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About GARI

Global Academic Research Institute (GARI) is an International Scientific Research Conference Organizer in collaboration with International Universities & Institutions. GARI has brought together leading academic and industry experts from the global community who process diverse experience and expertise in verity of scholarly or scientific disciplines. We established on 2010 as independent service provider then wider range of experience GARI became a powerful arm of scientific research conference organizer in the industry.

PREFACE

Global Academic Research Institute is proud to present GARI EUROPE MULTIDISCIPLINARY SYMPOSIUM 2022 which is a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted in Hotel Campanile Paris La Villette, Paris, France In Collaboration with “Couleur-Espace-Culture” International Association 1901, the sessions were held on 03rd September in Paris, France and 09th September in Lisbon, Portugal. The conference was organized into different disciplines which empirical, conceptual and methodological papers were received from academics, practitioners and public policy makers were accepted paying austere attention to the academic standards of the papers. To maintain consistency, authors were prescribed to follow the academic writing format of the GARI Publishers. The reviewing process was apparently transparent where papers underwent a double blinded review process by eminent subject specialists in respective areas. Thus, refereed full papers selected to be presented at the conference were published here. We do not assume any responsibility for any errors or omissions in the research papers which rests solely with the authors.

Special thank goes to Key note addresses & Co-chairs made by Dr. Larissa Noury, President-founder “Couleur-Espace-Culture”, France; Dr. Tareq N. Hashem, Isra University, Jordan. The organizing committee special Appreciation Online Research Publications Partner NLSL’s National Digital Library and Repository in Sri Lanka, an International Academic Affiliation with Jagadguru Kripalu University - India, Department of Community Medicine, Mysore Medical College and Research Institute - India, International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia, Australasian Institute of Ayurvedic Studies - Australia, Kathmandu School of Law – Nepal, Noble School of Business, India.

Journal Partner as GARI Publishers and GARI International Journal of Multidisciplinary Research, all other GARI affiliated academic partners, Further the support given by GARI Tours as Travel partner, Official Creative Partner Sameera Artco & MICE official Partner Sri Lanka Convention Bureau. The conference committee expresses deep gratitude to the panel of reviewers for the priceless service rendered. Finally, the committee extends sincere thanks to the presenters and participants for the valuable contribution and active participation.

Conference Committee

GEMS 2022

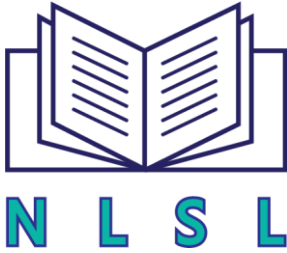
GARI AFFILIATIONS

<< Couleur-Espace-Culture >> Association 1901 – France



Our Association aims to devote itself to the fields of art, architecture, urban planning to defend visual ecology and the harmony of colors in the environment. The different fields and domains concerned, the theoretical and methodological development as well as the practical bases of environmental projects, are at the center of the professional interest of the activities of the Association CEC Couleur-Espace-Culture.

National Digital Library and Repository – Sri Lanka



The National Library is mainly research and a reference library and it is the main library and information Centre in Sri Lanka. It intends to provide library resources as well as information to all Sri Lankans through the National Library. Powers and responsibilities of the National Library were clearly spelled out for the first time and this was a fulfillment of a long-felt need. It has become a herculean task to organize and introduce this new institution to the country and to the general public.

Jagadguru Kripalu University - India



Jagadguru Shree Kripaluji Maharaj envisioned a university that not only provides quality education but also aims at all-round personality development of the students, turning them into leaders in their chosen fields. The faculty at JKU are experts in their respective fields, with an

intense desire to teach and guide the students to success. Regular interactions with industry leaders and opportunities to be part of various conferences and seminars broaden the students' horizons.

Kathmandu School of Law – Nepal



Kathmandu School of Law, established in 2000 AD as an affiliate of Purbanchal University, is a community-based, non-profit academic institution that upholds its unrestrained commitment for a pragmatic, research-based and community responsive legal education in the country. It was conceptualized within the ambit of non-profit movement dedicated to serve the need of an academically sound and functionally feasible legal education in Nepal.

Australasian Institute of Ayurvedic Studies – Australia



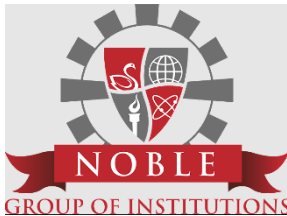
The Australasian Institute of Ayurvedic Studies is synonymous with quality and authentic education in Ayurveda. The Institute was founded in 1999 in Auckland, New Zealand and is proud to be the only training Institute in Australasia offering recognized Ayurvedic qualifications in both Australia and New Zealand.

International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia



IFFPHPEIG was established in year 1995. It is one of the largest upcoming federation around the world. The Federation was established by the Honorary President Dr. Kaukab Azeem

Noble School of Business - India



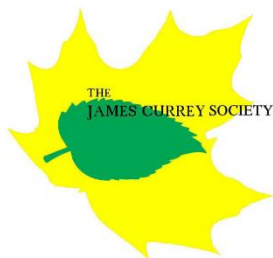
Noble Institution will be a learning community that is focused on developing youngsters who will become leaders in an era of global competitiveness and technological advancements.

Vision Factory - Spain



Our company is inspired by a modern vision, driven by mission and supported by values. We have made our vision, mission and values visible here for you

The James Currey Society - England



The James Currey Society is a nonprofit organization in cooperation with the African Studies Centre at the University of Oxford. The Society founded by Dr Onyeka Nwelue, a member of The Oxford Union Society, a debating society in the city of Oxford, England, whose membership is drawn primarily from the University of Oxford.

HONORABLE

Dr. Larissa Noury

PhD. in Art & Architecture, Artist, Architect & Designer-coloriste,
Professor of Itecom Art & Design High School; President-founder "Couleur-Espace-Culture"
Association 1901 Dr. Larissa Noury and She is the Chair & International Partner of the
Conference.

Dr. Tareq N. Hashem

Sesson-Chair, Isra University, Jordan

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THE EXECUTIVE PARDON POWER

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ABSTRACT

The research question is whether the pardon power, lodged in the executive branch under the President and state governors, remains a necessary lever of the power of the sovereign or whether it has become too susceptible to political abuse, undermining democracy and democratic principles of governance. It has its roots in English common law and the Bible. Yet American debate around this topic tends to proceed from the assumption that the president's pardon power is absolute and unfettered. That view is ostensibly erroneous given the premise of the U.S. Constitution as based on "No More Kings." The only book-length work on this topic is Moore, K. D. (1989). *Justice, Mercy, and the Public Interest*. Oxford University Press. With the next presidential election poised to potentially mark the end of American democracy as we know it, due to polarization, disintegration of fair voting mechanisms, and misinformation over the 2020 results, the presidential pardon power as a potential tool for authoritarianism has become a pressing national and global issue. This book, to be published by Woodhall Press, will begin to fill the gap in the literature, with research into the origins and theory behind the pardon power, the historical record of its use at the federal and state levels, the U.S. Supreme Court's approach to the pardon power thus far, and how the new 6-3 majority might approach whether a president can pardon himself.

**IMPACT OF THE INTERNET OF THINGS ON NON-FINANCIAL
ORGANIZATIONAL PERFORMANCE DURING THE COVID 19 PANDEMIC
FROM THE PERSPECTIVE OF JORDANIAN INDUSTRIAL SECTOR
MANAGERS**

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Sciences, ^{1,3}Isra University, ²Tafila Technical University,
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ABSTRACT

The present study aimed to determine the impact and role of Internet of Things on the non-financial performance of organizations during the period of the COVID 19 pandemic and the closures that accompanied it. By adopting the non-financial performance variables (quality, productivity, flexibility, innovation and creativity, and customer satisfaction), quantitative approach was applied with the help of a survey questionnaire and it was distributed to a sample of (134) managers within industrial Jordanian organizations. Results of the study indicated that relying on Internet of things contributed greatly to maintaining the good non-financial performance of organizations by focusing on the variables of customer satisfaction, innovation and creativity, which achieved the strongest positive relationship compared to the rest of the variables, which achieved a moderate positive relationship. The study recommended studying the Internet of things and its role in managing human capital during the pandemic period and how the Internet of things affected human resource management practices. It also recommended that training courses and workshops should be held in order to increase employees' awareness of the importance of the Internet of things and its role in minimizing Risk and increased resilience of the organization

Keywords: Internet of things, non-financial performance, COVID-19, supply chain management, customer satisfaction, remote management, smart machines

QUALITATIVE ANALYSIS ON CAUSATIVE INDICATORS OF CORRUPTION IN INFRASTRUCTURE PROCUREMENT (IP) OF DEVELOPING COUNTRIES

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ABSTRACT

The formation of an effective anti-corruption mechanism is dependent on the identification of corruption causes. Various studies have been conducted to understand the mechanism and causative indicators of corruption in the infrastructure sector to combat this ailment. However, there is a lack of research in developing countries. Therefore, this study examines the causes of corruption in infrastructure procurement in Pakistan. A two-step methodology was adopted- in step one, a thorough literature review of 43 articles was conducted, and 39 corruption causes were identified as a result. The identified corruption causes were grouped into five primary constructs – individual and social causes, project nature causes, regulatory causes, political causes and organisational causes. In step two, 34, semi-structured interviews were conducted with industry practitioners of infrastructure projects in Pakistan. The findings suggest that the most common corruption causes are regulatory, project nature and political causes. This study is a valuable addition to the current literature on corruption research. It provides deeper insight into causal indicators of corruption in infrastructure procurement in Pakistan. The findings provide useful information to anti-corruption agencies, policymakers and industry practitioners for making anti-corruption strategies.

Keywords: Corruption, Corruption causes, Infrastructure procurement, Pakistan

BALANCING BETWEEN PERSONAL AND PROFESSIONAL LIFE IN THE AGE OF DIGITAL WORK

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ABSTRACT

In view of the new ways of providing work, it is essential to discuss the issue of reconciling professional, family and personal life. This issue cannot be addressed without referring to a set of related issues, namely, the participation of women in the labor market, equal opportunities between men and women and the flexibilization of work practices that affect mostly women. It is intended to analyze the equitable use of schemes that allow the conciliation between family and professional life in order to achieve gender equality in employment. This is because the new ways of providing work may be accentuating gender inequalities. But one cannot forget that it is these same new ways of providing work that can make it possible for women to enter the labor market who would be excluded from it due to their role as caregivers. In short, this is a study that aims to address the participation of women in the labor market in the digital age from a legal perspective

GENDER AND EQUALITY: RESTRICTIVE ABORTION LAWS AS A FORM OF HUMAN RIGHTS VIOLATION OF MARGINALISED PERSONS

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ABSTRACT

States when introducing laws regarding abortion, have a certain margin of discretion left to them and, as there is no European consensus, they highly depend on the principle of cultural relativity. Restrictive laws; however, as well as the application of conscientious objection can pose a significant barrier to the realisation of human rights of vulnerable groups. Such laws can be found discriminatory as they relate only to certain groups, such as women seeking the procedure, and can be found to violate other fundamental rights of targeted groups. While there is a sound rationale behind the operation of the doctrine of a margin of appreciation as well as cultural relativism, it is submitted that a uniform right to safe and accessible reproductive rights should be recognised at supranational level in an effort to approximate laws and standards of human rights protections among European States, bearing in mind not only international human rights considerations but also ECHR-derived values as well as, for EU MS, norms and general principles of the Union.

Moreover, by definition, vulnerable groups require additional monitoring and protection due to being especially prone to becoming a subject of violence. Vulnerable groups are understood as disadvantaged persons whose human

rights need special monitoring due to the high probability of abuses and violations.¹ When faced with certain laws and policies; however, women are not equipped with adequate protection or mechanisms that would enable full enjoyment of their rights. This paper analyses the profile of vulnerable groups with a focus on women and rape victims, provides an overview of the relevance of employing an interdisciplinary, socio-legal approach with an emphasis on feminism and intersectionality, as well as discusses different human rights aspects, relevant to the discussion on restrictive abortion laws and conscientious objection. The relevance of employing a socio-legal theory and looking at the situation of women when accessing their reproductive rights through the lenses of feminism and intersectionality, is central to understanding the power relations between the 'law-makers' and law 'subjects' as well as the gendered nature of violence against women who are deprived of their own body autonomy and dignity. Furthermore, the work provides a brief comparative analysis of laws in chosen States and focuses on situation that can be observed in Poland. The laws regarding abortion vary considerably among countries, however, when analysing European States, especially EU Member

¹*Elisabeth Reichert, Understanding Human Rights: An Exercise Book (Sage Publications Inc, 2006).*

States, a clear tendency is visible; an overwhelming majority allows abortion upon request, with only very a few countries where abortion is legal in case of broad socio-economic reasons while there are few States, such as Poland, which only allow abortion in a handful of severely restricted scenarios.² Lastly, the subject of stigma and marginalisation is covered as it is closely connected to the notion of cultural relativism and application of chosen laws in selected States. The discussion of social stigma and informal societal pressures on oppressed groups is central to the understanding of the lack of equality and effective access to justice for those seeking to assert and exercise their reproductive rights. For the purpose of the research paper, a socio-legal interdisciplinary approach has been applied to understand the complex nature of the issue and conclude that abortion should be recognised as a right given that restrictive laws carry inherent risks and further institutionalise violence targeted at women and rape victims.

It is argued that laws criminalising abortion 'infringe women's dignity and autonomy [...] such laws consistently generate poor physical health outcomes, resulting in deaths that could have been prevented, morbidity and ill-health, as well as negative mental health outcomes, not least because affected women risk being thrust into the criminal justice system. Creation or maintenance of criminal laws with respect to abortion may amount to violations of the obligations of States to respect, protect and fulfil the right to health [...] perpetuates discrimination and generates new forms of

stigmatization.'³ It is written in the WHO report that women with unwanted pregnancies are often forced to resort to unsafe abortion due to the limited access to the procedure. The restrictive factors are poor availability of services; stigma; restrictive laws; high cost; conscientious objection of healthcare providers; and unnecessary requirements, such as mandatory waiting periods, counselling, provision of misleading information, third-party authorization, and medically unnecessary tests that delay care.⁴

This work is, therefore, devoted to the notions of gender and equality by focusing on the subject of restrictive abortion laws as a form of human rights violation of marginalised persons. It constitutes an interdisciplinary approach to analysing human rights issues in regard to marginalised groups as well as the cultural roots of the stigma assigned to them; socio-legal research conducted for a better understanding of the implications of chosen abortion laws and the application of conscientious objection by healthcare providers. Restrictive abortion laws, including allowing excessive conscientious objection and improperly regulated referral procedures, can be argued to constitute a human rights violation of vulnerable groups. Both of them derive from social stigma and normalisation of marginalising behaviours against disadvantaged persons whose status or practices are perceived as socially unacceptable or inferior. Women and rape victims are constantly exposed to various injustices and prevented from seeking help and justice. In some states, such as Poland, abortion and conscientious objection

²Susheela Singh and others, 'Abortion Worldwide 2017: Uneven Progress and Unequal Access' (2018) <https://www.gutmacher.org/sites/default/files/report_pdf/abortion-worldwide-2017.pdf> accessed 22 May 2020.

³ UNGA 'Right of everyone to the enjoyment of the highest attainable standard of physical and mental health' (A/66/254) 3 August 2011.

⁴ WHO, 'Preventing unsafe abortion' (2019) <<https://www.who.int/news-room/fact-sheets/detail/preventing-unsafe-abortion>> accessed 22 May 2020.

remain a problematic subject that is closely connected to women's rights violation and social stigma that strengthen the already hierarchical and gender-biased society. The international human rights and European standards; however, call upon states to amend their laws and policies in compliance with non-discrimination provisions as well as resolutions regarding protection and

monitoring of human rights of vulnerable groups. Restrictive abortion laws carry inherent risks and; therefore, the right to abortion should be recognised as to unify the laws and safeguard the human rights of women.

Keywords: human rights, abortion, conscientious objection, vulnerable groups, stigma, marginalisation

**THE MARRIAGE OF MARXISM AND FEMINISM IN THE GERMAN
DEMOCRATIC REPUBLIC AS RECORDED IN MEMORY AND HISTORY**

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ABSTRACT

This paper will be trying to understand why in spite of focused governmental planning for the emancipation and development of women in the German Democratic Republic, women found it difficult to lead satisfactory personal and professional lives. In trying to do so, the paper looks into literature produced in the GDR which resolutely called itself 'not feminist', while carrying clear and recurrent feminist literary traits. Special attention has been paid to two early novels of Christa Wolf where an exploration of the plight of two women characters has made it compulsory for her to fit them into the bracket of 'working-class' problems in order to be acceptable.

Keywords: Marxism, Feminism, Socialist Literature, Women, Emancipation

THE TEACHING OF TEXTILES IN LESOTHO SCHOOLS

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INTRODUCTION

Lesotho is an underdeveloped country listed as a Least Developed Country (LDC); the developed continue to take advantage of the country. Her economy is richly contributed to by the local textile industry. This situation is expected to continue well into the future, as more foreign investors continue to take advantage of the affordable labour that Lesotho offers as well as the relatively peaceful worker's unions. It is worth noting that the development of a national economy and the wellbeing of the nationals in such a country economically, is deeply rooted in the transformation in production to manufacturing and services (Medhi, 1995, Suphat 1995, Pasuk and Samart, 1993). Skills development and entrepreneurial training in Clothing and Textiles (C&T) has a potential to facilitate the transformation spoken about above. Not all Lesotho schools offer Home Economics, also known as Consumer Science, and out of these schools most students opt for Food and Nutrition (F &N) instead of Clothing and Textiles as it is called at that level. The teaching of the clothing and textile component of home economics in the local schools does not seem to be acknowledged for the vast contributions and opening of opportunities that its t is capable of doing for the country and her people. Interestingly, most people operating small businesses in apparel (mostly fashion), did not go through the relevant schooling, but later take it up to make a living. In addition, the large apparel factories do not even employ trained human resource who went through the clothing and textiles curriculum. Most apparel and textile factories follow the modular production system, where a person does one or two processes and, in this case, there is no need for highly skilled labour in garment construction. The major problem therefore remains: The skill required for professional and competitive garment construction does not seem to be developed where it is expected, in secondary and high schools. Yet after completion most people resort apparel manufacture/garment construction to earn a living. As a result, they are likely to do it at a sub-standard level until such a skill develops with experience. This situation could have been avoided by taking Textile and clothing as a subject in school. The reason behind the disfavour is investigated. This article therefore, explored the possible contributing factors in the bias seen as the textile component is taught in Lesotho schools, and recommend possible remedial measures.

BEING INTERCULTURALLY COMPETENT: MERITS AND BARRIERS

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ABSTRACT

Communication has been highly affected by globalization. Therefore, being an interculturally competent person represents an important criterion for people either at the workplace or on campus. Intercultural competence is not limited to transmitting correct grammatical sentences. But it represents developing a set of knowledge and skills about cultural differences that may impede intercultural communication. Therefore, the present research article focuses on the usefulness of being an interculturally competent person. For this purpose, this research article opts for two data collection tools: focus group interviews and questionnaires, the sample consists of fifty participants. The results demonstrate the merits and advantages that intercultural competence provides and various barriers and challenges that people face, moreover, the results demonstrate appropriate strategies to overcome communication misunderstandings, misinterpretations, and public speaking deficiencies. Finally, the present research article opens the door for further researches in the field.

Keywords: Intercultural communication, Intercultural understanding, Attitudes, Awareness, Communicative competence

HOW GREEN AND ENVIRONMENTALLY FRIENDLY IS LOGISTICS COMPANIES

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ABSTRACT

Green transportation has evaluated as a key term for logistics companies trying to become an environmentally friendly. The aim of this study is to ask the managers or general managers of the 10 largest logistics companies operating in Turkey in terms of total number of employees and activities, what they do about sustainability and their thoughts on sustainability, and these are noted. The aim of this study is to investigate how companies are environmentally friendly and what they do in order to be sustainable in their activities. In other words, are the companies really environmentally friendly or are they doing green washing? In the study, the sustainability reports published by the companies were analyzed and the answers of the company managers were compared with these reports and it was researched what the companies actually did in the name of sustainability and what they understood from sustainability.

Key words: Sustainability, green washing, cargo companies

INTRODUCTION

Being environmentally friendly and focusing on green is one of the most talked and emphasized issues all over the world. In particular, climate change and global warming have increased the global discussion and focus on these issues. The increase in damage to the environment and nature has led countries, companies and customers to ask how green their products

or services are. This situation has revealed that companies and/or countries are not as green as they seem. The simplest examples of this are that the manufacturing companies do not consider to environment and green in their production abroad like their own country, that the manufacturing companies do not check whether their suppliers are green or not or that they do not share information about this with their customers (in china and India specifically).

This situation has led to the question of whether companies are really green or not and whether what they are doing is just greenwashing. According to Terra Choice Report (2010) greenwashing is “company's state of environmental practices or environmental performance is giving false information as an act to mislead consumers”. According to Burbano and Delmas (2011), it shows the weak environmental performance of the companies positively through communication. These are activities that companies do in order to mislead customers, which appear to be environmentalist but are not actually (Furlow, 2010). It is also greenwashing for companies to pretend that they have done environmentalist approaches that they have not done, to show that they have carried out sustainability activities that they have not done and to share them in the form of a sustainability report.

In this study, the questions asked to the cargo companies were compared with the

sustainability reports and it was investigated how green the cargo companies were.

METHODOLOGY

From the macro perspective the companies' behavior can be associated with institutional theory (Kolk and Perego, 2010; Simnett et al., 2009). According to institutional theory, companies exhibit similar behaviors with their competitors in their own markets or in the markets they are in (Faleye and Trahan, 2011; Blanco et al., 2022). In other words, if the competitor of the company is implementing environmentalist policies, the company will make similar practices. Therefore, this study can be associated with this theory. This situation is similar in the logistics industry. It must be one pioneer in every industry and its competitors will follow it. This situation directly affects competition and quality. In some cases, companies may pretend to be different in order to compete. This is another result of competition. If this is related to the environment and green, it is called greenwashing. In this study, both primary and secondary data were used for data collection. The sample size of the research is the companies operating in Turkey, and primarily companies with sustainability reports are listed on their web pages. The constraint is that the company operates

internationally, is a logistics company, and has a sustainability report on its website. When the international logistics companies operating in Turkey are examined, the companies with more than 100 employees and corporate web pages are listed and the number of these companies is 25. The web pages of these 25 international logistics companies were examined one by one and what they did for the environment and sustainability was examined. The information obtained from the web pages was analyzed and interviews were held with the managers of the companies that have a sustainability report on the web page.

RESULTS

Sustainability information of 25 companies is summarized in Table 1. When the web pages of the companies are examined, it is seen that only 8 international companies have up-to-date sustainability reports. Except national originated companies, these reports are not on a country basis, but at a global level. 8 out of 25 companies did not share the knowledge of what they are doing for sustainability and green. 8 out of 25 companies did not share the knowledge of what they are doing for sustainability and green, while 9 companies only have an environmental management system certificate (ISO 14001).

Table 1. Sustainability Analysis of Logistics Companies' Web Pages

Activities	Number of Companies
Those who have only ISO 14001 certificate and do not have data and information on the web page	9
Those who have a sustainability page but no information in it	2
Those who have no information about sustainability and green	3
Those who share the current and periodic sustainability report	8
Those who share the outdated sustainability report	1
Those who only share sustainability information on the web page	2

Since there is no standard in the parameters used in sustainability reports (there is no standard sustainability scale), it is difficult to estimate how this data and information is calculated.

The general thoughts of the ten managers in the interviews held with the companies that have up-to-date and out-of-date sustainability reports can be summarized as follows. International-based companies have stated that they publish their sustainability reports for the countries where this report is mandatory, and that such a calculation is not made in Turkey. Majority of the managers define changing the engine type (like euro 4 or euro 5) or reforestation of the environment as sustainability. Some managers also stated that they have switched to electric vehicles for the sustainability.

CONCLUSION

Web pages of companies and face-to-face interviews show that companies interpret sustainability according to their own perspectives and their own activities. While this is the use of electric vehicles for some companies, it may be planting trees for others. Firms evaluate sustainability regardless of social, economic and environmental dimensions. The number of managers who evaluate these 3 dimensions together is 1 or 2. Most companies created a web page under the name of sustainability just to say that we are environmentalists, but they did not add anything to it. It's kind of green make-up, my competitors are doing something, I should do it too "institutional theory". Today, most companies engaged in international logistics activities create a blank page or pages without data in order to say "we are just as green as the others". The lack of global standards, the lack of consensus among countries and the lack of legal regulations have pushed companies to "form their own standards". For this

reason, it is a big question mark whether green, sustainability and environmentalism are "really implemented" by companies.

Limitations

The main limitation of the study is that it is only conducted with international companies operating in Turkey and evaluated according to their activities in Turkey. Another limitation is that the companies cannot be compared clearly because the reports are not standardized. More transparent results can be achieved as countries introduce legal regulations and standardize them.

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MEASURING AND REPORTING ON SOCIOECONOMIC IMPACT IN CIVIL SOCIETY ORGANIZATIONS IN CROATIA

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ABSTRACT

Civil society organizations are the civil society or third sector that exist next to the state and market. The activities of civil society organizations are aimed at achieving public and socially beneficial goals with the intention of improving the quality of life of each individual, especially those from vulnerable groups. The most common form of civil society organization in the world, but also in Croatia, are associations that make over 90% of civil society. Due to limited financial resources for financing activities, some of the associations have embarked on economic activities or the so-called self-financing activities. Given the entrepreneurial spirit and innovation, the social enterprise is potentially even more important, but in order for these organizations to get the deserved role in society and the economy, it is necessary to find adequate and standardized way to measure their importance. Therefore, the main interest of this paper is the real importance of measuring the impact of the organization as well as currently developed options and models for measuring the social and economic impacts of civil society organizations, especially social enterprises that produce significant social value but also significant economic value.

Keywords: measurement and reporting, civil society organizations, socio-economic impact

ECOTOURISM AND LOCAL INVOLVEMENT: THE CASE STUDY OF HOUY KOR VILLAGE, SANG KOM DISTRICT, NONG KHAI PROVINCE, THAILAND

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ABSTRACT

This study is aimed to 1. study the ecotourism potentiality of Houy Kor village. And 2. Study the local participation attitude toward ecotourism. This research reports on a qualitative approach that explored the perspective of villagers. Results found that 1. Tourism resources at Houy Kor village have high potential in attracting travelers to drop by for an overnight stay, as its activity started early morning to see the sun rising at the top of the mountains, then to see the local lives and cocoa growing, visit the temple and another boat cruising in the late afternoon. Trying Me- Kong fish dishes and homemade ingredients meal are finally completed full-day program trip. 2. Local readiness to take part in ecotourism is very little, most engaged people were local authorities and leaders of the village. It is suggested that this community has to be supported financially and academically by the government. By starting in some active groups and planning for future ecotourism. In other words, considering further tourism movement from all perspectives that can be taken in the community is very crucial. However, there is a limitation of the study, the research was collected during the Covid pandemic, therefore, some activities could not associate with a large group of people.

Keywords: Ecotourism, Conservation, Thailand Tourism, Local attitude

INTRODUCTION

Ecotourism is not a new term for this era, especially in Thailand, where tourism was ranged the top revenue resource since 1987. Ecotourism has been widely renowned as a form of sustainable tourism, aiming for economic social, and environmental sustainability as a core (Diamantis, 199). Ecotourism is also provided local quality of life, and tourist experience while protecting local culture and maintaining the natural state of biodiversity and ecosystem services (Christ et al., 2003; ECA, 2011; Admasu, 2020) Thailand has responded to the global call for a “better tourism development form”. Since the development of community-based tourism (CBT), governments, development agencies and NGOs have placed significant emphasis on this development model as part of the strategies for the conservation of natural resources and development in Thailand (Nitikasetsoontorn, 2015). Ecotourism has its collapsed role in CBT development, using local natural resources and, local knowledge to educate and satisfy visitors, helping in developing village livelihood. Therefore, the “must-have” policy for rural quality of life development is to promote tourism in local villages in Thailand (soontorn, 2019). Nong Khai is a small province located along the Me Kong river, the international bordering river between Thai and Laos People’s Democratic Republic. Lonely Planet describes the region as “occupying a narrow sweep along the banks of the

Mekong [And] one of northeast Thailand's most popular destinations". As a result of the friendship bridge built in 1994 connecting Nong Khai and Vientiane, in the Laos People's Democratic Republic, Nong Khai has steadily become a touristic city. Due to its connection to Laos. The bridge allows travelers to visit both Nong Khai and Vientiane, which are only 30 kilometers apart. Recently, the city is benefiting from Vientiane-Kunming high-speed train, which is officially inaugurated on 2nd December 2021. With this connecting route, the city has considerable potential for tourism booming after the Covid pandemic. Therefore, with the city's strategic location and beauty along the Me Kong river which borders Laos (Vientiane) and Thailand (Nong Khai) many communities located by the Me Kong river are introduced into tourism by local government development policy. Houy Kor village is situated near domestic tourism camping village called Houy Moung, just only 20 kilometers away and on the same route to famously adorable Chiang Kan district, Loei province, and the similarity of tourism resources of these sites led to this research purposes. Concerning natural pureness and its high potentiality, most villagers are fishermen and growing crops. Their lives are dependent on their natural surroundings. However, it can't be denied that this village will be soon entered to one of the touristic routes spontaneously. As a result, there are some tourist eco-camping sites between Houy Moung village and Houy Kor village. Ecotourism seemed to be an appropriate approach that helps driving local community conservation behavior and enhance the village quality of life. After the Covid-19 pandemic relieve transport between the Thai and Laos border are back to operation, and tourism is going to play a vital role for the country economic factor. Thus, it is necessary to be tourism-ready for this small countryside.

This research study is aimed for 1. To study the ecotourism potentiality of Houy Kor village and 2. To study the local participation attitude toward ecotourism in their village.

LITERATURE REVIEW

Ecotourism

Ecotourism is an alternative tool and aimed to safeguard natural resources, especially biological diversity; promote the sustainable use of all resources; the creation of ecological experience and environmental awareness for tourists, and at the same time, protect and respect the natural and cultural heritage of destinations, benefit the local communities and put them at the center of development and planning processes (Bansal & Kumar, 2011; Fennell, 1999; Tewodros, 2010). Ecotourism requires the establishment of meaningful, sustainable, and rare relationships between indigenous people and tourists. (Mosammam, H. M et al.,2011). The importance of the ecotourism concept is the local involvement of the process of tourists visiting and learning from their place. As to enhance residents' engagement, local conserving attitudes toward valuable resources has a direct relation to their pro-conservation behavior (Yoon, Gursoy, & Chen, 2001; Holladay and Ormsby,2011).

Local participation

Tourism is an economic development tool for local economies (Andereck & Vogt, 2000; Gursoy & Rutherford, 2004; Teye, Sonmez, & Sirakaya, 2002). Ecotourism has comparative advantage as a driver for rural development because it tends to occur in peripheral and non-industrialized or rural regions, where opportunities for expanding the economy can be realized at a relatively low cost. (Boo (1990). This can be found in unsuccessful story. Therefore,

understanding the knowledge and perceptions of the locals of ecotourism destinations is crucial for the success of ecotourism development and environmental management of the destination areas (Vodouhe et al., 2010; Holladay and Ormsby, 2011). It is said that the residents' support for tourism development can be influenced by environmental impact perceptions (Yoon, Gursoy, & Chen, 2001). Moreover, locals' support for ecotourism is seen to be impressive, although they don't even have enough economic impact upon them (Angessa et al., 2022; Coria and Calfucura, 2011). The implementation of many ecotourism projects has gained much criticism, as they failed to provide benefits for local people (Monteros, 2002; Kruger, 2005) which could decrease level of participation. Liu et al., (2014) included their study that economic benefits have a direct impact on residents' pro-environmental behaviors. On the other hand, there some evidence indicating that ecotourism has failed to be sustainable as a result of economic stimulus used as a main driving reason for ecotourism development in the area (Mosammam H.M et al., 2016; Das and Chatterjee, 2015). Unsuccessful ecotourism development is described as a lack of collective action toward tourism development. Some studies found that there were different levels of participation of residents (Park et al., 2017; Hang et al., 2011). Studied by Park et al., (2017) identified three different groups according to levels of engagement and responsibilities adopted, namely active participation, passive participation, and non-participation in the study. The distinctive participation of each group addressed the unequal action, high-level participation mostly related to community leaders and local government staff, while the great majority of community members were in the passive participation. Presumably, this could lead to unequal

benefits in the future and unsustainable benefit among residents. However, the level of local engagement to tourism cannot identify that all the ecotourism sites are unsustainable. According to all to Zhang and Lei (2012) explore factors contributing to residents' participation intention in ecotourism management, and they found residents' environmental knowledge positively affects attitudes towards ecotourism. Knowledge can relate to what the locals have already known, helping them to shape their tourism development mindset and freedom in decision making, how the benefit will be contributed and how they can participate in tourism. Exercising benefit-sharing is designated by the combined action of the locals, who are empowered by involving in tourism decision making process and all tourism process (Sebele, 2009). Addressing collective engagement need appropriate management strategies and well environmental planning (Zhang and Lei, 2012) It is very crucial that ecotourism should be introduced with proper monitoring evaluation and management of ecotourism sites for reinforce long-term conservation (Das and Chatterjee, 2015). Additionally, there are many studied reported incidents where forms of ecotourism, which are not appropriately community-focused, are harming the environment, and where local/indigenous communities are not receiving sufficient benefit from the project (Coria and Calfucura, 2011; WWF, 2001, Angessa et al., 2022). And the problem of equal benefit sharing that doesn't meet their expectation (Ap, 1992; Anderect et al, 2005; Forje et al., 2020).

METHODOLOGY

The non-quantifiable information was analyzed by using qualitative descriptions. It is designed to understand the locals' attitudes and provided in-depth information regarding current local lives.

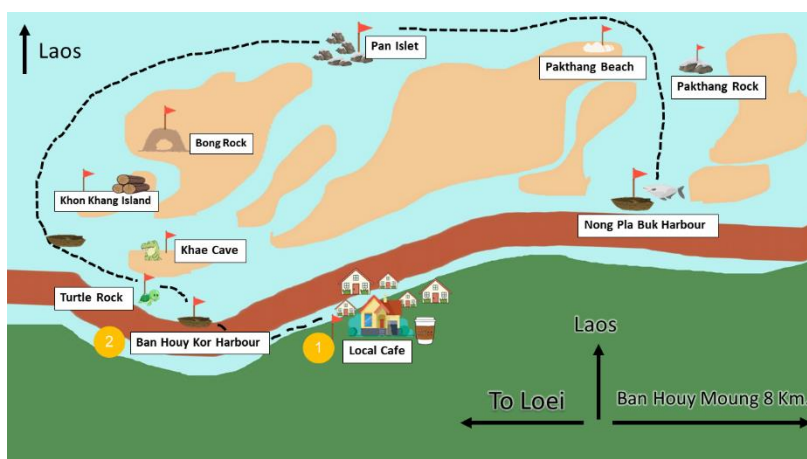
By using field observations and document analysis. Semi-structured face-to-face and focus groups were chosen as the most appropriate approach to gathering primary information. These techniques are opened discussion of a topic. The survey approach included snowball sampling. The key informant was approached with reference from the previous project's academic researcher, whose team has visited the site. Data was collected where thematically analyzed, then was gained insight by group discussion with some local members.

Interview in the local and official dialect, lasting 30 to 45 minutes. These interviews were completed in 2021, of the 14 villagers contacted, 3 research assistants with tourism backgrounds. The interview was based on 12 questions about Ecotourism related principally to the economic, socio-cultural, and environmental impact of tourism in the village. Qualitative thematic analyses are widely used in social science research, not only in tourism, and are appropriate for the current exercise, which is concerned with the personal reflections and thoughts of respondents.

RESULT AND DISCUSSION

Location and attractions

Houy Kor village is 100 kilometers away from the centre of Nong Khai city. The village is a small-scale destination with a total of 80 households who are engaged in farming, raising cattle and chickens, fishing, and collecting and selling banana leaves. Their revenues were about 400-1,000 baht per day (11.34-28.35 Dollars). The rest of their daily income is rubber tapping. They were introduced to the ecotourism project as part of the local government projection and as a result of the local location, it is very much possible to be soon one of the touristic attractions, with only 8 kilometers proximity from popular camping area known as Huoy Moug village. The ecotourism attractions nearby are Pu Nong Peak, Boat cruising along The Me Kong river featuring a number of the island during the summer season, Cocoa growing, local lives sightseeing. The local program can be made for full-day trip or half-day tour, including Me Kong river fish meal which is very special and rare in other parts of Thailand.



Attractions in Houy Moug village, Sang Kom district, Nong Khai THAILAND

Tourism Attraction program

Field observation showed that natural resources at Houy Kor village has high potential in attracting travelers, especially, the Me Kong river and Pu Nong Peak. This area is mountainous and has plenty of scenic spots to be discovered further. The river is very beautiful and calm. The islands in the river can be seen during the summer season, where the views are

different. The sunset is just in the middle of the river. The place is suitable to drop by for an overnight stay, as its activity started early morning to see the sun rising at the top of the mountains, called, Pu Nong Peak, then to visit the local morning lives and cocoa growing, visit a temple and another boat cruising in the late afternoon. Trying Me Kong fish dishes with homemade ingredients meal are finally completed the full-day program.



Cocoa growing



The numerous islands in the Me Kong river



Pu Nong Peak facility



Pu Nong scenic

Local participation attitude

Local readiness to take part in ecotourism is very little, even though there are some groups of people willing to run the ecotourism. Residents' understanding about the contribution of Ecotourism is limited, they were asked whether their lives are somehow involving ecotourism. They couldn't link their lifestyle and tourism development, how it could help them in the working environment. It is important to understand their perception to

assure the development step to be successful (Vodouhe et al., 2010; Holladay and Ormsby, 2011). Most key informants cannot manage their daily work with tourism activity, although there was sometimes visitor to the village, locals found it complicated to deal the program in time. More importantly, their permanent jobs have consumed their time and they have been busy with family. Working as a service provider can cause their schedule, but they are happy to serve

if there is an advanced notification about visitor program and an appropriated revenue. However, using economic stimulus for the main driving reason for ecotourism could be failed (Mosammam H.M et al., 2016; Das and Chatterjee, 2015). There should be an appropriate plan and a proper monitoring assessment and management of ecotourism for long-term conservation (Das and Chatterjee, 2015).

Lack of conservation attitude for managing ecotourism, conservation behavior is naturally exercising along with their daily practice. The locals see themselves as environmental protector, based on their daily skill, but they cannot tell how they are concerned about the impact of environment and how they agree to save the natural resources. Concern of global warming on environment affecting their lives is existent. However, they cannot see connection between the ecosystem and their normal activities. Using local knowledge and simple tools, such as fishing net and seasoning hunting, is a simple technique in protecting natural landscape. They don't see themselves disturbing natural habitats. Therefore, locals have not enough knowledge of conservation as they think they living in harmony with nature. This show understanding of ecotourism and conservation knowledge which is blurred and also is affecting to minimal villager participation (Zhang and Lei, 2012). Additionally, local willingness to participate in ecotourism is ambiguous, due to their role and responsibility in the community. Key informants have not yet seen the importance to be ready for tourism service, though there are some arrangements, e.g. tourism provider group/committee, village transport group. Regarding the revenue contribution, they have not yet clearly defined. As some tourism activities have been held seasonally, there seem to be very individual advantage.

It is noted that key informants who take care of tourism development in the village are most likely the one who has leading role in the village e.g. village administrator, local governor, and religious staff. Tourism policy supported by the central government has placed responsibility and role to local agents. The tourism engagement doesn't come from the inside

out, community engagement level is dependent on local authority and leadership roles. Ecotourism engagement in Houy Kor area may be classified as passive participation and non-participation as found by studied of Park et al., (2017). The locals don't initially build their new approach to protect and prepare for upcoming ecotourism development.

CONCLUSION

It is suggested that this community has to be supported financially and academically by the government. By starting in some active groups and planning for future ecotourism. In other words, considering village engagement that can be taken from all member role and responsibility is very crucial. Thought, this study found out that there is uncertain and passive engagement from the people living in, Houy Kor village is still at the beginning of the ecotourism development, where people can be educated by the related responsible organization/ local authority. To ensure that ecotourism will be sustainable and benefit the community. However, there is a limitation of the study, the research was collected during the Covid pandemic, therefore, some activities could not associate in a large group of people.

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CONTRARIAN PROFITS IN THAILAND SUSTAINABILITY INVESTMENT- LISTED

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ABSTRACT

In contrarian trading, investors buy and sell loser stocks (lowest average historical prices) and winner stocks (highest average historical prices), respectively. This study examines whether (a) Thailand Sustainability Investment-listed companies outperform Stock Exchange of Thailand (SET)-listed companies (from 1 January 2016 to 31 December 2019) in contrarian profits, (b) the Fama and French's (2015) five-factor outperforms their 1993 three-factor model in explaining contrarian profits, and (c) contrarian profits are risk-driven. Using the average of the daily historical prices held in different periods, companies were categorized into winner and loser portfolios. The SET-listed companies perform better in generating profits. The root mean squared error and mean absolute error—measurements of model accuracy—report that the error from the three-factor model is smaller than the one from the five-factor model. Thus, the three-factor model is applied to estimate risk-adjusted return. Zero contrarian profits after risk adjustment confirm that they are risk-driven.

Keywords: Contrarian profits; ESG; Risk; Asset pricing model; Three-factor model; Five-factor model

**GREEK WOMEN AS ARTIFICIAL INTELLIGENCE ENABLED E-LEARNING
USERS: THEIR PERCEPTION OF PLP, PLN, PLE INTO TAM AND IMPACT ON
LEARNER'S ATTITUDE AND SATISFACTION**

Dr. Keratso Georgiadou

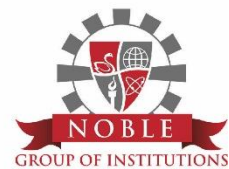
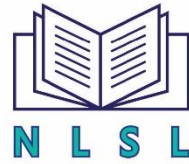
Democritus University of Thrace

Greece

ABSTRACT

The purpose of this research was to explore the perception of Greek women concerning the role of artificial intelligence (AI). AI can be used to improve them and make e-learning more adherent to the users. Also, it can play an essential role in generating the right environment by matching the profile of the learner. The data was collected among 120 Greek women, who were working professionals and students who have ever used the e-learning module and wholly based on their perceptions, leading to self-perception bias. The current research is trying to integrate the user perception of personal learning network (PLN), personal learning profile (PLP), and personal learning environment (PLE) into the framework of the technology acceptance model and their impact on perceived ease of use (PEOU), perceived effectiveness (PE), and perceived usefulness (PU), to the overall attitude and satisfaction of the learners and finally to their intention to use e-learning platform. The questionnaire was adapted from Kashive et al. (2022) study. Structural equation modelling (SEM) using smart PLS was used to create a model. For the analysis of the data, smart partial least square-structural equation modeling (PLS-SEM) was used to see relations between the different variables. All three aspects of TAM i.e., PEOU, PE, and PU came significant but PLN did not come significantly. PLP impacted PEOU, PE, and PU but mainly significantly impacting perceived effectiveness. PU mediated the relation between PLE and attitude and satisfaction. It was seen that the PLE is affecting both perceived ease of use and perceived usefulness. Further, satisfaction mediates between perceived ease of use and intention. The multigroup analysis also showed that the attitude and satisfaction level affecting intention to use the e-learning module differ across the two groups of learners, i.e. gender and type of learners.

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06 th International Conference on Community Medicine and Public Health	Warsaw, Poland	03 rd - 04 th February 2023
14 th International Conference on Social Science and Humanities	Cluj-Napoca, Romania	08 th - 09 th February 2023
06 th International Conference on Engineering, Science and Technology	Sofia, Bulgaria	14 th - 15 th February 2023
04 th International Conference on Music, Drama, Visual & Performing Arts	Paris, France	11 th - 12 th March 2023
04 th International Conference on Coffee, Tea and Wine Studies	Milan, Italy	25 th - 26 th March 2023
08 th International Conference on Education and Distance Learning	Colombo, Sri Lanka	07 th - 08 th April 2023
International Conference on Poverty and Social Protection	Ponta Delgada, Azores	06 th - 07 th May 2023
International Conference on Digital Teaching and Digital Learning	Lisbon, Portugal	20 th -21 st May 2023
05 th International Conference on Community Medicine and Public Health	Colombo, Sri Lanka	11 th - 12 th August 2023
07 th International Conference on Apparel Textiles and Fashion Design		
03 rd International Conference on Heritage and Culture		

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