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10th International Conference on Business, Economics,
Management and Marketing – ICBEMM 2019

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1-DP17-7592**THE MUNICIPAL DEBT MANAGEMENT LEGAL REGULATION – A CASE OF POLISH MUNICIPALITIES**

DR. ARKADIUSZ BABCZUK¹ PROF. DR HAB. MARIAN KACHNIARZ; AND DR ZBIGNIEW NORBERT PIEPIORA

The purpose of the paper is to try to answer the question of whether municipal debt management legal restrictions (regulations) in Poland operate effectively, and how they influence the degree (the scope) of municipal financial autonomy. The first part of the paper describes theoretical aspects of the insolvency problems in local government, which are often the motivation of introducing municipal debt management legal restrictions. Every economic downturn has the potential to threaten existing local government debt financing and the provision of essential services. The second part of the paper characterizes municipal debt management legal restrictions (regulations) which are present in Poland. Authors conclude, risk of municipal insolvency and default is transferred to national public budget. It cause greater scale of public control and supervision of municipal finance and reduce municipal financial autonomy. We describe case of first polish municipal default - Ostrowice Township and its consequences to nation public budget. We conclude with recommendations for alternative municipal debt resolution mechanisms.

Keywords: local government, municipal debt management, municipal defaults

2-DN11-7927**THE RANDOMNESS OF LAW: THE DISAVOWAL OF INSINCERE JUSTIFICATION AS GROUNDS FOR THE UN-SHADOWING OF THE VOLUNTAS PUTATIVE RATIONALIZING IN BRAZIL'S STF**

PROF. MATEUS CASTRIANI²

Recognizing the facticity of sincere irrational legal justification, insofar as allegedly legitimizing grounds for Brazilian Supreme Court (“Supremo Tribunal Federal”) decisions, bring light to a repeated but still murky phaenomena of ratio being overwhelmed by pure acts of “on-the-go legally customized” voluntas – be it as a persona or as a robe.

The seriousness of this critical moment is highlighted by an unusual myriad of contradictory decisions in a couple of days time span.

It is observable that there is no real decision-making process. In reality, precisely, it exists but stays far from what constitutionally and legally it was supposed to be. Instead, depending on the variables of the case, one decision option is selected and then, afterwards, in order to give the decision the appearance of a rational conclusion, countless pages of “whys and wherefores” are added.

This decision pattern, furthermore, shows common characteristics for the legal reasoning masque, the recurring being but not limited to: a) the extension of the individual opinion as symbolic factor of alleged quality and in-depth analysis of the case; b) the amount of foreign jurists quoted – preferably from Germany or the U.S.A. – regardless the lack of coherence or relation to the case; c) “Copy-paste reasoning” and “self-quotations”; d) Jurisprudence of digital templates.

The research about the aforementioned subject intends to encompass the analytical, the empirical as well as the normative dimensions of this severe juridical crises, being of substantial value the critical and comparative analysis of decisions issued by Brazil “Supremo

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Tribunal Federal”, Germany “Bundesverfassungsgericht” as well as the United States Supreme Court, focusing on the most recent decisions.

The randomness of Law is a symptom of a severe illness that compromises its own conditions of existence (of “being-Law”). Exposing the cure is the motivation and the main goal of the project.

Keywords: Randomness of law; Jurisprudence; Legal reasoning; Constitutional Courts; Judicial Review.

3-DP23-7746

CLUSTER FORMATION AND COLLABORATION STRATEGY SELECTION OF PROCESSED ORGANIC LONGAN ENTERPRISES

DR. CHANITA PANMANEE³ MR. KASEM KUNASRI, LECTURER; DR. ROENGCHAI TANSUCHAT, ASSOCIATE PROFESSOR; DR. THANYANUN RITHMANEE, LECTURER

Industrial clusters are an effective tool for increasing the competitiveness of business units and related institutions as a whole. Many firms use this concept to create collaboration with stakeholders for mutual benefits, especially in competitive advantage. In Thailand, the concept of industrial clusters has been used extensively by the government and relevant private agencies to raise important industries as well as small and medium enterprises (SMEs) by granting funds to potential industrial development projects. This paper aims to create a cluster of processed organic longan SMEs in the north of Thailand in accordance with the concept of industrial cluster, sustainability and competitiveness and analysis of business environmental conditions with diamond models. Due to the various possible practical ways in processed organic longan cluster, the analytic hierarchy process (AHP) method is used as a tool for deciding collaboration management priorities. The results show that there are many actors related in the processed organic longan cluster including processed organic longan enterprises, organic longan growers, labors, cold storage operators, packaging makers, financial institutions, processed fruit industries, government agencies, Thailand FDA, Organic Agriculture Certification Thailand (ACT), International Federation of Organic Agriculture Movements (IFOAM), Maejo University, Chiang Mai Rajabhat University, Chiang Mai University, etc. The interactions among them are strong relationships in the upstream but weak connections in the downstream. Considering the business environment, it is found that the positive factors consist of suitable areas and weather conditions, organic agriculture certification, good management, high consumer demand, entrepreneurs and growers networks, knowledge and R&D support institutions while the negative conditions are lack of labor, inadequate production factors, high production costs, lack of public relations, many substitution goods, weak collaboration, lower interest rate access, high input price, and high competition. After creating a cluster, cluster management methods are the main issues that should be considered. The results of cluster collaboration strategy selection represent that the top three priorities of practical ways are information sharing, seller-buyer contracts, and new product/innovation development, respectively. These findings lead to the strategic plans of all stakeholders in processed organic longan cluster in order to increase sustainable performance and achieve competitive advantage goal. Furthermore, the relevant agencies can use these findings to promote SMEs cluster in the future

Keywords: SMEs, industrial cluster, collaboration, diamond model, the analytic hierarchy process

4-DP10-7978

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THE IMPACT OF LOAN PORTFOLIO STRUCTURE ON BANKS' PERFORMANCE: EXAMPLE OF CROATIA

PROF. ALEN STOJANOVIC⁴ JAKSA KRISTO, ASSISTANT PROFESSOR; AND AUGUST CESAREC, ASSISTANT

Loans are the most important aspects of banking assets and their performance determines the business results and future of each bank. They also represent the essential element of bank's risk strategy, especially management and exposure of the credit risk. Due to their importance as a key external source of financing for non-financial corporations and households, especially in Europe, their availability and structure strongly contributes to the economic growth. In the Republic of Croatia, banking sector (aggregate data) is mostly crediting households, favoring the sector in particular in the time of economic downturn. The analysis of the bank level data indicates the difference in the loan structure of individual banks where almost same number of institutions gives more than 50% of loans either to households or non-financial corporations respectively.

Therefore, the aim of this paper is to analyze the impact of banks' loan structure to performance and profitability of the Croatian banking sector. The research will encompass period 1999-2017, based on quarterly data, and banks which were operating in the whole observed period. The banks will be divided into three subgroups based on their loan structure (households, non-financial corporations, neutral loan structure). Differences in the structure of balance sheets and income statements between these subgroups will be analyzed, including the role of noninterest income, ever growing portion of banks' income structure. Data envelopment analysis will be used to calculate intermediation and profitability efficiency.

The initial analysis indicates that biggest banks do not favor any loan counterparty sector (below 50% each sector), while the smallest banks give more loans to non-financial corporations. The banks which focused their loans to the non-financial corporations also have a lower % of loans in total assets, higher level of general administrative expenses and lower profitability levels, indicating potential lower efficiency which will be comprehensively analyzed in the paper. Due to the pressures on banks' business activity (regulatory, competition) and decrease in the number of banks, mostly to the bankruptcy of small banks or their acquisition from competition, the results of the paper could be used by bank management to boost their loan portfolio performance and competitiveness levels, thus contributing to the higher economic growth and financial stability.

Keywords: bank efficiency, bank loan portfolio, Croatia, Data envelopment analysis, business models

5-DN05-7639

DRUG-RELATED ATTENTIONAL BIAS IN DRUG ABUSERS AND REHABILITATED DRUG ABUSERS: AN EYE-TRACKING STUDY

PROF. CHI HUNG LEUNG⁵; MR. HIU FAI CHAN⁶ AND C.K. CHAO

Objective: The study combined explicit questionnaires with implicit measures [i.e. Colour Stroop Task, Implicit Association Task (IAT), Dot Probe Task and Eye Tracking Paradigm]. This methodological triangulation was able to evaluate the effectiveness of measuring attentional bias. Participants: 36 rehabilitated drug abusers and 16 inpatient rehabilitees who were about to participate in the Wecycle docent & volunteer training programme. 8 active drug abusers and 32 undergraduate students as baseline. Results: Individuals who had experience

⁴ Prof. Alen Stojanovic, Professor, Faculty of Economics & Business.

⁵ Prof. Chi Hung Leung, Professor (Practice), The Education University of Hong Kong.

⁶ Mr. Hiu Fai Chan, Office in Charge, Hong Kong Lutheran Social Service.

with drug abuse exhibited stronger influence by drug related words than baseline in the Stroop Task. In addition, reaction time between rehabilitated drug abusers and baseline was relatively close comparing to other drug abusers. Also, IAT and eye tracking results showed more problematic drug dependence (i.e. more attracted to drug related items) in active drug abusers than rehabilitated abusers. Active abusers also exhibited slower reaction time than others in the Dot Probe Task. Conclusion: Wecycle trainees indicate strong motivation to fully rehabilitate from drug abuse even before the programme started.

Keywords: Attentional bias; Eye-tracking study; Implicit and Explicit cognition tests

7-DP13-7587

THE EFFECTS OF LOCAL GOVERNMENT CONSOLIDATION REFORMS IN EUROPEAN COUNTRIES

PROF. MARIAN KACHNIARZ⁷ DR MAGDALENA KALISIAK-MEDELSKA; AND DR ARKADIUSZ BABCZUK

The purpose of the article is to try to answer the question of whether larger municipalities operate more effectively, and consolidation of administrative structures brings effects in the form of reduced unit operating costs.

The first part of the paper describes theoretical aspects of the scale effect in local government, which is often the motivation of consolidation processes. It was attempted to demonstrate that in scientific discourse, both supporters and opponents of commune enlargement do not present sufficiently convincing arguments. These observations were supplemented in the second part with a meta-analysis of the reforms in European countries. The whole was crowned with conclusions, a significant part of which are recommendations for practical actions

Keywords: local government, consolidation, effect of scale

8-DP18-8129

ETHICAL CONSUMPTION AS PLACE BRANDING FOCUSING ON CASE STUDIES IN TOKUSHIMA PREFECTURE

DR. KAZUKO DENO⁸; AND YOSHINOBU SATO, PROFESSOR

In this study, we analyzed how to spread ethical consumption, which is still less recognized in Japan, based on domestic and international cases. First of all, we collected case studies of Tokushima Prefecture that were active in ethical consumption activities, and found that the government led the company and consumers (residents). Next, we analyzed the case of Western cities that succeeded in ethical consumption using the framework of Place Branding, and found out that the success factor is the individual consciousness and sustainability of the local residents.

Based on that conclusion, Tokushima Prefecture proposed that place branding be implemented with ethical consumption as the axis, and over the course of several years, ethical consumption was established, resulting in an improvement in the prefecture's brand power. Suggested that can be made

In Tokushima Prefecture, the Consumer Affairs Agency has established a “Consumer Administration Future Creation Office” since 2017, and is actively promoting the spread of ethical consumption. As a result, the recognition of “ethical consumption” or “ethical” was

⁷ Prof. Marian Kachniarz, Associate Professor, Wroclaw University of Environmental and Life Sciences.

⁸ Dr. Kazuko Deno, Researcher, Kwansu Gakuin University.

34.2% in 2018, significantly higher than the national average. By implementing place branding centered on ethical consumption and sending it to the stakeholders, it seems possible to improve the appeal of the region and at the same time raise awareness of ethical activities.

Therefore, we analyzed the activities of Stockholm and Portland as examples of good ethical activities, and considered the success factors of place branding.

According to Kavaratzis and Hatch (2013), in order to complete place branding, instead of setting goals based on governmental or corporate leadership, the local culture and local community should be valued and synergies created. In other words, it is clear that the collaboration between the consumer, business operator, and government is essential to establish the central place identity. From this result, in order to succeed in place branding by ethical consumption, it is important that individual consumers in the region have ethical awareness and practice what they can do.

Keywords: Ethical consumption, place branding, SDG's, consumer orientation.

9-DP22-8092

MAINTAINING EFFECTIVENESS AMID GROWTH IN PALESTINIAN HIGHER EDUCATION

MRS. TAHANI ABDELJAWAD⁹

Purpose: The purpose of this study is to examine the organizational growth of Palestinian higher education universities in comparison with factor of effectiveness. Organizational growth being student enrollment numbers over the past ten years and the factors of effectiveness being; student morale, academic performance (student GPA), and graduation percentages (graduates/class size).

Design/Methodology/Approach : Quantitative data regarding the three largest universities in the West Bank of Palestine was gathered as well as surveys of 750 students in order to test the validity and reliability of organizational growth and the relationship to educational effectiveness.

Findings: This research is ongoing however, preliminary finding show that organizational growth has a positive relation to the decrease in academic effectiveness.

Research Limitations/Implications : Although universities in the Gaza Strip are not included, this research promotes critical management practices that will have a fundamental effect on student education.

Practical Implications : Preliminary findings show that there are areas that if focused on by management could lead to significant improvements in student morale and academics.

Originality/Value : This research will provide organizational managers with the perspective that may be currently overlooked allowing them to make changes that will increase organizational success and student experiences. This research will also serve as a foundation for future initiatives and programs aimed at improving student academics through organizational growth phases.

Keywords: Performance Measurement, Quality Management, Organizational Growth.

10-DP23A-8150

⁹ Mrs. Tahani Abdeljawad, Lecturer, Birzeit University.

INVESTMENT IN AGRICULTURAL AND FOOD SYSTEM IN THAILAND AND THE PRINCIPLES FOR RESPONSIBLE INVESTMENT IN AGRICULTURE AND FOOD SYSTEMS

DR. CHANITA PANMANEE¹⁰; DR. ROENGCHAI TANSUCHAT, ASSOCIATE PROFESSOR; DR. SUJITRA RODSOMBOON, ASSOCIATE PROFESSOR; AND DR. PORNCCHAI WISUTTISAK, ASSISTANT PROFESSOR

In 2014, the Committee on World Food Security (CFS) endorsed the Principles for Responsible Investment in Agriculture and Food Systems (RAI). Although Thailand is a member country of Food and Agriculture Organization (FAO) and currently committed to driving agricultural security and food systems under sustainable development goals, Thailand does not have guidelines for responsible investment in agricultural and food systems. The objectives of this paper are (1) to analyze the current situation of investment in agriculture and food systems of Thailand in three cases, namely domestic investment, foreign investment in Thailand, and Thai investment abroad in agriculture and food, (2) to review problems arising from irresponsible investments in agriculture and food systems in Thailand, (3) to comparatively study on gaps and incompatibility between Thai laws and principle of RAI of FAO, and (4) to purpose policy suggestions on improving the draft agricultural policy of Thailand under the RAI principles. The first objective is achieved by descriptive statistics, analyzed by the Inward FDI Performance Index, and modeled by time series econometrics model. The second objective were conducted by in-depth interviews and focus groups from private and government representatives. The third objective was analyzed by comparing between the principle of RAI and various related Thai laws and regulations, and also national plans and strategy. The empirical result show that Thailand is currently both a source country and host countries in agricultural and food investment. The Inward FDI Performance Index (IWDI) of Thailand during 1998-2011 has both positive and negative values and is range from -0.297 to 1.575. Most values are positive and less than one indicates a lower share of FDI in agriculture sector compared to GDP in agriculture sector. However, the IWDI index was negative in few years meaning withdrawal investment was more than additional investment. The best fitted time series model for the quarterly value of direct investment in agriculture and food sectors of Thailand is ARIMA(1,1,3). The law study result found that Thailand has endorsed almost the basic documents as the foundation for RAI principles except the Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security that has not yet been endorsed, and the International Labor Organization's Declaration on Basic Principles and Rights in Work that is partly endorsed. The analysis of Thai law and RAI principles is found that RAI principles have been established as a legal principle in many editions which are good to help maintain principles and strengthen food security and sustainable farming principles. However, in using a variety of laws to supervise a wide range of issues may cause obstacles to the RAI principles as well. For the policy recommendations, Thai government should support the participation of stakeholders in the supply chain together with establishing the RAI according to the context of Thailand with the principles and guidelines that are based on indicators of the integration of different agencies according to the competent authority.

Keywords: Investment, Agricultural and Food Sector, ARIMA, Inward FDI Performance Index, Responsible Investment in Agriculture and Food Systems (RAI)

11-DP21-8158

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THE CHAMPIONSHIP OF SHOTOKAN KARATE AS AN EXAMPLE OF THE EVENT PROMOTING THE REGION

DR. PAWEL PIEPIORA¹¹

Karate events organized by the Funakoshi Shotokan Karate Sports Club in Kowary, such as the Shotokan FSKA Polish Open Karate Championships, II Shotokan FSKA Polish Open Karate Championships, the 12th FSKA Karate World Championships, contributed to the promotion of the examined Jelenia Góra county in Poland. These events were reported on television, radio and the press. Two of these events were broadcast online over the internet. The promotion of events and the Jelenia Góra county was also conducted for 2 years through interpersonal contacts: at the 10th FSKA Karate World Championships in Jesolo in Italy in 2008, at the 11th FSKA Karate World Championships in Sun City in South Africa in 2009 and at the Open Polish Karate Championships FSKA, seminars and local karate tournaments organized in the Lower Silesia in Poland. A website was created and maintained with the domains www.fska.info, www.kowary-karpacz.pl, a DVD and a folder promoting the 12th Karate World Championships FSKA and Lower Silesia were published. On the occasion of the 12th FSKA Karate World Championships, an exhibition of XXX years of karate shotokan was organized in the Jelenia Góra Valley in Lower Silesia. The effectiveness of promotional activities was confirmed by the growing number of competitors taking part in individual events.

Keywords: management – mass sport event – marketing – karate shotokan

12-DN06-7987

UNDERSTANDING OF HUMAN BEING AND HUMAN FREEDOM IN CHRISTIANITY AND ISLAM: A COMPARATIVE PHILOSOPHICAL INQUIRY

PROF. OLGA CHISTYAKOVA¹²

Theological ideas of Christianity and Islam manifest the profound meanings inherent to both religions. These ideas not only explain the foundations of the creeds but also put into the spotlight an understanding of a human being in the relation to God. The subject of the article is the theoretical comparison of the Islamic tradition of Sufism with the Greek-Byzantine Christianity of the Middle Ages concerning their reflection on the nature of a human being over his way of ascending to God and of knowing God.

We contend that Christianity and Islam share some theological and philosophical ideas, having not only theocentric but also an anthropological nature. These points include the Man – God relation and the substantiation of human freedom. Worth noting that some essential notions, such as “freedom”, “freedom of being human”, “freedom of choice”, “predestination”, “love”, etc. were incorporated into the Christian and Muslim creeds from the very origin of the religions.

We review some shared ideas found in two religions at the same time underlining their significance for forming a new level of interrelations between contemporary Christianity and Islam.

The Christian doctrine elaborated the path of deification, i.e. accepting the highest divine features that allow attaining the spiritual unity with the Absolute. The Christian anthropology suggested a concept of human being’s duality, a priori inheriting from the Creator and retaining over the personal life.

Islam reveals us a comprehension of Man as a beautiful creature of Allah’s design who is also dual in the substance, being a fusion of light and gloom, virtue and sin. In the theology

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of Islam the main goal of each human is explained as a God's vicar in the world, bearing the honorary mission of an obedient servant of Allah.

The uplifting path to God in Christianity and Islam is complex and depends on a personal self-perfection, self-knowing, righteous life and depends on mercy and grace of God.

There are many centuries-old traditions of both religions of drawing out a moral sophisticated way of reaching God in a specific conciliar unity with Him. They began their simultaneous developing from one period amidst the Medieval ages.

The epistemological ideas of Christianity and Islam in the context of anthropological reflection may be considered as interreligious and intercultural, as they substantiate some shared values and norms of many people in the Global world.

Keywords: Christianity, Islam, Religious Anthropology, Human Being and God, Philosophy of Religion

13-DN09-8118

A THEMATIC ANALYSIS OF FIRST-GENERATION STUDENTS' EXPERIENCES OF SHAME IN UNIVERSITY

MS. LILY ANN LONG¹³; AND ARYN ZIEHNERT, PHD

Shame has been proposed to significantly impair the emotionality and academic performance of first-generation university students. Acosta-Gomez et al. (2018) found that students are reporting greater workloads, more distress, greater use of active coping strategies, and less institutional resources than reported in previous decades. This increase in negative emotionality as well as the lack of institutional resources may help account for the rates of depression seen in young people; which the National Institute of Mental Health (2019) has found to have doubled in the last 15 years. Negative emotionality can be understood and explained by individuals in different ways. According to Sohn (1977), students who attribute their academic performance to 'morally non-neutral affects' (like pride or shame) reported greater affective impact than those who attributed it to 'morally neutral affects' (like happiness or unhappiness). Additionally, Brown's (2009) Shame-Resilience Theory suggests that this 'non-neutral' attribution of shame (the feeling or belief of being flawed or unworthy and therefore not belonging with others or within a social context), while deeply rooted in all of us, disproportionately affects minority populations.

The purpose of this study was to examine first-generation students' experiences of shame as they relate to academic contexts, with the intention of illuminating avenues for effective intervention strategies in the university setting. Seven first-generation undergraduate students participated in semi-structured interviews that consisted of 11 questions. The interviews had an average duration of around 90 minutes. All participants were first-generation students currently enrolled at Eastern Washington University; however, other demographic variables such as age, gender, and race ethnicity were varied. A thematic analysis of participant transcripts is currently being conducted. At this point in analysis the emergent themes appear to suggest participants' experiences of shame are relevant to their struggles with finding community, identity development, financial/family responsibilities, micro aggressions, stereotype threat, indebtedness/pressure, and a lack of accessible, culturally-informed university resources. These findings support previous discussion of the importance of university support for underrepresented students. In addition, the emergent theme of experienced cultural incompetence in accessed university resources highlights the need for further cultural training in the university setting. Further research is needed to better understand

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the relationship between shame, academic performance, and minority status to inform future university resources that can aid in institutions' ability to equitably support all of its people.

Keywords: Thematic analysis, Shame, Identity Development, First-Generation University Students, Equity and Access in Mental Health Intervention14-DN02-7555

THE IMPACT OF BILINGUALISM ON IMPEDING BRAIN AGING

MS. MALIHE ESHGHAVI¹⁴

It is common for older people to have difficulty recalling events or retrieving words. This can be indicative of a decline in episodic memory, which is associated with lower level of executive functioning. The executive functions is a set of cognitive control abilities that work in collaboration with the medial temporal lobe memory system. For this reason, executive functions are vital for “working-with-memory,” or implementing controlled encoding and retrieval processes. Episodic memory is in charge of recollecting experiences in serial form, aiding in the reconstruction of temporal sequence of recent events. Episodic memory may decline with brain aging and result in less successful executive functioning, limiting individuals' ability to have effective retrieval processes. Moscovitch (1992) argued that less successful executive functioning in older adults may cause a decline in episodic memory. The language processes associated with bilingualism contributes to successful executive functioning in older adulthood, and therefore may help maintain episodic memory. For example, bilinguals have the ability to prevent interference of one language while they are using the other language, and to use languages interchangeably according to their needs (Blumenfeld & Marian, 2010; Prior & Gollan, 2011). Bilingualism alters cognitive and neurological systems, resulting in beneficial maintenance of episodic memory in adults and seniors and may help therefore adult second language learners postpone brain aging.

The purpose of this study is to investigate if speaking two languages is beneficial for episodic memory, while effectively inhibiting the decline in executive processes. To examine this hypothesis, I compared bilingual and monolingual senior and non-senior adults groups, using two different tests of episodic memory: the Verbal Test and the Visual Test. These two paired associate tests were conducted to measure the participants' level of episodic memory and investigate whether senior and non-senior bilinguals would demonstrate enhanced performance on episodic memory verbal and visual tests, as compared to their monolingual counterparts.

To test this, participants performed a Verbal Paired Associates task by memorizing a target word list. Non-senior bilingual participants demonstrated better episodic memory verbal test results than their monolingual counterparts, recalling more words overall. Likewise, senior bilingual group performance scored better on the verbal test in comparison to the senior monolingual group. In the episodic memory visual test, the non-senior bilingual group illustrated better task achievement than the non-senior monolingual group. The senior bilingual group scored higher on the memory visual test than the senior monolingual group.

Overall, in both verbal and visual tests, the bilingual participants demonstrated better episodic memory than their monolingual peers, recalling significantly more items. Moreover, bilinguals exhibited higher executive functioning, which is related to memory performance. Results indicate bilingualism may benefit episodic memory in both senior and non-senior groups compared to analogous senior and non-senior monolingual groups.

15-DP11-7591

CONGESTION COSTS IN THE EUROPEAN UNION COUNTRIES

¹⁴ Ms. Malihe Eshghavi, Doctoral Student and Teacher Assistant, University of San Francisco.

PROF. MAGDALENA KALISIAK-MĘDELSKA¹⁵ DR MAGDALENA RAFTOWICZ; AND DR ZBIGNIEW PIEPIORA

The aim of the paper is to try to answer the question about the level of congestion costs caused by passenger flows. The limitation of mobility by congestion generates costs which all the participants of the transport system have to bear. An important category of congestion costs are delay costs. The first part of the paper describes theoretical aspects of the congestion, its economic and social costs, and methods for the estimation of congestion costs. In the second part delay costs in Poland and selected countries are presented. The whole is closed with conclusions, a significant part of which are recommendations for practical actions

Keywords: congestion, cost, traffic, mobility

16-DN03-7541

WHAT ARE THE DRIVERS OF POVERTY REDUCTION IN SSA IN THE WAKE OF RAPID URBANIZATION?

MS. BERYL ORANGA¹⁶

“Poverty is the worst form of violence”—Mahatma Gandhi. It has been almost two decades since the MDGs were first developed and more than four decades since the first United Nations conference to address the effects of urbanization was held, and despite the presence of these goals and their subsequent interventions, the number of people living below the poverty line continues to grow in Africa. The problem of poverty is further exacerbated by high urbanization rates, as the United Nations (2015) estimates that two-thirds of the world population will reside in cities in 2050. Africa and Asia are projected to experience the highest rates of urbanization, and by 2050, Africa will have 56 percent of its population living in cities, compared to 40 percent currently (Ibid.).

While theory suggests that urbanization is associated with economic growth which, subsequently, lowers poverty, similar studies in Africa have produced mixed results, indicating a lack of an underlying theory that explains poverty reduction in the region. Although studies have shown that Africa is urbanizing without growth and structural transformation (Castells-Quintana, 2018, Henderson, 2014, Jedwab, 2013, UNECA, 2017, Hommann & Lall, 2019), others have shown that there is growth, but that it is not sufficient to alleviate poverty (Dang & Dabalén, 2017, Rodrik, 2016, Njoh, 2003, Kessides, 2006). This situation presents an alarming picture needing an urgent and different approach. It also raises the question of why this is so. What factors should be considered to determine targeted policies? And how can this be achieved?

While there have been vast literature examining the relationship between urbanization and growth, little has been done looking at the intersection between urbanization, growth, and poverty in Sub-Saharan Africa. Building on the existing literature, this paper proposes to conduct a study on the determinants of poverty reduction through the lens of urbanization and economic growth. It seeks to answer the question: What are the drivers of poverty reduction in SSA in the wake of rapid urbanization? This study contributes to the literature by performing a multi-level analysis on both the macro and micro levels. On the macro level, countries are categorized and analyzed by their urbanization levels, primacy levels, and geographical characteristics, and on the micro level, six samples countries have been selected for a case study analysis. Panel data and cross-sectional data spanning 2000-2017 will be used to conduct the study. The study hopes to inform policies not only on avenues for poverty reduction in relation to urbanization but also on the manifestations of poverty that need the most attention.

¹⁵ Prof. Magdalena Kalisiak-Mędełska, Associate Professor, Wrocław University of Environmental and Life Sciences.

¹⁶ Ms. Beryl Oranga, PhD Candidate, The New School.

17-DN12-8153**A STUDY ON THE DISCOURSE ANALYSIS OF 'BUSINESS REPORT' FOCUSING ON THE DISCOURSE STRUCTURE AND LINGUISTIC FEATURES**MS. HYUNAE YUN¹⁷

Each genre has its own discourse structure and linguistic characteristics. The discourse structure and linguistic characteristic of a genre imply the attitude of the speaker and the receiver using the genre. Thus, identifying the structure and language characteristics of a genre is a valid way to find out what linguistic characteristics the communicators use to deliver their intent effectively within the genre.

The study analyzed the discourse structure and linguistic characteristics of Korean business reports. Twenty KOTRA(Korea Trade-investment Promotion Agency) national Korean business reports were collected online; those are considered as rhetorical types. As a result, business reports require a summary instead of an introduction and mainly organize the body and conclusion. In terms of the linguistic characteristics, noun endings were used more to finish each sentence, and fewer polite expressions were used when the speaker made a statement compared to other formal genres. It is interesting that polite expressions were not prevalent in business reports, because Korean is known as a language with developed politeness, and polite expressions are generally required in other formal genres. Finally, fewer conjunctions were used to link sentences for informational relationships.

It is expected that the results not only reveal the general genre characteristics of business reports, but also show how the speaker's intentions are achieved differently from one genre to another.

Keywords: discourse analysis, politeness expression, discourse structure, genre analysis

18-DP15-7590**THE INFLUENCE OF LOCAL GOVERNMENT ON THE DEVELOPMENT OF SHORT FOOD SUPPLY CHAINS**DR. MAGDALENA RAFTOWICZ¹⁸ DSC MAGDALENA KALISIAK-MĘDELSKA; AND DSC MARIAN KACHNIARZ, ASSOC. PROF.

Despite the functioning of global food markets, the concept of short supply chains are increasingly promoted as a positive return to traditional food distribution systems. The new approach to the topic of local food and the benefits of shortening supply chains is reflected in the European Union's policy, including in rural development programs.

However, the implementation of the assumptions of the SFSC concept is not subject to rigid rules, it is flexible and modified depending on the socio-economic specificity of a given country, its possibilities, needs and expectations. Apart from the participants in the supply chain - i.e. producers and consumers, it seems that the institutional environment also plays the crucial role in this process.

The main aim of this paper is to examine the influence of local government on promoting short food supply chains in Poland.

The research was based on literature studies and in-depth interviews with representatives of regional authorities in Poland.

Keywords: local government, short food supply chains (SFSC)

19-DP19-8067

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SUSTAINABLE BUSINESS MODEL IN WATER SECTOR TO FACE GLOBAL CHALLENGES

MR. MEET SHAH¹⁹; DR. ASHISH JOSHI; AND NAIMISH BHATT

The most recent decade has seen exponential ascent in the water request around the world, in this manner seeing a great deal of developments in desalination water plants, water accumulation strategies and different ground water tapping methods. With the present patterns in the cost of water, it is astute to put resources into creation and dispersion of consumable water. A basic segment of our aggregate reaction to worldwide water difficulties is improving the limit of water experts to lead the adjustments in arrangement, arranging, the board and networks required to handle these issues fundamentally. This paper centers predominantly around the filtration plants introduced in urban communities of India, related with tapping groundwater and appropriating it after filtration. Keeping the worldwide water situation as a top priority, it is profoundly imperative to fulfill the water need at a value that yield greatest comes back to the provider and is within the reach of almost all buyers, holding the quality within proper limits. In this way, the model requests a break even between different elements like quality, introductory venture, normal costs and selling cost. The point of this paper is to create such a model, that gives most noteworthy quality accessible at a specific rate that is reasonable to greatest and at the same time yield most extreme returns.

Keywords: Business model, Water sector, Global

20-DN08-8097

THE EFFECT OF SOCIAL SUPPORT ON THE RELATIONSHIP BETWEEN SYMPTOMS OF ANXIETY AND ACADEMIC PERFORMANCE

MS. KENGHUY UNG²⁰; MS. JENNIFER ALDANA²¹; DR. KAREN WILSON, DEPARTMENT CHAIR AND GRADUATE COORDINATOR

There are a variety of factors, such as an individual's mental health, that can impact or influence academic performance (Kugbey, 2015). Researchers have found that social support can be associated with an individual's psychological well-being and academic performance (Kugbey, 2015; Glozah, 2013). The current study examined factors related to anxiety and ADHD, and focused on how social support mediates the relationship between anxiety and academic performance. It was hypothesized that students who experience more symptoms of anxiety but has a higher level of social support will have a higher GPA. On the contrary, students who experience more symptoms of anxiety, but have a lower level of social support will have a lower GPA. The participants included 49 females (71%) and 20 males (29%), ages 18-55, of different ethnic backgrounds. They were given several tests to complete, which included the Beck Anxiety Inventory-II, Multidimensional Scale of Perceived Social Support, and background questionnaires that included their grade point average (GPA). The PROCESS macro for SPSS was used to test a mediation model with the antecedent variable of anxiety symptoms, the mediator of social support, and the outcome variable of GPA. There was no direct relationship between anxiety symptoms and GPA, $b = 2.42$, $p = .18$. There was an indirect relationship between anxiety symptoms and social support, $b = -.55$, $p = .032$, indicating that people with less social support experienced more symptoms of anxiety. There was an indirect relationship between social support and GPA, $b = -2.26$, $p = .008$, suggesting that those with a higher GPA had a greater social support system. Relative to the hypothesis, the study found that the level of social support affected an individual's experience of anxiety symptoms.

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Therefore, those who had a higher level of social support experienced fewer symptoms of anxiety. Similarly, individuals who had a higher level of social support had a higher GPA. Contrary to the hypothesis, the current study showed that in general, anxiety symptoms did not affect GPA. Overall, the current study found that college students with higher levels of social support experienced less symptoms of anxiety and had a higher GPA than students with lower levels of social support.

Keywords: Anxiety, Beck's Anxiety Inventory-II, Social Support, GPA, Academic Performance

22-DP20-7593

THE MEASUREMENT OF BUDGET OUTLAYS OF LOCAL GOVERNMENT UNITS FOR REMOVING THE NATURAL DISTATERS' EFFECTS – A CASE OF POLISH COUNTIES

DR. ZBIGNIEW PIEPIORA²² DR MAGDALENA RAFTOWICZ, ASSISTANT PROFESSOR; DR ARKADIUSZ BABCZUK, ASSISTANT PROFESSOR

The aim of the paper is the measurement of budget outlays of local government units for removing the natural distaters' effects in Poland at the local level of counties (poviats) in years 2008-2017. Authors formulated a hypothesis: It is possible to measure the budget outlays of local government units for removing the natural distaters' effects at the local level of counties. Authors posed the research question: How should we measure the budget outlays of local government units for removing the natural distaters' effects at the local level of counties?

The spatial range of the subject of research covers the area of Poland. The time span of the research concerned the years 2008-2017, which is a common period for all selected features.

The issues raised justified the use of an evidence-based test method. The research process was divided into two stages – analyses with deductive reasoning and synthesis with inductive reasoning. Data analysis was based on index analysis from the group of statistical methods and cartographic method – cartogram. A cartogram is a quantitative method that served to present the tested efficiency. Catrograms were generated in the QGis 3.6.3 program.

The method of examination of documents was used to collect source materials. In the conducted research, secondary and external sources were used. The external, secondary source of information was data from the BDL database of the Central Statistical Office containing data on the number of citizens in counties and the budget outlays of local government units for removing the natural distaters' effects.

The objective of the paper was attained. The carried out analysis made it possible to answer positive the research question. This allowed to test positively the hypothesis. Constructed indicator enabled the measurement of the relation of budget outlays of local government units for removing the natural distaters' effects to the number of citizens of counties in Poland. In opinion of authors, the indicator should be applied in other countries. This issue requires further research at the local level of county. According to authors, it is necessary to specify in the Local Data Bank of the Central Statistical Office the features concerning the removal of natural disasters' effects in such a way that in each case it is possible to measure the relations of outlays and effects, also at the local level of the county, at least in the examined period 2008-2017.

It is also necessary similar activity to do by this institution – to start aggregating data in the Local Data Bank of the Central Statistical Office in Poland regarding the damages caused by natural disasters, specifying by years, phenomena and local government units

Keywords: outlays, local government, natural disaster, recovery

²² Dr. Zbigniew Piepiora, Assistant Professor, Wroclaw University of Environmental and Life Sciences.

23-DP08-8033**ANALYSIS OF TEAM (TEAM EFFECTIVENESS ASSESSMENT MEASURE) OF MAJOR ORGANISATIONS IN PORT DOMAIN OF INDIA**MS. MEGHNA UDAYSSINGH²³ DR. SUPRIYA PAL

Neither finance, nor strategy and not even technology alone; but it is teamwork combined in any or every department which is the ultimate competitive advantage, as it is so powerful and rare. This statement speaks a lot about teamwork and its effectiveness in any organisation.

Port industry in India has been one of the most prominent sectors since independence. It has played a huge role in the economic development of the country. There was a recent study about the industry of its high possibility of accidents (hazardous operation execution) due to ineffective work practices and complexities between the team members. The major concern lies between the ambiguous relations between the employees and therefore high quality leadership and teamwork are of utmost importance. Port leaders and team should be efficient and effective enough to create powerful conflict resolution mechanisms which will help to achieve more safety and execute the strategies for best results. These port values can only be achieved when the team is strong, flexible and productive. It also helps in developing and understanding the power of good leadership and to build working relationships (team building) in the framework of HRM in the port domain.

This exercise is an attempt to study and measure effectiveness of a team. The team rating is based on seven components (Task clarity, Cohesion, Autonomy, Confrontation, Support, Collaboration, Accountability) which is grouped into two main aspects of team effectiveness. They are -

1. Team Functioning and
2. Team Empowerment.

The primary data collection is done through stratified sampling methodology. The total number of participants of the survey were 60 who belong to two major organisations of Mundra port, India. (name of the organisations are kept anonymous due to confidential purpose).

Therefore, a research work entitled ANALYSIS OF TEAM (TEAM EFFECTIVENESS ASSESSMENT MEASURE) OF MAJOR ORGANISATIONS IN PORT DOMAIN has been undertaken to know the real impact of teamwork and its effectiveness.

Keywords: Teamwork, Team effectiveness, Leadership, Port organisations.

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24-DP02-7723

STUDY ON GROUND WATER RECHARGE AND SUSTAINABLE WATER MANAGEMENT IN CONTEXT OF SELECTED AREA OF GUJARAT

MR. MEERANALI SAIYAD²⁴ DR.ASHISH B JOSHI

The quickened pace of industrialisation and urbanisation process, mostly of most recent two decades, had broad outcome on by and large water assets improvement situation. The ongoing changes in water accessibility situation need suitable remedial measures to adapt to changed situation of natural resource accessibility for sustainable development. Due to various water resources augmentation projects, there is increase in overall availability of water resources in the State over the years; A multinational conglomerate company, Adani Foundations, have contributed remarkably to overcome the water crisis in parts of Gujarat State to the inaccessible in rural areas by constructing various check dams, ponds and water streams. This paper tries to highlight techniques of sustainable ground water management, factors affecting ground water availability, different approaches towards developing and using available ground water with out adversely affecting the hydro-geological balance. approaches adopted by the government as well as organisations such as Adani to overcome and meet the water requirements to the people of the State in this adverse situation.

Keywords: Groundwater Resources Management ; Adani Foundation ; Sustainable Development ; Gujarat

25-DP25-8145

EDUCATION-GROWTH NEXUS IN SUB-SAHARAN AFRICA: A DYNAMIC PANEL DATA ANALYSIS

PROF. NICHOLAS ODHIAMBO²⁵

This paper takes a fresh look at the dynamic relationship between education and economic growth in the selected sub-Saharan African countries, using a dynamic panel data analysis. Currently, there exist four views regarding the relationship between these two key variables. The first view argues that there is a unidirectional causal flow from education to economic growth, since a highly educated work force increases economic growth. The second theory, however, maintains that it is economic growth that Granger-causes education at all levels – because higher economic growth leads to a greater investment in education. The third view is a middle-ground view, which states that both economic growth and education Granger-cause each other. The fourth view, however, maintains that there is no profound causal relationship between these two variables, and that the relationship between the two could be merely coincidental. Unlike some of the previous studies, the current study includes a third variable as an intermittent variable, thereby leading to a trivariate Granger-causality model. In order to address the methodological weaknesses of some of the previous studies, the current study uses a dynamic panel data technique to examine the causal relationship between education and economic growth in a step-wise fashion. In the first step, three panel unit root tests, namely P-Fisher-Chi Square, IPS, and ADF - Fisher Chi-square to examine the order of integration among the variable included in the model. In the second step, the study used the Pedroni (2004) residual cointegration test and the Kao (1999) residual cointegration test to test for the cointegration relationship among the variables included in the model. Finally, the study used panel-based Granger causality model to examine the short-run and long-run causality between education and economic growth. The findings of this study show that the causal relationship

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²⁵ Prof. Nicholas Odhiambo, Professor, University of South Africa.

between education and economic growth varies depending on whether the causality is measured in the short run or in the long run.

Keywords: Education; Economic Growth; Panel Data Analysis, sub-Saharan African Countries

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