greece is an International non-profit association, established to promote research, education and to facilitate communication among academics and people interested by the future of Communication and Education, around the world. It was established in 2003 in France and again in 2013 in Greece as an independent association of academics and researchers who consider that education and intercultural communication can ameliorate our lives: educating ourselves is what we need to develop in a fruitful environment.

Academics can contribute significantly to the quality of “education”. Educate, communicate, exchange, meet new cultures, create, collaborate (...) we can all have a part in this! The quality of education can promote, among other, intercultural communication and the academic community is the leader of education’s content and quality. Academics, researchers, PhD students or people interested to create links with the academic community around the world, can become members of the Institute.

Next year COMinG is organising its 5<sup>th</sup> Annual International Conference on Communication and Management. We will additionally be able to propose a separate conference on Education that will include, among others, a workshop on ‘Smart Cities’.

Once more, we would like these conferences to become opportunities for Academics, Professionals, Researchers and interested people from all over the world, to meet, exchange ideas on their research, discuss the future developments in their disciplines and contribute to education’s future. Such kind of interdisciplinary conferences will continue to be organized on the same base of purposes every year. Soon, with the help of our Academic Members, we will be able to propose more small events per year, to serve the mission statement of the Institute.

Last but not least, I would like to thank all the participants, the members of the conference organising and academic committee and the administration staff of the Communication Institute of Greece for putting this conference together.

Dr Margarita K. Kefalaki  
President  
Communication Institute of Greece

# Conference Program



**4<sup>th</sup> annual International Conference on Communication and Management (ICCM2018),  
23 – 26 April 2018, Athens– Greece**

**Conference Venue:** the four star “Stanley Hotel”,  
1 Odisseos str, Karaiskaki Square, Athens, Greece (Room Vikos)

Organised by the

**Communication Institute of Greece (COMinG)**

Sponsored by:

Associated Partner



European Economic Interest Grouping (EEIG)

Media Partners



Cambridge  
Scholars  
Publishing



**ORGANIZING AND SCIENTIFIC COMMITTEE**

1. Dr Margarita Kefalaki, President, COMinG & Visiting Professor, Hellenic Open University, Greece
2. Dr Christian Schnee, Head, Political Communication & Political Marketing part of ICCM2017 & Senior Lecturer, Worcester Univ., UK
3. Ailson J. De Moraes Head, Panel on Education, COMinG & Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK
4. Dr Andreas Veglis, Head, Mediated Communication Technologies part of ICC2017 & Professor, Aristotle University of Thessaloniki, Greece
5. Dr Rudy R. Pugliese, Head, *Mass Communication* part of ICCM2017 & Professor, Rochester Institute of Technology, New York
6. Dr Arif Yildirim, Ac. Member, COMinG & Assistant Professor, Head of the Departments of Communication Informatics and Journalism, Gaziantep University, Turkey
7. Dr Manuel Pereira, Ac. Member, COMinG & Chairman of the Board of Directors at EUCED - European Network for Economic Cooperation and Development, EEIG, Lisbon Area, Portugal
8. Dr Karl-Heinz Pogner, Ac. Member, COMinG & Associate professor, Copenhagen Business School, Denmark
9. Dr Ané Pearman, Head, Intercultural communication part of ICCM2017 & Assistant Professor, Tidewater Community College, USA
10. Louis-Caleb Remanda, Research & Teaching Assistant, University of Versailles Saint-Quentin-en-Yvelines, France.
11. Dr Carolin Rekar Munro, Co-Head *Political Communication & Political Marketing*, COMinG & Ass. Professor, Royal Roads University, Canada
12. Dr Omoregie Charles Osifo, Head, Management part of ICCM2018, Ass. Professor, Public Management, University of Vaasa, Finland
13. Dr Mary Z. Ashlock, Ac. Member, COMinG & Assistant Professor, University of Louisville, USA
14. Dr George N. Nehme, Ac. Member, COMinG & Dean of the Faculty of Business Administration, Université Antonine UPA, Lebanon
15. Dr Karen Freberg, Ac. Member, COMinG & Assistant Professor in Strategic Communications, University of Louisville, USA
16. Dr David H. Hartmann, Ac. Member, COMinG & Conference Chair, Professor, University of Central Oklahoma, USA
17. Dr Cleopatra Veloutsou, Ac. Member, COMinG & Senior Lecturer in Marketing, University of Glasgow, U.K.
18. Eric Stenly Ac. Member, COMinG & Master Student, Ege University, Turkey.

**Administration**

Georgios Passas, Evi Naki, Aria Chinou, Dimitra Chaidouti, Maria Papagrigoraki



Communication Institute of Greece (COMinG)

## 4<sup>th</sup> annual International Conference on Communication and Management (ICCM2018), 23 – 26 April 2018, Athens- Greece

**Conference Venue:** the four star “Stanley Hotel”, 1 Odiseos str, Karaiskaki Square, Athens, Greece  
(Room Vikos)



### Monday 23 April 2018

#### 08:00 – 08:30 Registration and Refreshments

#### 08:30 – 09:00 Welcome & Opening Remarks

- [Dr Margarita Kefalaki](#), President, COMinG
- [Dr Christian Schnee](#), Head, Panel on Political sciences and International affairs, COMinG
- [Ailson J. De Moraes](#), Head, Panel on Education, COMinG
- [Dr Andreas Veglis](#), Head, Special Session on C. S. “Multidisciplinary Media & Mediated Communication Technologies”, COMinG

#### 09:00-11:00 Session I : International and Intercultural Education

**Chair:** \*Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece

1. [Michael A. Altamirano](#), Professor, King Graduate School, Monroe College, USA. Communication of Leadership Principles: a Critical Need for Leadership Education for Underrepresented Grade School Students in New York City
2. [Carlos E. Rios-Collazo](#), Adjunct Professor, King Graduate School of Urban Studies and Applied Research, Monroe College, New York, U.S.A. The Emotional Facilitation Skills of Online Educators Contributing to Positive Outcomes in Private Learning Environments
3. \*[Fotini Diamantidaki](#), Lecturer, UCL Institute of Education (IOE), University of London, UK. The Subject Mentor in Modern Foreign Languages
4. [Wang Chen](#), Professor & Assistant dean, Faculty of Education, Beijing, China. Improving Equity in Chinese Higher Education through Actionable Research: Its Contexts, Possibilities and Issues
5. [Maria Vaxevanidou](#), Press Counsellor, Ministry of Digital Policy, Greece. Education as Public Diplomacy: How to build an international image in education
6. [Bradley Freeman](#), Professor, American University in Dubai, UAE. On textbooks and key terms: Teaching Comm101 in Dubai
7. \*[Karl-Heinz Pogner](#), Associate Professor & Vibeke Ankersborg, Senior advisor for master’s theses, Copenhagen Business School, Denmark. Academic Writing, Research Literacy, Supervision, Qualitative data and Analysis, Writing Pedagogy

**11:00-12:30 Session II : International business and Management**

**Chair:** \*[Jon Bryan](#), Professor, Bridgewater State University, Massachusetts, USA

1. Alexander Karapidis, Research Associate, Fraunhofer Institute for Industrial Engineering, Germany. Competence management- a smart strategy-oriented approach
2. Ahmed Maghni, Professor, National school of management, Tangier, Morocco & [Hamza Aanaou](#), Doctoral researcher, National school of management, Tangier, Morocco. The Profile of the Subcontractor and Performance of the Exchange Relationship in the Automotive Industry in Morocco
3. [Elena Kochkurova](#), Associate Professor & [Tatiana Zykova](#), Associate Professor, National Research University of Nizhny Novgorod, Nizhny Novgorod, Russia. Research and Assessment of Recreational Capacity of the Nizhny Novgorod Region
4. [Jittapon Chumkate](#), Lecturer & Thirawat Chantuk, Asst. Professor, Faculty of Management Science, Silpakorn University, Thailand. Development on Community Enterprise Management for Small Community Tourism
5. [Ana Aleksić](#), Assistant professor & Matea Vukovic, Student, University of Zagreb, Croatia. Connecting personality traits with deviant workplace behavior
6. Nainan Nawaz, PhD Scholar & Osman Khan, Professor, IQRA, University, Islamabad, Pakistan. A Qualitative Analysis of Pakistan's Black Friday and Consumer Misbehavior

**12:30-14:30 Session III : Social Media, Media and Mediated Communication Technologies**

**Chair:** \*[Fotini Diamantidaki](#), Lecturer, UCL Institute of Education (IOE), University of London, UK

1. [Lyn Haber](#), Partner, Human Factors Consultants, USA. Digital Forensic Comparison of Fingerprints
2. [Tomi Niemi](#), Doctoral student, University of Vaasa, Finland. Digital technology as a source of creative organizational resource and service delivery: Building a climate for organizational creativity with deliberative democracy
3. [Daria Selina](#), former reporter, TV-channel «TKT-TV», St. Petersburg, Russia. The role of regional television in the life of a megacity
4. [Elpida Sklika](#), PhD Candidate, University of Strasbourg, France. Analyzing New Media: the Layout Strategies of Greek Online Press and the Audience's Reading Practices
5. Theodora Saridou, Phd student & Kosmas Panagiotidis, Phd student & Nikolaos Tsipas, Phd student & \*[Andreas Veglis](#), Professor, Media Informatics Lab, School of Journalism & MC, Aristotle University of Thessaloniki, Greece. Semantic Tools for Participatory Journalism
6. [Panagiotis-Marios Filippidis](#), PhD Candidate & Charalampos Dimoulas, Assistant Professor & Charalampos Bratsas, Academic Staff & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece. A Multimodal Semantic Model for Event Identification on Sports Media Content
7. Georgios Loumos, PhD Candidate, National and Kapodistrian University of Athens, Greece & Antonios Kargas, Adjunct Academic Staff, Hellenic Open University, Greece & [Dimitrios Varoutas](#), Associate Professor and Director, National and Kapodistrian University of Athens, Greece. Augmented and Virtual Reality Technologies in Cultural Sector: Exploring their usefulness and the perceived ease of use

**14:30 – 15:30 Lunch (Please have the lunch voucher 1- 1<sup>st</sup> day- with you as it will be collected at the restaurant's entrance)**

**15.30-16.30 Session IV : Media Influences in the era of Communication**

**Chair:** \*[Ailson J. De Moraes](#), Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK

1. [Prasopchai Pasunon](#), Associate Professor & Thirawat Chantuk, Assistant Professor & Jittapon Chumkate, Lecturer, Faculty of Management Science, Silpakorn University, Thailand. Factors Affecting Satisfaction of Social Media Use among the Elderly in Thailand
2. [Thirawat Chantuk](#), Assistant Professor, Faculty of Management Science, Silpakorn University, Thailand & [Prasopchai Pasunon](#), Associate Professor, Faculty of Management Science, Silpakorn University. Factors Affecting Active Ageing Regarding Self-Care for Well-being of Elderly in Phetchaburi Province, Thailand
3. [Sema Misci Kip](#), Associate Professor & [Pinar Umul Ünsal](#), Research Assistant, Izmir University of Economics, Turkey. Viewing Native Advertising is My Own Choice': Perspectives of Turkish Digital Immigrants and Digital Natives

**16.30-17.00 Session V  
Discussion**

**Mini Workshop\_ Round Table**

**Title:** Education 'Thinking, Learning and Teaching like Da Vinci'

**Discussion Coordinator:** \*[Karl-Heinz Pogner](#), Ac. Member COMinG & Associate Professor, Copenhagen Business School, Denmark.

**Presented by:** [Ailson J. De Moraes](#), Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK

The premise of this workshop is to demonstrate and debate the existence of a genius within each of us. The workshop tutor strongly believes that each human being is born with the capacities and gifts of a genius – like Leonardo Da Vinci and others like Albert Einstein or William Shakespeare. A question you may enquire is: Does the workshop tutor really believe that we can all be geniuses like Da Vinci and others? Actually he doesn't! No one can be like Da Vinci or any other individuals we all consider geniuses – purely because we are all unique!

**Some questions about the workshop:**

- What have I been learning from the genius?
- What can I teach my students about the genius?
- What can I apply to my own life?

**20:30-22:00 Greek Night with Dinner (details during registration) (Please have your Greek night voucher with you)**

**This is the official dinner of the conference! Nevertheless we do need comfortable shoes!**  
(we advise you to wear comfortable shoes as we have live music and dance!)

**Tuesday 24 April 2018**

**08:00-09:30 Session VI: Political sciences and International affairs: The future of the EU**

**Chair:** \*Minos-Athanasios Karyotakis, PhD candidate, School of Communication, Hong Kong Baptist University, Hong Kong

1. [Romeo Teneqexhi](#), Director of Distance Education Center, Polytechnic University of Tirana, Albania & Loreta Kuneshka, Lector, Medical University of Tirana, Albania. Conversion of the existing monitoring infrastructure for manually ballot counting in Albania to the electronic counting system
2. [Christian Schnee](#), Lecturer in Politics, IES – Institute for the International Education of Students, United Kingdom. About olive trees and broccoli: A history of political party emblems in the 20th and 21st century
3. Oleksii Polegkyi,(PhD),Antwerp University, Belgium & [Christ`l De Landtsheer](#), Professor, director, Department of Communication Sciences, University of Antwerp, Belgium. The house with closed doors: European integration in the Ukrainian public discourse
4. \*[Louis-Caleb Remanda](#), Research & Teaching Assistant, University of Versailles Saint-Quentin-en-Yvelines, France. Understand the European identity through the Institutional Embeddedness theory: The case of the crisis of migrants/refugees
5. [Argyro Kefala](#), Associate Professor, Graduate Program Coordinator-MA in Strategic Communication & Public Relations, DERE- The American College of Greece. Political Populism: Towards a Strategic Communication Framework

**09:30-11:00 Session VII : Social Media and Communication Technologies**

**Chair:** \*[Khaled Gaweesh](#), Assistant Dean, College of Communication, University of Sharjah, UAE

1. \*[Minos-Athanasios Karyotakis](#), PhD candidate, School of Communication, Hong Kong Baptist University, Hong Kong & Nikos Antonopoulos, Assistant Professor, Technological Educational Institute of Ionian Islands, Argostoli, Greece & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece & Matina Kiourexidou, Postdoctoral researcher, Aristotle University of Thessaloniki, Greece. Tourist go home: Communication and Propaganda on Youtube
2. Katerina Diamantaki, Assistant Professor, Graduate Program Coordinator - MA in Digital Communication and Social Media DERE- The American College of Greece. Strategic rhetoric and the construction of community in Facebook's public discourse
3. [Eleni-Revekka Staiou](#), Researcher, National and Kapodistrian University of Athens, Greece & Andreas Giannakouloupoulos, Ionian University, Greece. A Case Study on Viral Journalism in Greece: the Figures, the Trends and the Factors of Success
4. [Hui Liao](#), PhD student, Advertising School, Communication University of China, China. How to make a successful TV drama in China
5. Nikolaos Vryzas, PhD Candidate & Efstathios Sidiropoulos, PhD Candidate & Lazaros Vrysis, PhD Candidate & Evangelia Avraam, Postdoc Researcher & [Charalampos Dimoulas](#), Assistant Professor, Aristotle University of Thessaloniki, Greece. A Mobile Cloud Computing Collaborative Model for the Support of On-Site Content Capturing and Publishing



### **11:00-12:10 Session VIII : Intercultural Themes**

**Chair:** \*Louis-Caleb Remanda, Ph.D Candidate, Research & Teaching Assistant, University of Versailles Saint-Quentin-en-Yvelines, France

1. \*[Khaled Gaweesh](#), Assistant Dean, College of Communication, University of Sharjah, UAE & [Anfal Al Haid](#), Master Student, University of Sharjah, UAE. The Image of United Arab Emirates Culture Among the Non-Arab Expatriates in the UAE
2. [Njeru Wairimu B.](#), Doctoral Fellow, School of Humanities and Social Sciences, Strathmore University, Kenya. Communication as organisation: An exploration of the constitution of social collectives (Chamas) in Kenya
3. \*[Hayatul Safrah Salleh](#) & Nik Hazimah Nik Mat & Wan Norhayati Mohamed & Yusnita Yusof & Muhammad Abi Sofian Abd Halim, Senior Lecturers, School of Maritime Business and Management, University Malaysia Terengganu, Malaysia. The Use Of Marine Resources In Traditional Medicine: Experience-Based Knowledge To Evidence-Based Knowledge
4. Avani Desai, Professor and Dean, Faculty of Business Administration, GLS Campus, Ellisbridge, Ahmedabad, India & [Asha Kaul](#), Professor, Indian Institute of Management, Ahmedabad, India & Vidhi Chaudhri, Assistant Professor, Erasmus University, Rotterdam, Netherlands. An Understanding of Reputational Constructs in the Indian Context

### **12:10-13:00 Session IX : International and Interpersonal Communication**

**Chair:** \*[Hayatul Safrah Salleh](#), Senior Lecturer, School of Maritime Business and Management, University Malaysia Terengganu, Malaysia

1. [Derya GÜL ÜNLÜ](#), PhD Candidate, İstanbul University Faculty of Communication Public Relations and Publicity Department, Turkey. Digital Parenting: Understanding the Digital Transformation of Family Communication
2. [Kelly N. Ferguson](#), Clinical Assistant Professor, Loyola University Chicago. The Spirit of Defiance in Mentorship amongst Black Men and Boys
3. Kejin Liu, PhD Candidate, The Communication University of China, China. The international communication of Chinese cultural confidence

**13:00 – 13:45 Lunch** (Please have the lunch voucher 2- 2<sup>nd</sup> day- with you as it will be collected at the restaurant's entrance)

**13:45-18:00 Tour in Athens with Acropolis** (Please have your voucher and your passport with you)

**Visit of the Most Important Historical and Cultural Monuments of Athens, with the Acropolis (be prepared to walk!)**

**The entrance fee of the sites is included.** (Details during registration)

Note: The simple registration fee of the conference does not cover the cost of this session. Details during registration.

**18.00-20.00** Session X **Workshop\_ Round Table Discussion**

**Title:** «Lego Serious Play: Agile Learning in Superior Education»

**Discussion Coordinator:** Dr Margarita K. Kefalaki, President, COMinG & V. Professor, Hellenic Open University, Greece

Presented by **Profesor Pere Juárez Vives**,  
President, Alumni UB Innovation & Competitiveness, Universitat de Barcelona, Spain

This workshop was selected as a best practice in agile management at the Agile Business Day held in Venice last September, at Rochester University - Dubai Silicon Oasis - World Quality Day, and at the European Code Week in Barcelona.

**20:30-21:30**

**Social Dinner**

Note: The simple registration fee of the conference does not cover the cost of this session. Details during registration.

**Wednesday 25 April 2018**

**07:40 - 19:30** (approximate time) **Delphi Visit with lunch or/and Argolida Visit with lunch**

(Please have your voucher and your passport with you)

Note: The simple registration fee of the conference does not cover the cost of this session. **Pick up time 7:40 from the reception of Stanley Hotel.**

Other details at the conference administration, after registration

**Thursday 26 April 2018**

**07:00 - 20:30** (approximate time) **Cruise to Saronic Islands with lunch on the boat** (Please have your voucher and your passport with you)

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**Note:** The simple registration fee of the conference does not cover the cost of this session. **Pick up time 7:00 the reception of Stanley Hotel.**

Other details at the conference administration, after registration



Some of the ICCM2018 participants.  
Monday 23<sup>th</sup> April 2018,  
Stanley hotel, Athens, Greece



The participants of the workshop  
«Lego Serious Play: Agile Learning in Superior Education»  
Tuesday 24<sup>th</sup> April 2018,  
Stanley hotel, Athens, Greece

## **Communication of Leadership Principles: a Critical Need for Leadership Education for Underrepresented Grade School Students in New York City**

**Michael A. Altamirano**

Professor, King Graduate School, Monroe College, USA.

The term leadership has gained popularity over the last twenty years as an area of research and education for scholars and those seeking to understand and improve their method of transforming others within their constituency. While the term has transcended all levels of society, this article seeks to explore why grade school students of urban areas like New York City struggle to surpass their social status through education and professional achievement. In an area of the United States that represents enormous wealth, the economic and professional disparity between those who prosper and those who struggle can be expounded through an understanding of poor communication, levels of education, and cultural background(s). The majority of children who grow up in New York City are from underrepresented groups in American society. These groups are Black, of American, African, and Caribbean heritage; Latino (Hispanic), of Central American, South American, and Caribbean heritage; and Asian and Middle-Eastern heritage. Poor communication emerges from the fact that a large proportion of grade school children in NYC are first-generation students, many of which struggle with language mastery. The vast majority of school-aged students live in economically challenged areas of the City where income levels are at or below the standard of poverty. The cultural impact of this study further examines the struggle of these students to learn and/or relate to espoused leadership principles from educators, community leaders, and organizational leaders.

Keywords: Leadership, Education, Communication, Economic Disparity, Culture

## **The Emotional Facilitation Skills of Online Educators Contributing to Positive Outcomes in Private Learning Environments**

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The author exposes in this article the essence of emotional facilitation—one of the four basic skills supporting a person’s emotional intelligence (EI)—in the emotional intelligence practices experienced in the online pedagogy of non-tenured professors serving at successful online programs. The discussion focuses on the way qualified online professors use emotions to facilitate learning as part of their online pedagogy. The article emanates from a multiple-case study<sup>1</sup> involving a final purposive sample of ( $N=17$ ) online faculty employed at four distinguished American collegiate institutions. Based on the results of the Mayer-Salovey-Caruso-Emotional Intelligence Test (MSCEIT), the best performing examinees participated in semi-structured interviews. The results of the study suggest the participants’ emotional facilitation skills play a dynamic role in the way they advance successful outcomes in their virtual learning environments.

Keywords: Emotional Intelligence, Connection, Engagement, Success, and Ethics.

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<sup>1</sup> The author originally developed the referenced case study in support of his successfully defended dissertation registered under ProQuest (limited access publication) no. 10583899.

## **The Subject Mentor in Modern Foreign Languages**

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This paper comes at a time of curriculum and Initial Teacher Education (ITE) change in England. The need to hold on tightly to many first principles is vital and one of these is the role of the modern foreign languages mentor in schools, in the context of secondary ITE. This paper aims to restate the definition of the subject mentor, focusing on the qualities, the complexity and evolution of the role. A theoretical framework has been developed based on the theory of mentoring and associated concepts of reflective practice and professional dialogical relationships. Theory and practice of mentoring are then supported with a small-scale research study based on open-ended questionnaires to subject mentors of PGCE Modern Foreign Languages (MFL). The paper also explores the type of collaboration that subject mentors would appreciate having with Higher Education Institutions (HEIs) and observes whether the subject mentoring role in MFL is changing as a result of government policy changes.

Keywords: subject mentor, modern foreign languages (MFL), mentoring, ITE

## **Improving Equity in Chinese Higher Education through Actionable Research: Its Contexts, Possibilities and Issues**

**Wang Chen**

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After the stagnation and chaos of the Cultural Revolution, Chinese higher education has entered a new period of reform and reconstruction. During this process, Chinese higher education developed into a strange hybrid system. Within this system, economic development and the overall affluence of resources (opportunities) are not matched with the redistribution of these resources (opportunities) under the principle of social justice (requirement derived from rights). As a result, a series of new problems arise in the course of political and social reforms.

This essay first analyzes the equity problems and their causes during the process of Chinese higher education reform, it then constructs a framework consisting of elements, themes and processes based on the methodologies of action research and actionable research. In light of this framework, this essay discusses the potential effects of actionable research in improving equity in Chinese higher education.

In the case of equity in Chinese higher education, we believe that the following four basic steps and principles are necessary to solve these problems: a) the empirical, non-presupposed process of practical information-gathering as the solid, factual foundation of academic analysis and strategy selection; b) the critical and reflective analysis of practical issues and their causes under an honest, open and responsible moral intention that seeks the influencing factors of the issues and reflects on structural presuppositions; c) the sufficient multidimensional discussions on visions and approaches to the improvement and open selection of solutions in a democratic and inquiring manner; and d) the careful and mild manner of taking action supported by multiple efficient evaluations and reflections which guarantees effective, sustainable achievements and adaptive modifications.

The process of improving equity in Chinese higher education by actionable research should be based on the following three frameworks: (1) The framework of basic elements. In this framework, the government, scholars and private power brokers assume, respectively, the roles of a) policymakers, b) researchers and c) stakeholders in the selection, pilot testing of solutions and improvement of the solution plans addressing the problem of equity in higher education. (2) The framework of themes: The following key themes must be included in both the theoretical framework of equity pedagogy and the analysis of equity in higher education in terms of actionable research (St. John, 2012). (3) The framework of processes: The Action Inquiry Model (AIM) of actionable research is a relatively sophisticated model that can be applied in our case.

The key to solving the problems of Chinese society and education lies not in social institutions but rather in politics and conversation, communication and action that reflect reason, mildness and moral sense. In this sense, actionable research can be one of the appropriate methods of solving China's problems. Clearly, as the leader of successful reform, a government should not only be able to enact policies and take action to promote political and economic reforms using the state's power, but should also be able to assimilate various social powers that have gained new social consciousness in the context of modernization.



## **Education as Public Diplomacy: How to build an international image in education**

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The aim of this paper is to present effective and enduring models of public diplomacy applied in education all over the world. International education as major contributor to soft power and as an important area of public diplomacy can create a lot of advantages, such as to produce commercial value, to promote a nation's foreign policy priorities and interests and to contribute to a country's economic development and investment. Successful educational systems in countries like the US, the UK, Canada and recently China, have proved the role and relevance of their impact to national interest and international soft power goals. A soft power agenda applied by a certain public policy can transform positive experiences from student mobility and intellectual and social relationships at academic levels into influential values, culture and ideas on the global stage in order to enforce a country's image and its vital interests.

The main question of the study is to identify the main factors that can make a country to obtain a strong reputation in education.

Another question is to find out whether there are common factors between different international education systems which are aligned to a certain public policy applied by different countries. A third question will be arise around the methodology of public diplomacy can be followed in order to become a reputational leader in education.

The methodological approach is based on bibliography, published case studies and personal experience.

The results of this study can provide a systematic roadmap of valuables and processes which can be applied by countries aiming to build an international image in education.

Keywords: Public Diplomacy, International Education, International Image in Education

## **On textbooks and key terms: Teaching Comm101 in Dubai**

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As any instructor who has taught introductory courses in the field of mass media and communication(s) will know, it is often difficult to find a ‘required’ textbook that exactly fits the bill. As with the field of communication studies, introductory courses come in many shapes and sizes. The exact nature of the course is defined in part by what the programs’ needs are, how the curriculum has been designed and developed, and who is teaching the course and what their background brings to the table. One of the important decisions regards which textbook will be required. All textbooks are not created (or greeted) equally in the global higher education landscape. For those who are teaching in the United States and Britain, the textbooks are chalk full of pertinent and timely examples, along with stories that help illustrate numerous points and terms. As the media industry matures globally, western-based introductory textbooks are increasingly becoming less appropriate for use in other regions. At the same time, a handful of words have come to the forefront with regards to the global media marketplace: globalization, digitalization, regulation, and fragmentation, among others. These concepts and their application to the media may have slightly different implications depending on the locale. They also signal, and many already know, that we are closer than ever to realizing McLuhan’s “global village.” No matter the specifics of an introductory course, or where in the world it takes place, these concepts are likely to be raised. This paper explores the appropriateness of western books available for the introductory communication courses in a global south context, as well as identifies and defines several key terms of increasing importance in the media landscape.

Keywords: Media textbooks, Globalization, Digitalization, Communication education

## **Academic Writing, Research Literacy, Supervision, Qualitative data and Analysis, Writing Pedagogy**

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&

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The paper aims at investigating the Danish concept of "vejledning" as a form of supervision, that emphasizes guiding through the thesis project instead of controlling it and students being responsible for completion and quality of the theses.

Our empirical data consist of ten retrospective interviews with students after finishing their master thesis at Copenhagen Business School and eight semi-structured interviews in Danish with students halfway through their thesis process.

We developed an analytical framework linking different kinds of relationships of supervisor and student/s and different approaches to supervision by combining three models of supervision ("teaching", "apprenticeship", and "partnership"; Wichmann-Hansen & Wirefeldt Jensen) and three types of supervisors ("expert", "supervisor on methodology" and "guide for the process"; Nexø Jensen).

The analysis investigates how the combination of enacted model of supervision and type of supervisor affects the students' perception and acquisition of "research literacy" (Badenhorst & Guerin. Our analyses show how the partnership model – for any supervisor type - can enhance students' research literacy when it empowers them during the research process (= thesis project) to make choices on an informed basis. Since "vejledning" places the responsibility on the students' shoulders, students need to have or must develop meta-knowledge of the practice/s of academic writing and research. Supporting them in this development sometimes causes frustrations, but also facilitates more and deeper learning and greater awareness of research skills and competencies.

Badenhorst, Cecily & Cally Guerin (eds.) (2016): Research literacies and writing pedagogies for Masters and Doctoral Writers. Leiden & Boston: Brill.

Nexø Jensen, Hanne (2010): "Det lukkede rum" – en dør på klem til specialevejledning. Dansk Universitetspædagogisk Tidsskrift 8.

Wichmann-Hansen, Gitte & Tine Wirefeldt Jensen (2015): Process management and communication. In: Rienecker et al. (eds.): University teaching and learning. Frederiksberg: Samfundslitteratur.

**Keywords:** Academic Writing, Research Literacy, Supervision, Qualitative data and Analysis, Writing Pedagogy

## **Competence management– a smart strategy-oriented approach**

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Today, organizations are increasingly specialized in their activities and faced with turbulent markets. It is therefore becoming more and more important for organizations to manage competences internally. A continuous competence development for employees and managers emerges as a key factor for achieving and maintaining an excellent organizational performance in times of a constantly changing environment. Competence management offers the chance to close existing competence gaps and thus to enhance competitiveness. Numerous approaches are already implemented in organizations worldwide. However, there are different understandings and meanings in research and practice about competence management. The scope ranges from more generic concepts to concrete and detailed competence catalogues directly serving as a set of objectives for competence development measures. Since using a standardized, adoptable and strategy-oriented competence management approach has turned out to be the most efficient solution to support organizational objectives such as the transformation to digitalized workplaces, the “Fraunhofer Kompetenz-Kompass”, which will be illustrated in this paper, was developed in order to give orientation how to implement competence management into an organization in a systematic and standardized way. The approach is conceptualized as a modular kit, including necessary steps and approaches, which then need to be customized to meet the specific requirements of different organizations. Precisely spoken, the approach consists of the following six modules, which have to be understood as sequent phases: (1) strategic context, (2) competence strategy, (3) competence model, (4) competence measurement, (5) competence development and (6) competence evaluation. Within this framework, necessary competences are derived from tasks, activities and processes which support the strategic needs of an organization. Therefore, the competence model can be easily adapted to new challenges and is able to actively flank organizational change processes. The groups addressed with this paper are managers of organizations as well as HR departments and applied research units.

Keywords: competence management, competence framework, competence model, performance

## **The Profile of the Subcontractor and Performance of the Exchange Relationship in the Automotive Industry in Morocco**

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&

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The increased competition in the world creates more pressure on the contractors who now require greater involvement from their subcontractors. Traditional forms of outsourcing are gradually being phased out in favor of more efficient, sustainable and satisfying partner relationships. However, the performance of the outsourcing relationship is related to the subcontractor's position in the value chain, its absorptive and learning capacity, and many other factors. In this context, our research aims to understand the performance of the outsourcing relationship in relation to the profile of the automotive subcontractor in Morocco, depending on the following questions: how do automotive subcontractors perceive the performance of the subcontracting relationship? Is this perception related to the profile of the subcontractor? Does it evolve in time? If yes, what are the reasons?

We conducted sixteen interviews, respecting the principle of theoretical saturation (Glaser and Strauss, 1967), these interviews were conducted mainly with buyers and suppliers employed by subcontractors, which is one of the original features of our work. After the coding of the corpus, the grouping of the codes, we carried out an analysis of the frequencies of the themes to understand their weights, and an analysis of the contingency, to understand the nature of the links between the themes.

Contingency analysis of the interviews made it possible to establish a link between the profile of the subcontractors and the perception of the performance of the relationship. The organization of the subcontractor depends on its position in the manufacturer's value chain; it means for a final client, it would be easier to deal with a specialized equipment supplier, than a supplier of lower rank which subcontracts production time, labor, and capacity. In addition, a sustainable subcontracting relationship favors the subcontractor's learning and the improvement of his industrial organization.

**Keywords:** Automotive Subcontractor Profile, Subcontracting Relationship Performance.

## **Research and Assessment of Recreational Capacity of the Nizhny Novgorod Region**

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The development of domestic tourism has acquired a special significance for the Russian Federation in the period of severe economic and financial crisis, the imposition of sanctions and the sharp decline in the flows of outbound tourism, resulting in the reorientation of the population in the domestic tourism program. Domestic tourism program is, in turn, the most important part of the program of import substitution, the implementation of which is necessary to ensure the stability and sustainability of economic development of the Russian Federation. The article analyzes approaches to the definition of "recreational potential", examined the differences between the concepts of "tourism" and "recreational potential". Author's vision of a definition "the recreational potential" is offered. The structure of recreational potential is defined. The choice of a method of an assessment of recreational potential and a scale of an assessment of each his component is reasonable. The evaluation of each component of the recreational potential of the Nizhny Novgorod region using the method of expert estimates. The identified risks of tourism development for each component. The proposed formula for the assessment of recreational capacity to consider ball the value of each component of the building and adjust it to the risk of development of tourism in this region. Calculation of quantitative value of recreational capacity of the Nizhny Novgorod Region for a method of comparison with a standard is made.

Keywords: recreational potential, tourism, Nizhny Novgorod Region

## **Development on Community Enterprise Management for Small Community Tourism**

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&

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This research is divided into 2 steps: Step 1 is a quantitative research consisted of the survey on opinions towards factors affecting to Active Ageing regarding; and Step 2 uses in-depth interview approach in order to study decision making process on self-care promotion towards Active Ageing regarding self-care for well-being of older persons. The results revealed that when achieving Active Ageing that was the final result of the model, factor with the highest effect on Active Ageing regarding self-care for well-being of older persons in Phetchaburi Province in Thailand, was exercising followed by clean food consumption and the use of technology for accessing health information, respectively. For procedures of decision making on self-care promotion towards Active Ageing regarding self-care for well-being of older persons, the results revealed that the procedures were as follows: 1) acknowledging demands or problems of older persons with health problems, i.e., older persons often considered on demands and problems of clean food or exercising whether they were truly necessary and beneficial for getting better health; 2) seeking for information through consulting with physicians and asking some information from their friends as well as accessing internet for searching some information by themselves; 3) evaluating results whereas older persons made their decision based on considering on problems and obtained information; and 4) making decision on consumption, i.e., after analyzing information based on their existing problems and obtained information, they evaluated obtained results in order to make decision on clean food consumption leading to satisfaction towards clean food after consuming and motivation to eat clean food regularly in the future.

Keywords: Active Ageing, Self-Care, Well-Being, Elderly

## **Connecting personality traits with deviant workplace behavior**

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&

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Deviant workplace behavior presents an important research question in today's organizations as it can cause harmful effects on both individual and organizational level. Besides affecting individual work outcomes, it can also have different social and psychological effects on them and consequently on the overall organization. As of this, it is important to recognize possible determinants of workplace deviance. Personality traits present an important element in defining individual behavior and intentions. As such, they can be considered as a strong predictor of various forms of deviant workplace behavior. To test the proposed connection, an empirical research was done on a sample of 189 individuals. The work is based on the "big five" personality model as a popular method of assessing personality traits and deviant workplace behavior is analyzed from individual and organizational point of view. In general, results show higher level of organizational than individual deviant behavior, but also their mutual dependence. Regarding personality traits, results indicate personality traits agreeableness and conscientiousness to be statistically significantly negatively connected with both forms of undesirable behavior. Other traits including extraversion, emotional stability and openness are not statistically significantly connected with neither individual nor organizational workplace behavior. Results are controlled for difference regarding age and gender. Research implications are provided.

**Keywords:** Personality, Personality traits, Deviant workplace behavior, Croatia



## Digital Forensic Comparison of Fingerprints

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Technology has changed both how forensic evidence is processed and how it is presented in court. For example, prior to the 1980's, forensic fingerprints were compared by humans. Today they are routinely compared digitally, although an examiner often makes the final judgment. In more than 50% of fingerprint cases in the US, Automated Fingerprint Identification Systems (AFIS) search large data bases in cases where police have no suspect. This is an entirely novel procedure with much potential for error: (1) Search systems are proprietary, so it is unknown how accurate these systems are in locating the correct target when it is in the data base; (2) AFIS's are designed to produce the most similar prints to the inputted print, so as data bases increase in size, the probability of erroneous matches increases; (3) AFIS ranks or scores candidate prints according to their similarity to the inputted print, biasing examiners towards candidates with the highest score; (4) AFIS technicians must pre-process the print in order to submit it, consequently, they make decisions about ambiguous features, decisions that can lead to errors. AFIS dutifully produces candidates with the (possibly incorrect) features specified by the technician; (5) Different examiners "see" and encode different features, so that the same print, submitted by different examiners, will result in different candidates; (6) Some examiners, when no highly ranked candidates appear, re-submit the print using different features. Eventually this produces a candidate with a high AFIS score – based on less likely features. I discuss the research showing these problems and conclude that, in the world of forensic fingerprint comparison, technology has run far ahead of solid research documenting the accuracy with which humans can employ it.

Keywords: digital fingerprint comparison, AFIS, comparison biases, erroneous identifications, AFIS research

**Digital Technology as a  
Source of Creative Organizational Resource and Service Delivery: Building  
a Climate for Organizational Creativity with Deliberative Democracy**

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This article suggests that deliberative democracy enables creative climate for organizational development connecting organizational creativity and digitalization together. Deliberative democracy processes deliver a solution for organizations to benefit digital transformation in creative ways. Three factors of digitalization, organizational creativity and deliberative democracy have different roles in the equation but when connected they create a functional opportunity for the use of digital possibilities. Developing digital era provides endless opportunities and advantages for people and organizations but along changing times comes also challenges and unexpected consequences. Rapidly developing digital technology is leading the way in connectivity, interaction and opening novel ways to offer services and design products. Along digitalization people's needs and demands are following the path of developing digital solutions. In these changing times, organizations are confronting a new era where technology is showing the way of new organization culture with the characters of transparency, participation and immediate responsiveness. Success requires the need for keeping up with the pace of digital development and foreseeing future possibilities and anticipating coming consequences. Creativity functions as a partner with digital technology enabling new discoveries from digital sources. Organizational creativity applies divergent and diverse approaches for the development of unique, novel and useful solutions for the greater performance of organizational operations. This article identifies deliberative democracy as potential option for creative development processes. Article concludes by recognizing the interconnectedness between considered concepts.

Keywords: Digital technology, Digital transformation, Organizational creativity, Organization development, Deliberative Democracy

## **The role of regional television in the life of a megacity**

**Daria Selina**

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### Actuality of the research:

67% of Russians watch TV every day. The number of those who want to know about local events is permanently increasing. Therefore, the target audience of regional TV channels is growing. For TKT-TV it's about 250 thousand spectators per day. Thanks to local TV, the residents have the opportunity to be heard. On TKT-TV, spectators offer topics for reportages and analytical stories by calling the editorial office and reporting about holes on roads or unauthorized advertisements. Secondly, this is a real outlet for those who are tired of sensations. TKT-TV doesn't show crime and news from celebrities. They talk about athletes, musicians, philanthropists living next to us.

Finally, the news of the district channel concerns everyone.

### Proposed solutions:

Firstly TKT-TV used to be a copy of other channels. News came out only on Tuesdays and Fridays. That's why simple news coverage didn't work – we were always late in reporting. The rating of channel was less than 1.5% of the city's residents. In 2015, the channel approved a new style of broadcasting. More attention was paid to local events, social problems. More special reports and journalistic investigations started coming out. Also, the broadcasting time has changed - news began to appear as a separate block in prime time.

The style of the program also changed. Now there's a full-hour program with sparkling humor of TV presenters and experts' opinions. And the rating of the channel has increased by 20%.

I only consider the practice of megacities. However, this part is important for small towns as well.

### Resume:

The results of the research can be applied to the work of mass media of any city. In the future, they can become the basis for creating a regional television channel in any city, because this practice is quite new.

**Keywords:** Mass media, Regional TV, Broadcasting, Local television

## **Analyzing New Media: the Layout Strategies of Greek Online Press and the Audience's Reading Practices**

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This paper examines the layout and infographics of a digital article and the possible reading practices of the audience of online press. Our data consist of 114 texts from Greek online newspapers, magazines and pure players from three journalistic genres: news articles, opinion articles and interviews, and five semantic fields: art/fashion, environment/ecology, health/sports, science/technology and politics/finance.

Our purpose is to examine the structure of these texts and discuss the strategies of reading online articles often containing hyperlinks that reflect other texts in an explicit or tacit way (for intertextuality see Fairclough 2006).

Our method requires a double analysis at the microstructure level with a combination of the frameworks of “communication on the media” of Charaudeau (2011) and the “media discourse analysis” of Fairclough (1992), and at the macrostructure level the triple model of the reading practices of electronic press (*pro-intensive*, *pro-inventive* and *pro-extensive models*) of Saemmer (2015).

According to our results the format of a digital article suggests keeping information short and broken down into pieces to hold the reader's attention. All our data include infographic support and their layout shows clear headlines and hyperlinks underlined with a different font and easily accessed with a mouse click. Online texts have also a dedicated space for the reader's comments and all possible active links of the social media so to be shared on the Internet. Concerning the reading practices, news articles follow the pro-extensive model and opinion articles prefer the practices of the pro-inventive model with readers eager to participate. The interviews, yet, do not match these models because they still follow their printed parent-genre. Finally, only 22 hyperlinks were found mostly in news and opinion articles, something that shows that inserting hyperlinks is a strategy still slightly explored in the Greek online press.

Keywords: Greek online press, media discourse, layout, hyperlinks, reading practices

## **Semantic Tools for Participatory Journalism**

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The proliferation of User-Generated Content (UGC) has led to catalytic changes both in the news production process and in the journalist-audience relationship. Media organizations redesign their strategies in order to incorporate UGC in their everyday work routine, by adopting tools of participatory journalism through which amateurs comment on stories, submit material for publication, share articles or take part in discussions. Furthermore, a large amount of content becomes constantly available on social media platforms, enhancing the need of continuous monitoring and effective management. However, the coexistence of professional and amateur content raises significant ethical, legal and responsibility issues, which force media organizations to spend human, economic and time resources in order to ensure quality. Except for traditional methods, modern collection, management and validation methods used by journalists are often based on semantic web services. The paper aims to offer an in-depth description of the already available semantic analysis tools in the context of participatory journalism. By offering a comprehensive examination of such platforms adopted by global media organizations, the paper seeks to identify the existing use of semantic technology for the purpose of UGC exploitation. First, the paper will not only present an analytical framework of the audience participation in online news production, but will also investigate the problems professionals have to deal with during this process. Subsequently, the study will focus on the description and analysis of semantic tools which are exploited by journalistic organizations in order to manage UGC. Thus, an emphasis on the best techniques will shape the necessary processes of adaptation, evolution and integration aiming at new models of participatory journalism for collecting, managing and publishing UGC content, utilizing intelligent processing and analysis strategies in the semantic web.

**Keywords:** Participatory Journalism, Semantic, tools, User-Generated Content

## **A Multimodal Semantic Model for Event Identification on Sports Media Content**

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The proposed paper presents a multimodal semantic event identification model of occurring events in sports games. Sport broadcasting programs and TV shows form a demanding media case, as journalists, experts and analysts tend to examine in detail their gameplay aspects and elements, trying to offer thorough analysis and deep insights to their large audience. Basketball serves as an exemplary case for developing an event identification model in sports media content, since it is full of small or bigger events that take place throughout the game. A basketball event is defined as a series of player actions during the game. The proposed method leverages and combines the information of various game sources as statistics, play-by-play (PBP), text reports and others. Named Entity Recognition techniques are applied to identify entities such as players and actions within the text. A semantic vocabulary with PBP game actions is used to map the identified terms to the respective entities and to detect the events in the text, as well. The vocabulary is enriched with synonyms of the same actions both from the text and semantically, from corresponding web ontologies and knowledge graphs. Through this circular process, the model is trained to identify events in additional unknown text sources, from a corpus of web sports articles, while combining articles for the same game builds a bigger mosaic of the respective game's events. With a rich vocabulary and a pool of events, data mining techniques are applied to identify longer, important events during the game, that is a series of events under the same topic, such as a scoring streak by a team. Event searching and analytics tools, deep insights, data journalism stories, highlighting and events forecasting are only some of the results that come off the proposed event identification model on sports media content. Given the current state of research in the aforementioned technologies, the current paper proposes multilevel event classification taxonomies that could be used in multimodal semantic processing and conceptualization approaches.

**Keywords:** event identification, content management, data journalism, sports media analysis, media semantics, linked data, data mining

## **Augmented and Virtual Reality Technologies in Cultural Sector: Exploring their usefulness and the perceived ease of use**

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Augmented Reality (AR) and Virtual Reality (VR) Technologies offer new challenges and opportunities for mediated communication and aspire to reshape business environment and everyday life in terms of user's experience, enrich content, access and user-friendly capabilities).

In this work, we focus on cultural sector and aim to discuss and present sector challenges and opportunities for AR/VR implementation.

Cultural sector is already facing the need to implement such technologies aiming to: (a) to reuse its exclusive digital content, (b) to exploit its content for mass markets in global level such as gaming and (c) to further enrich users experience.

Even though, the introduction and implementation of such technologies are important for cultural industries, little research has been done in cultural sector for aspects such as: a) how users will get benefit from rich content available anywhere, anytime and at the lower possible price (usefulness) and b) how cultural content providers could benefit from AR and VR introduction (ease of use).

The present study aims to conceptualize these aspects by using existing case studies and success stories and by exploiting academic research. A methodological framework for AR/VR project selection and appraisal based of this information along with authors' experience in implementing AR/VR technologies will also be introduced and discussed.

Specific results regarding AR/VR perspectives for cultural industries (with a special discussion for Greek cultural industry), technology appraisal criteria as well as the perceived ease of use from both content – providers and end – users will also be presented.

Concluding remarks and discussions will summarized the study which aims to contribute to AR/VR development in this sector

**Keywords:** Augmented Reality, Virtual Reality, Cultural Sector

## **Factors Affecting Satisfaction of Social Media Use among the Elderly in Thailand**

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The research aims to study factors which affected satisfaction of social media use among the elderly in Thailand. Quantitative research was used to collect data from 320 elderly people using a nonprobability sampling method. Survey instrument used was a questionnaire. Statistics used in data analysis included frequency, percentage, mean, and standard deviation. Statistics used in hypothesis test included chi-square, GFI, RMSEA, and CFI. The study found that the majority of the elderly were female, married, 60-65 years of age, secondary education, currently living with their children, with social media usage average 10-20 hours per week, most frequently used time between 2.01 pm to 5.00 pm, for entertainment purposes, for 3 years. The overall estimation on factors affecting satisfaction with social media use of the elderly was at a high level. Elderly people were most concerned about their deployment, followed by usage. While being satisfied with the use of social media, elderly people more focused on communication than entertainment and marketing. By examining the model's GFI (goodness of fit index), causal analysis results of factors affecting social media use satisfaction of the elderly in Thailand showed as follows: chi-square ( $X^2$ ) = 87.56, statistical significance at p-value = 0.54, relative chi-square ( $X^2/df$ ) = 1.62, comparative fit index (CFI) = 1.00, goodness of fit index (GFI) = 0.99, adjusted goodness of fit index (AGFI) = 0.99, and root mean square error of approximation (RMSEA) = 0.01, which all values passed the criteria. Considering social media use satisfaction as the final result of the model, it was found that the most overall influence was its deployment, chatting in chat rooms, and usage, respectively.

**Keywords:** Satisfaction, Social Media, Elderly



## **Factors Affecting Active Ageing Regarding Self-Care for Well-being of Elderly in Phetchaburi Province, Thailand**

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&

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The research aims to study factors which affected satisfaction of social media use among the elderly in Thailand. Quantitative research was used to collect data from 320 elderly people using a nonprobability sampling method. Survey instrument used was a questionnaire. Statistics used in data analysis included frequency, percentage, mean, and standard deviation. Statistics used in hypothesis test included chi-square, GFI, RMSEA, and CFI. The study found that the majority of the elderly were female, married, 60-65 years of age, secondary education, currently living with their children, with social media usage average 10-20 hours per week, most frequently used time between 2.01 pm to 5.00 pm, for entertainment purposes, for 3 years. The overall estimation on factors affecting satisfaction with social media use of the elderly was at a high level. Elderly people were most concerned about their deployment, followed by usage. While being satisfied with the use of social media, elderly people more focused on communication than entertainment and marketing. By examining the model's GFI (goodness of fit index), causal analysis results of factors affecting social media use satisfaction of the elderly in Thailand showed as follows: chi-square ( $X^2$ ) = 87.56, statistical significance at p-value = 0.54, relative chi-square ( $X^2/df$ ) = 1.62, comparative fit index (CFI) = 1.00, goodness of fit index (GFI) = 0.99, adjusted goodness of fit index (AGFI) = 0.99, and root mean square error of approximation (RMSEA) = 0.01, which all values passed the criteria. Considering social media use satisfaction as the final result of the model, it was found that the most overall influence was its deployment, chatting in chat rooms, and usage, respectively.

Keywords: Satisfaction, Social Media, Elderly

## **Viewing Native Advertising is My Own Choice': Perspectives of Turkish Digital Immigrants and Digital Natives**

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&

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Native advertising (NA) is an online advertising format, which is fully integrated and embedded within web and mobile streams as a brand and medium-congruent content, mimicking the usual style and tone of editorial content. Compared to previous formats, NA is regarded more potent in terms of congruency, integration, engagement and return of investment for both advertisers and publishers. However, evaluating from consumers' perspectives, the format is viewed as covert and deceiving when not disclosed clearly. Concerns for publishers and advertisers, on credibility in particular, further exist. As a hotly debated issue, NA stands at the intersection of advertising, journalism and public relations.

While several studies have focused on NA with a quantitative approach, there is a scarcity of research with a qualitative perspective. Few studies have attended to practitioner views on NA. Existing body of literature also prevails that many of both qualitative and quantitative research conducted on NA address US-based publications, advertisements or consumers as units of analysis. Furthermore, there has not been much investigation on how different cohorts of consumers perceive NA. Therefore, this study aims to gain broad insights into perceptions and attitudes of Turkish digital immigrants and digital natives toward NA. Thirty-six semi-structured in-depth interviews were conducted with Turkish consumers; with age and education levels the main criteria of selection. The findings, as well as discussing preexisting themes such as disclosure, recognition, consumer attitudes, and implications for publishers and advertisers, prevails new areas of discussion and consumer concerns such as self-determination of viewing NA, privacy, and accuracy of information. In terms of perceptions and attitudes of digital immigrants and digital natives, both similarities and differences exist. Digital natives' attitudes are relatively positive than digital immigrants since they consider viewing NA content is their own choice.

**Keywords:** native advertising, Turkey, digital immigrants, digital natives

## **About olive trees and broccoli: A history of political party emblems in the 20th and 21st century**

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**Purpose:** This paper aims at making sense of how political parties have been generating and selecting emblems and symbols. The study seeks to clarify to what degree a political party's strategic objectives and ideological beliefs may constitute the rationale for the choice of visual elements.

**Relevance:** The visual identity of organisations as expressed through the colour and design scheme of their respective logos have been widely discussed across academic disciplines. A debate which – quasi as a testimony to its significance – regularly attracts the attention of the professional community and witnesses practitioners weigh in on the subject.

**Methodology:** For this historical study material has been drawn on from public libraries, archives, resources provided by think tanks and political foundations.

**Findings:** It appears that political parties adopt, alter and exchange their logos in response to external political circumstances, alterations in ideological positioning, as a result of new marketing strategies and efforts to re-brand. Colour codes and design tend to be developed by external experts, while the ultimate organisational decision is usually taken by senior party management.

**Implications:** First, It appears that the respective logo does not – if all goes well – have an ongoing tangible impact on the political discourse, nor does it shape the attitudes and levels of support for a political party and its leader. However, the choice of a new emblem tends to lead to controversy and opposition internally, while the announcement of graphical changes do raise questions among political pundits and media correspondents that constitute a risk as well as an opportunity.

The second implication is a prediction grounded in evolutionary patterns of party political emblems and is directed at party managers and communications practitioners: In the course of the century a tendency towards simplicity has become increasingly visible. Elaborated and sophisticated iconic language has found itself replaced by a no-nonsense, no-frills, straight-lines design.

A third observation is related to policy tendencies that since the 1980s have pushed notions of ecology and – more broadly – sustainability on the agenda. This shift in emphasis is reflected in the choice of emblems that were flexibly used – more explicitly so than in previous decades - to mirror political objectives and help steer exercises of ideological repositioning to prevail in party political competition.

**Originality:** A historical examination of the origins, purpose and usage of party political emblems and symbols in the 20<sup>th</sup> and 21<sup>st</sup> century has so far not been undertaken.

**Keywords:** Communications, Politics, Political Parties, Public Relations, Marketing

## **The house with closed doors: European integration in the Ukrainian public discourse**

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&

**Christ' l De Landtsheer**

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This paper will focus on a study of how the European integration was metaphorically presented and framed in the Ukrainian press in the period of 2005 – 2010 and it will examine more in general how the European integration is conceptualized in Ukrainian public discourses after the Euromaidan Revolution.

The idea of European integration plays an important role in Ukrainian political discourse. This idea is crucial for a definition of Ukrainian foreign policy preferences and for the construction of Ukrainian national identity. In the Ukrainian context, this idea was found to be primarily constructed in regard to the question of the historical and geopolitical place of Ukraine.

Support for the idea of European integration among Ukrainians was uncertain for years. But in the contrast to the CEE countries and the Baltic States, Ukraine did not receive any stable political support for the Euro-Atlantic integration from the side of European Union. Ukraine is also facing an extremely difficult problem in building a stable public consensus on the strategy of European integration. Public opinion in general largely reflects the instability in Ukraine-EU relations, as well as the inconsistent European integration policy of the Ukrainian government and the lack of a coherent policy from the side of European Union. The growth of support for European integration radically increased in 2014 and 2015. Since 2016 we can observe, however, some decline in the support of the European integration but a significant rise in the support of NATO cooperation.

Based on the Critical Discourse Analysis and Conceptual Metaphors approach we will investigate in this paper the main frames and metaphorical representations of Europe and the European integration in Ukrainian media. It can be noticed that the European integration is described in Ukraine with a tension between the two discourses – the discourses of closeness and of openness. The European Neighborhood Policy was created for an opening of the door for Ukraine to Europe and as a ‘road map’ for the Ukrainian way towards the EU. Despite that, for the majority of Ukrainians the EU is still an unrealistic ‘dream’ where doors ‘rather closed’ then opened.

Keywords: European integration, Ukraine, discourse, media, metaphors

## **Conversion of the existing monitoring infrastructure for manually ballot counting in Albania to the electronic counting system**

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&

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Albania has been under communist regime for nearly half a century. In 1991 Albania entered the path of democratic pluralism. Since then, almost a quarter of a century has passed and the counting of votes after every electoral process has been fairly contested by the opposition. Manipulations in the manual numbering process are evidenced in all the reports of the international organizations responsible for monitoring of the elections in Albania. To minimize manipulation in manual ballot papers counting, some centers are set up, equipped with computers, HD cameras and big screens for monitoring purposes only. Every counting table (about 400 in total), according to the law, engages 4-5 commissioners of main parties. The infrastructure mention above gives the other parties the possibility just to observe the counting process. In 2013 parliamentary elections had 72 political parties and imagine 72 people around a single counting table! Ballots are passed manually one by one in front of the camera. During this process, the ballot papers are grouped according to subjects and, in the end of each voting box, the manual counting starts. A long period of time is needed to produce the final results of the elections.

We propose and have all the abilities to turn existing infrastructure into an electronic counting system. This monitoring system (computers - cameras - big screens), through a software and some hardware adaptations can be converted into an electronic counting system. Only one person is needed for each counting table and the ballot counting time is drastically reduced. Every ballot get photographed, archived in digital format, its information goes to the Data Base and the results are reported in real time to the Central Election Commission. No ballot papers can be left uncounted and no sheets can be counted more than once.

**Keywords:** Ballots counting system, monitoring parliamentary election.

## **Understand the European identity through the Institutional Embeddedness theory: The case of the crisis of migrants/refugees**

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The present article aligns itself to numerous questions related to the effects of the 2015's identity crisis bursting from side to side within the European Union. As the homogenous block was facing one of its biggest challenges in a form of a "migrants/refugees" crisis, an issue that is still difficult to control, the essay focused on the role of European institutions as "value inhibitors" and crisis corporate managers" in this crisis. As such, the available literature emphasized the Institutional Embeddedness theory to understand how European identity is already integrated (Granovetter, 1985) in the spirit of its members, particularly since the formation of the continental project since the 1990s. However, theoretical findings coming from three major research areas allow us to understand the construction of a socialized European Union. These areas are International relations (IR), Public Administration (PA) and Organizational Theory (OT): IR was more concerned about the role, power and motivations of the institutions in the political world, PA studied behaviors of bureaucratic staff, representativeness and socialization of international officials and OT, which pointed out the institution much as an "either complex and formal" organization (Murdoch, 2015), focused its attention on how and why members behave, and the consequences of their behavior. Research methodology then proceed on thematic and chronological analysis of secondary data (press articles, press releases from institutions, survey results) dealing with the issue of migration movement. Major findings highlight the lack of symbolisms inside institutions to raise their standards. However, they might succeed on placing European Union as an identity superpower, even though their significant initiatives to solve the refugees/migrants crisis has a far more different purpose: Struggling on strengthening social relations between the state-members of the Union.

Keywords: European Union; institutions; migrants/refugees' crisis; identity; embeddedness

## **Political Populism: Towards a Strategic Communication Framework**

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Political populism has been extensively researched in the last few years due to the resurgence of the phenomenon in both Europe and the USA. Many analyses have followed dualistic approaches focusing on an either/or model of thick versus thin-centered ideology, structural versus political conditions, whether it is a negative or a neutral phenomenon, while those who focus on the study of populism as a form of political communication they do so mainly through the analysis of discursive frames. This paper argues for the need to work towards an integrated model of interpretation that takes into consideration the social, ideological, and political conditions that make populism attractive together with the communicative elements of populist phenomena expressed in variant forms and duration through a comprehensive communication strategy of specific political actors in their interplay with the media and the electorate. Evidence from existing empirical and analytical work is applied in the framework of a Strategic Communication model that enhances our understanding through a multidisciplinary perspective. It is shown that contemporary populism as a multifaceted power strategy cannot be sufficiently understood as a “communication style” or reduced to a “discourse analysis”, but it would rather require a full analysis and critical evaluation of political party strategies and media tactics, marketing communications, public relations and advertising campaigns designed to influence large audiences, utilizing multiple media platforms. Since political parties have become professional election fighting machines, a strategic communication approach as goal-oriented communication on behalf of political organizations is useful in our effort to examine the appeal of populist actors. By focusing on political populist campaigns, this paper aims to contribute to the academic discussion by highlighting the strategic aspects of populism and lay the ground for further research from an integrated communication perspective.

**Keywords:** Populism, Strategic Communication, Political Campaigning, Integrated Communication, Political Parties

## **Tourist go home: Communication and Propaganda on Youtube**

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Social media are considered to be important for the development of the tourist industry as they provide travelers with brand-new practices for choosing their destination. In addition, the travel websites contribute to this notion by offering the possibility of evaluating and discussing the advantages and disadvantages of various destinations. Nowadays, YouTube is the most visited video-sharing platform on the Internet. It is used for entertainment, political discussion, and recently for marketing purposes in the field of tourism. Via its services, users have the capability of uploading their content (UGC) online to various platforms. Thus, YouTube has become one of the leading tools for promoting users' specific perspectives. It is even used for propaganda. This research focuses on the incidents that occurred in Barcelona, because of the "tourists go home" movement. For the analysis of the results, this paper used elements of descriptive statistics from YouTube and methods of quantitative content analysis. The conducted research included UGC and content from news organizations (e.g. Euronews and Bloomberg). The analysis of YouTube video characteristics such as comments, views, likes, dislikes, channel subscribers etc. revealed that they might be used for influencing the public opinion. Moreover, it was proved that the "tourists go home" movement has challenged the current image of Barcelona as world-class tourism destination.

Keywords: digital media, digital marketing, propaganda, youtube, tourist go home



## **Strategic rhetoric and the construction of community in Facebook's public discourse**

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This study examines the emerging and often contradicting role of Facebook as a public entity, by means of a critical analysis of the company's public discourse, as evident in its key public documents, texts, and messages (mission statements, corporate discourses, CEO public addresses, interviews, posts, etc). Adopting critical discursive and rhetoric lens, it seeks to examine how these communication texts function pragmatically and constitutively to structure Facebook's social and institutional power, and how they reflect the company's struggle both with other power actors (such as the media, or politics), and with a set of contested issues, such as misinformation, diversity, or privacy. Such a research focus is important as it reveals not only how Facebook uses discourse rhetorically to achieve its strategic aims and respond to pressing exigencies, but also how Facebook's discourse contributes to shaping the meanings that are attached to it and to social network platforms in general. We also argue that in order to understand Facebook's evolving role as one of the world's most powerful public entities, we need to engage not only on the ways issues are framed but also on the intertwining of these discursive practices with the communicator's identity and the wider sociopolitical context in which they are enacted.

In our analysis of Facebook's public discourse, we draw from a multitude of theories and analytic concepts, such as Martin's (2013) model of strategic rhetorical analysis, theories on the communicative constitution of organizations, textual agency, strategic discourse, exigence, legitimacy, persuasion and apologia. We use these frameworks and concepts to scrutinize Facebook's proposed solutions to issues such as misinformation and sensationalism, to discuss the ideological underpinnings and unwarranted premises of its public rhetoric, as well as to interrogate the assumption of a technologically-mediated unified global publics by highlighting the limitations of such an ambitious vision.

Keywords: critical rhetorical analysis, Facebook's public discourse, global community, social media.

## **A Case Study on Viral Journalism in Greece: the Figures, the Trends and the Factors of Success**

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In the era of social media, the concept of viral is a hub. But then, from the field of advertising and marketing, it is the turn of journalism to be affected by it.

In recent years, websites such as buzzfeed and borepanda have grown steadily, websites that, according to statistics, gather millions of users daily. The main characteristic of these websites is the fact that they are largely based on the viral journalism phenomenon, that is, they include small and light stories that have all the features of a viral content. The aim of these stories is to be shared by the users as much as possible on social networks. Also, a second important feature of these websites is that they invite their readers to "upload" their own interesting content, thus giving them the opportunity to become journalists in some way and their content to become viral as well.

This phenomenon has so much influence on the news industry that even large news websites acquire a special viral section, giving a lighter tone to the heavy news that has prevailed in recent years around the world.

In Greece, this phenomenon can be studied through the Mikropragmata website (<http://mikropragmata.lifo.gr>), a column of the free press Lifo that has become so large that it has acquired its own micro-site and corresponding channels in social media. The page traffic statistics are impressive for the population in Greece and the participation of the readers under the articles in the form of reactions or comments is great.

The aim of this article is to study the phenomenon of viral journalism in Greece, centered on the Mikropragmata website. By studying the content of the website, we will try to understand what kinds of articles are posted and which appear to be more successful to the public. How do readers react? Are there any similar examples in Greece? In order to answer these questions, an online survey will be carried out. Quantitative and qualitative data will be gathered on the website under study and other relevant examples from Greece and abroad, as well.

In a more general perspective, we will try to understand the impact of this type of journalism on the corresponding news journalism as well as the possible causes of such success. Concluding, what was the role of technology (internet, social media) in creating and developing this kind of journalism? Would this kind of journalism be possible without the help of technology?

Keywords: viral journalism, crowd journalism, social media

## **A Mobile Cloud Computing Collaborative Model for the Support of On-Site Content Capturing and Publishing**

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The proposed paper investigates the design of a collaborative model that applies Mobile Cloud Computing to support the workflow of collecting, editing and publishing news reporting material. Recent advances in mobile computing open up the opportunity for better management of technology and human resources. While semantic technologies and tools have made tremendous progress in both academic and applied level, journalists don't seem to make the most of modern technological possibilities. In the proposed framework, journalists, reporters, technical experts and editors work remotely and at the same time on the cloud to produce and publish timely, authentic and high-quality content, with proper annotation for archiving. Context- and location-aware semantic metadata, provided by mobile devices, guide the field reporter, while also serving annotation and authentication purposes. State-of the art mobile publishing tools are used for capturing and editing multimodal assets, which are then uploaded to the cloud. Augmented interaction tools (speech-to-text, voice commands, etc.) can boost usability, aiming at overcoming the functional constraints of mobile devices, thus facilitating reporting services and improving the overall media experience. Technical /expert collaborators monitor the whole cloud-loading and archiving process, so as to meet the quality standards posed by the news reporting team or organization. The adopted human-centered design aims at serving the needs of modern journalists, concerning functionality and effectiveness, promoting their professional development through in-service training. This is succeeded with the implementation of rapid /pilot prototyping and evaluation cycles, in which the project is progressed, leading to the suggestion and the adoption of best practices, within the scope of further automating news reporting procedures.

**Keywords:** mobile media, news-reporting, cloud computing, content management, media semantics

## **The Image of United Arab Emirates Culture Among the Non-Arab Expatriates in the UAE**

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The main goal of the research is to explore the image of UAE culture among the non-Arab expatriates who live and work in UAE. A structured survey has been developed to measure the variables and answer the research questions. A convenient sample of 121 non-Arab expatriates has been interviewed. 18 Likert scale statements have been developed to measure the image of UAE culture according to Hofstede's dimensions. The data have been collected from Emirates of Dubai, Sharjah, and Ajman. According to the responses of the participants, we may conclude that UAE culture is perceived as high in the Power Distance Index PDI. The non-Arab expatriates strongly perceive that the UAE culture is collective. "Masculinity" of UAE society is a stereotype more than an image among non-Arab expatriates. The respondents perceive Emiratis as they have a high preference for avoiding uncertainty; the respondents believe that UAE has a long-term orientation. The respondents tend to see the UAE society as allowing people to freely enjoy life and have fun. The majority of the respondents agreed that adjusting to UAE culture is easy which emphasizes that UAE is a welcoming country to people with different backgrounds. The information gained about UAE culture has been obtained from different sources as suggested by Information Integration Theory. In general, age, education, nationality, Emirate of residence, and "number of working years in UAE" have created some differences among varied groups of respondents in all Hofstede's dimensions. It seems that the most influential demographic is the number of working years in UAE which makes sense as the variance of living experience in UAE causes a variance in the answers of respondents. The only demographic characteristic that did not have any correlations with any of the dimensions is the marital status. In conclusion, we confirm that there is a significant correlation between the demographic variables (except marital status) and the image non-Arab expatriate have about the UAE culture.

**Keywords:** Image, Culture, United Arab Emirates, Non-Arab, Expatriates

**Communication as organisation:  
An exploration of the constitution of social collectives (Chamas) in Kenya**

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Social collectives are a common phenomenon in Africa, and they go by various names. In Kenya, statistics show that two out of three Kenyans organize themselves in social collectives known as *Chamas*. *Chamas* phase an interesting identity crisis, because while they are recognised as real, there is limited literature on them, especially from a communication perspective. Existing literature, largely in finance and business related courses, classifies them as feminine, commercial, and informal to erratic. Strong, Western, literature is very clear on how communication constitutes formal organisation but scanty on how social entities like *Chamas* are communicatively constituted. This paper aims at legitimising *Chamas* as communicatively constituted organisations, and explores how communication constitutes them, by interpretively studying four *Chamas*. This is a purist qualitative study, through a case study design, and explores four purposively selected *Chamas*. The study applies and extends McPhee and Zaig's Four Flows, an organisational communication model. On a rudimentary level, the findings indicate that the *Chamas* studied defy current classifications. At a theoretical level, the results show that beyond the four types (flows) of communication- membership negotiation, reflexive self-structuring, activity coordination, and institutional positioning, there is a fifth element, intangible fabric, which lubricates the Four communication Flows. It is this fifth element that emboldens and solidifies the Four.

Keywords: Four Flows, Communicative constitution, Organisation, Intangible fabric

## **The Use of Marine Resources in Traditional Medicine: Experience-Based Knowledge to Evidence-Based Knowledge**

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Traditional medicine has been used for ages that passed from generation to generation based on the experience-based knowledge that has been inherited through beliefs, oral traditions, written forms and practices to prevent and heal the illnesses. Natural resources like marine resources are of great importance for developing health solution alternatives. However, the investigation on marine resources that use as traditional medicine to heal illnesses is still lacking. Thus, examining the ethno- and experience-based knowledge, beliefs, and perceptions among locals on the use of marine resources in traditional medicine would be beneficial in understanding the process and benefits of marine resources to form a basis for modern science to investigate the potential bioactive compounds that can be developed for therapeutic intervention against various diseases. The aim of this study is to investigate the use of marine resources as traditional medicine in the treatment of diseases in different forms and purposes in various states of Malaysia. Using a qualitative study, 151 in-depth interviews were carried out. The results reveal that 65 marine resources were identified as the sources of traditional treatment and the respondents in the east coast of Peninsular Malaysia are more knowledgeable and aware of the importance of traditional medicine in the treatment of disease as compared to other regions. The knowledge and information from old folks and own experience, the availability of marine resources, easy to get, free from chemical and side effect compared to modern medicine, and comparatively cheaper than modern medicine are the main reasons of using marine resources to treat illness. Outcomes of this study are valuable in developing more health solutions alternatives based on marine resources and could lead to a further scientific investigation to reduce the dependency on chemical drugs.

Keywords: Knowledge, Perception, Marine Resources, Traditional Medicine

## **An Understanding of Reputational Constructs in the Indian Context**

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Rankings of corporate reputation by different agencies and scholars are apparently on the rise. What however, still remains to be determined is a response to questions as - what constitutes reputation in different cultures? What are the defining variables of reputation? Can there be a global and uniform definition and understanding of reputation? The paper attempts to explore these questions in the Indian context. Premised on an understanding of the existing variables of reputation posited by scholars (Fombrun, 1997; Shwaiger, 2004; Vlastic & Langer, 2012), the study was conducted in two phases. In the first phase, an attempt was made to gather initial responses on the construct of reputation through a brief open-ended questionnaire. These responses were collated to arrive at a set of company attributes which were then structured in the form of a questionnaire administered to 400 middle level employees in BSE 500 companies. The qualitative analysis revealed some similarities in the responses of participants and existing models. However, some variables as company leadership and company ethos etcetra were also posited which provide a nuanced understanding of the concept of 'reputation' in the Indian context.

Keywords: corporate reputation, India, reputational constructs, variables, definition

## **Digital Parenting: Understanding the Digital Transformation of Family Communication**

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It can be suggested that the whole social structure and therefore family relationships transformed with the development of communication technologies and widespread use of social media. The transformation that digitalization has brought about in the social structure has brought differences in intra-family relationships and communication styles, which are the smallest building blocks of society

Changing structure of communication through social media, also made maternity and paternity a timeless and non-spatial concept, thereby changing the relationships between parents and child. In this context, in the process of communication of parents with their children; it also makes it important to reveal how they think about the disadvantages of this transformation and how they benefit from social media in their intra-family communication.

Within the scope of the study, it is aimed to present the preferred usage forms of social media and related thoughts that parents use in their intra-family communication processes. For this purpose, snowball sampling will be used and semi-structured will be made with 20 parents. Parents will be asked questions about how they use social networks and mobile applications, for what purpose they use social network accounts and mobile applications the most and what are they thinking about the digitalizing structure of intra-family communication. It is thought that the work to be carried out will contribute to the understanding of the digital transformation of intra-family communication.

**Keywords:** Family communication, social networks, digital parenting.



## **The Spirit of Defiance in Mentorship amongst Black Men and Boys**

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Black male students are disproportionately disciplined in schools, primarily for subjective acts of defiance. This scholarship explores how defiance is an integral force in the lives of Black males from boyhood to manhood and how schools can contribute to the development of this unique expression of resilience. Defiance is a personal and collective set of resistance strategies to counter the economic, racial and social constraints unique to Black life in American society and schools. When defiance is channeled constructively, Black males use it to foster productive academic, social and professional lives, and to counter negative stereotypes. Understanding the spirit of defiance will aid teachers, schools and communities in minimizing cultural misunderstandings that lead to punitive and exclusionary disciplinary referrals.

**Keywords:** Black male students, defiance, exclusionary referrals

## **The international communication of Chinese cultural confidence**

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The cultural confidence mainly comes from the inheritance and innovation of the excellent Chinese traditional culture, its influence on external culture as well as the innovative and creative vitality of the culture, which is based on the globalization layout of cultural development and the market innovation of culture going-out. The purpose of this paper is to figure out the international communication ways of Chinese cultural confidence.

However, there still exists with many problems at present in China, such as insufficiency in inheritance and innovation of the traditional culture, outdated method in going-out of the culture and weakness in innovative and creative vitality of the culture. This puts forward a severe test for the international communication of Chinese culture, the international marketing of cultural products and the management of cultural brands. Therefore, with the integration of international market, it is very important to focus on how Chinese culture can go to the overseas with the power of breaking national boundaries. The approach of the research was to compare and analyze the cultural communication, cultural product export and cultural marketing of China and the United States through a large number of empirical cases.

The study mainly focuses on the reform of the cultural sector mechanism, the cultivation of cultural market subjects, the choice of cultural going-out routes, and the innovation of cultural brand market management. The research findings: a) strengthen the creative transformation and innovative development of traditional culture, b) create a new model suitable for Chinese culture communication, and c) finally form a new quality of cultural confidence.

**Keywords:** Cultural confidence, international communication, cultural going-out, marketing

## **How to make a successful TV drama in China**

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The competition in the TV drama industry has become increasingly fierce, how to gain an advantage in fierce competition is a question worth studying. In the TV drama industry research, audience ratings are an important indicator to measure the success of a TV drama (Beville, 1988). Therefore, the purpose of this research is to find out the factors that influence TV drama audience ratings and how to use these factors to effectively market television dramas. Previous research has mainly focused on the models and forecasts of TV audience ratings, and pointed out some factors that affect television ratings, such as Genre (Henry and Rinne, 1984; Cattin et al, 1994), Characteristics of the dramas and Characteristics of the consumers (Kinjo and Sugawara, 2014), Cast and their popularity (Yusuke, 2016), Online word-of-mouth (Yeh, 2015).

This study took Chinese TV dramas as research objects, and employed Philip Kotler's marketing mix as a theoretical framework. It tried to find out the key factors that influence audience ratings, in order to establish a new marketing model. Based on the past research, we have collated, modified and supplemented the influencing factors, and sums up the following variables: (1) Product: Genre, Number of Episode, Source, Year of production; (2) Platform: Broadcast platform, Broadcast mode (Premiere, Rebroadcast, Exclusive), Amount of play online; (3) Promotion: online WOM, Number of posts in Microblogging; (4) Brand: Star power, Director power. The samples for this study were drawn from the Ranking of China's provincial TV drama audience ratings, which were released between 2011 and 2017 and ranked top 30. A total of 210 TV dramas were selected. We used a linear regression model to study the factors that influence audience ratings. This study is a guide to point the TV drama industry in that direction using a marketing perspective, and it extends previous research by being the first to establish a systematic marketing model based on the factors that influence TV drama audience ratings.

**Keywords:** Audience rating, Chinese TV drama, Marketing mix, Word-of-mouth, Star power

## **A Qualitative Analysis of Pakistan's Black Friday and Consumer Misbehavior**

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&

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Pakistan is the fastest growing retailing market of the world. The phenomenon of Black Friday is relatively new for both the Pakistani consumers and retailers (online and offline). It provides a huge gap as well as an opportunity for the researchers to fill. Thus, the research objective was to observe, explore, and analyze the behaviors of Pakistani consumers about the Black Friday sale that can help the retailers in understanding the behaviors on such discounted events. The factors that motivate the consumers to misbehave have been explored and discussed. The ethnography strategy was used because the research questions were based on the behaviors of the Pakistani consumers on the day of Black Friday. The Pakistani community of consumers was treated as a subcultural group. This study undertook the consumers who were shopping on the day of Black Friday at the Centaurus Mega Mall in Islamabad. The random purposive sampling type was used because of the involvement of huge group. The triangulation method (observations, interviews, and images) was used for data collection. The data analysis was done by organizing the files, coding major themes from the collected data after going through the observational field notes, interviews, and pictures. Through the coding of the data five major themes emerged: Culture, demographics, social, psychographics, and crowd with sub-categories of religion, variety of phrases, accompanied women, age, gender, entertainment and family gathering, young group, old group, difference between sale and non-sale stores, off season sale, gifts, sense of accomplishment, retailer's precautions, and consumer misbehavior respectively. The research concluded the behaviors of the consumers on Black Friday under these major categories. Some of the consumers misbehaved under the circumstance so the necessary actions that retailers may take to solve that problem have been suggested.

**Keywords:** Black Friday, Consumer Misbehavior, Psychographics, Social, Crowd.

