



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

**20<sup>th</sup> Annual International Conference on  
Sport & Exercise Science  
29-31 July & 1 August 2024 Athens,  
Greece**

**Edited by  
Maria Kosma & Olga Gkounta**

2024



Abstracts  
20<sup>th</sup> Annual International  
Conference on Sport & Exercise  
Science

29-31 July & 1 August 2024,  
Athens, Greece

Edited by  
Maria Kosma & Olga Gkounta

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## TABLE OF CONTENTS

*(In Alphabetical Order by Author's Family Name)*

<b>Preface</b>		9
<b>Editors' Note</b>		11
<b>Organizing &amp; Scientific Committee</b>		12
<b>Conference Program</b>		13
1.	<b>Unveiling Tourists' Motivations for Voluntarily Carrying Out their Leftovers when Dining Out</b> <i>Abdulmohsen Mualla Aljohani</i>	18
2.	<b>Examining the Relationship between Ultra-Processed Food Consumption, Physical Activity and Cardiometabolic Outcomes in Canadian Children: An Investigation of the CHMS</b> <i>Angelina Baric &amp; Anthea Christoforou</i>	19
3.	<b>Lifestyle Factors Influencing Reproductive Outcomes among American Women</b> <i>Annika Bauer, Angelina Baric &amp; Anthea Christoforou</i>	21
4.	<b>Exploring the Role of Arts and Culture as a Mechanism to Integrate Economies</b> <i>Peter Baur</i>	23
5.	<b>"Homeless in their Own Home": The Case of Home-Deprived Single Mothers in Israel</b> <i>Shlomit Benyamin</i>	25
6.	<b>Data Privacy for Machine Learning Inferences</b> <i>David Bodoff</i>	27
7.	<b>Strategic Empathy in Female-Led Diplomacy: Reassessing Foreign Policy Approaches in the Russo-Ukrainian Conflict</b> <i>Amber Brittain-Hale</i>	28
8.	<b>The Need for Sport Entrepreneurship Courses in Sport Management Professional Preparation Programs that Are Offered at Colleges and Universities Throughout the World</b> <i>Robert Case</i>	29
9.	<b>Quality of Life in the Peri-urban Area of Timisoara</b> <i>David Chasciar</i>	30
10.	<b>The Current Korean Government's Proposal for a Special Law on Criminal Immunity for Medical Professionals and the Problem of Exclusive Medical Appraisal by KMDMAA (Korea Medical Dispute Mediation and Arbitration Agency)</b> <i>Jayoung Che</i>	31
11.	<b>The Sports Indicators of Developing Virtual Canoe Slalom in Japan</b> <i>Chiachi Cheng &amp; Ching Li</i>	32
12.	<b>Building Bridges: Trust, Wisdom, and the Path to Sound Decision-Making in Business</b> <i>Kristijan Civoljak &amp; Kara Hans</i>	34
13.	<b>Our Three-Dimensional Body</b> <i>Maria Rosaria D'Acierno Canonici</i>	36

14.	<b>Prospects of MSMEs in Current India</b> <i>Byasdeb Dasgupta</i>	38
15.	<b>The Influence of the Authentic Leadership and the Entrepreneurial Orientation on Family Firm's Sustainability</b> <i>M. Dolores de la Rosa-Navarro, Ines Herrero &amp; Paloma Gallurt Pla</i>	39
16.	<b>The (Missing) Link between Library and Information Science Schools and Job Market and its Impact on Employability of LIS Graduates in South Africa</b> <i>Maoka Dikotla</i>	41
17.	<b>Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption</b> <i>Lucky Dlamini</i>	42
18.	<b>Coaching the Neurodivergent Athlete</b> <i>Amy Eperthener, Erik Bentsen &amp; Elizabeth Clark</i>	44
19.	<b>The Relationship between Grandparents and their LGBT (Lesbian, Gay, Bisexual, Transgender) Grandchildren, as perceived by the Grandparents: A Pilot Study</b> <i>Ahuva Even-Zohar</i>	46
20.	<b>Understanding the Psychological Dynamics of Fitness and Bodybuilding Competitors: Use of POMS and SMS</b> <i>Ciprian Glazer</i>	48
21.	<b>The Effect of Front Infant Wearing on the Posture, Muscle Activity, and Proprioception of Rural South African Mothers</b> <i>Bridget Grobler &amp; Terry Ellapen</i>	49
22.	<b>A Novel Theory of Holism: From the Pre-Quantum to the Quantum</b> <i>Victor Hainsworth</i>	51
23.	<b>Combining Exercise with Navigation to Improve Human Cognition</b> <i>Jennifer Heisz, Adrienne Lee, David J. Allison, Jeremy Walsh, Emilie M. Calabrese, Cara Pecos &amp; Emma Waddington</i>	52
24.	<b>The Dynamics of Social Governance Innovation in China: A Synergistic Approach</b> <i>Guangwei Hu</i>	54
25.	<b>Physical Therapy in Juvenile Idiopathic Scoliosis - Case Study</b> <i>Nicolae-Adrian Jurjiu &amp; Alexandra-Roxana Pojarnicu</i>	55
26.	<b>Falling in Love with Strategic Foresight, not Only with Technology: European Deep-Tech Startups' Roadmap to Success</b> <i>David Kalisz</i>	56
27.	<b>Empowering Collegiate Student-Athletes to Build Resilience: A Peer-Led Wellness Education Approach</b> <i>Jess Kirby, Sarah Cooper, Keegan Sueltz, Emily Kulakowski &amp; Audrey Bloomquist</i>	57
28.	<b>La Prospective Applied to a Productive Cluster of Gems, Jewellery, Mineral Crafts, and Tourism: The Case of the Municipality of Cristalina-Go, Brazil</b> <i>Clarice Kobayashi, Sumaya Suely André Carnevalli Neves, Fernando Mário Rodrigues Marques, Hércules do Prado &amp; Edilson Ferneda</i>	59

29.	<b>Tenuous Ideological Legitimacy and Endless Moral Panic in Late Modern Society</b> <i>Louis Kontos</i>	60
30.	<b>Artificial Intelligence and Mental Health Diagnosis, Prevention, and Treatment: A Review of Meta-Analyses, Critical Issues and Future Directions</b> <i>Georgios Lampropoulos</i>	61
31.	<b>Visual Literacy: Barbie and Visualization of Information</b> <i>Yan Ma</i>	62
32.	<b>Optimizing the Usage of Public and Community Libraries in the Limpopo Province, South Africa</b> <i>Nkhangweni Mahwasane &amp; Tshinakaho Mahwasane</i>	63
33.	<b>Internal and External Dimensions in an Integrated Foresight Research on the Sustainable Pathways in V4 Countries</b> <i>Andras Marton, Éva Hideg, Judit Gáspár, Klaudia Gubová, Lucie Macková, Eva Šerá Komlossyová &amp; Anna Sacio-Szymańska</i>	64
34.	<b>Application of Conversational Generative Pre-Trained Transformer to Provide Information Services in Libraries in the Fifth Industrial Revolution</b> <i>Mashilo Modiba</i>	66
35.	<b>The Impact of Inflation on Economic Growth in South Africa</b> <i>Hlompso Panelope Mongala &amp; Siyabonga Mkhuma</i>	68
36.	<b>On the Nature of the State as an Actor of the International Relations: Phenomenology's Promise and Handicap in Conducting a Study on the Ground of Authenticity of the State's Givenness</b> <i>Yunus Emre Ozigci</i>	69
37.	<b>Geographical Distribution of Small Physical Exercise Enterprises in the Greater Athens Area</b> <i>Gregory T. Papanikos</i>	71
38.	<b>Academic Librarians' Use of Technology to Unlock Citizen Scientists' Potential for the Greater Good</b> <i>Modiehi Rammutloa</i>	72
39.	<b>Redefining Age and Gender in Digital Recruitment Amidst Population Ageing: A Multifaceted Analysis of Stereotypes, Inequalities, and Perceptions in the Modern Workplace</b> <i>Martina Rasticova, Štěpán Konečný, Jakub Šácha &amp; Martin Lakomý</i>	73
40.	<b>From Start to Finish: Examining the Relationship Between Service Reception Efficiency and Attack Performance in Women's Volleyball</b> <i>Hans-Eric Reitmayer</i>	75
41.	<b>Transforming Higher Education: Exploring Global Perspectives and Best Practices for AI Integration in Academic Libraries</b> <i>Marta Samokishyn</i>	76

42.	<b>The Implementation of Cloud Computing and Drone Technology to Promote Remote Access to Resources at Midvaal Public Libraries, South Africa</b> <i>Amos Shibambu</i>	78
43.	<b>Curriculum Content for Digital Scholarship in Library and Information Science Schools in South Africa</b> <i>Philangani Thembinkosi Sibiya</i>	79
44.	<b>Effects of Egg Protein Supplementation on Performance, Body Composition and Muscle Soreness in Runners</b> <i>David H St-Pierre, Francesco Vallières, Aurélie Collette &amp; Alain-Steve Comtois</i>	80
45.	<b>Ethical Underpinnings for Economic Models: Reconciling Self-Interest Actions and the Goal of Societal Prosperity</b> <i>A. J. Stagliano</i>	82
46.	<b>Validation Study of a Wireless BFR Device</b> <i>Angela Stagliano</i>	83
47.	<b>Using Artificial Intelligence as Information Resources in Teaching and Scientific Research by Faculty Members at Al-Hussein Bin Tala University</b> <i>Raid Suleiman</i>	84
48.	<b>A Comparison of Performance Indicators between University-Level Rugby Union and Rugby Union Sevens Matches</b> <i>Pieter van den Berg &amp; Retief Broodryk &amp; Bert Moolman</i>	85
49.	<b>Heptathlon: The Current Scoring System and its Biases - An Analysis into the Distribution of Scores, who it Benefits, and a Proposal for an Alternative Equation</b> <i>Theresa Vater</i>	86
50.	<b>Understanding Viral TikTok Fundraisers through Visual Literacy</b> <i>Alyssa White</i>	87
51.	<b>The Impact of Corporate Social Responsibility Committee on Corporate Social Responsibility: Empirical Evidence from France</b> <i>Ouidad Yousfi, Rania Beji &amp; Abdelwahed Omri</i>	88
<b>References</b>		89



## Preface

This book includes the abstracts of all the papers presented at the *20<sup>th</sup> Annual International Conference on Sport & Exercise Science (29-31 July & 1 August 2024)*, organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER’s Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER’s many publications only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world can meet to exchange ideas on their research and consider the future developments of their fields of study.

To facilitate the communication, a new references section includes all the abstract books published as part of this conference (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the conference have evolved over the years. According to ATINER’s mission, the presenters in these conferences are coming from many different countries, presenting various topics.

**Table 1.** *Publication of Books of Abstracts of Proceedings, 2011-2024*

Year	Papers	Countries	References
2024	51	19	Kosma and Gkounta (2024)
2023	24	14	<a href="#">Kosma and Gkounta (2023)</a>
2022	36	22	<a href="#">Konstantaki and Gkounta (2022)</a>
2021	27	15	<a href="#">Papanikos (2021)</a>
2020	16	12	<a href="#">Papanikos (2020)</a>
2019	18	10	<a href="#">Papanikos (2019)</a>
2018	14	10	<a href="#">Papanikos (2018)</a>
2017	16	7	<a href="#">Papanikos (2017)</a>
2016	13	10	<a href="#">Papanikos (2016)</a>
2015	19	9	<a href="#">Papanikos (2015)</a>
2014	22	12	<a href="#">Papanikos (2014)</a>
2013	21	12	<a href="#">Papanikos (2013)</a>
2012	26	12	<a href="#">Papanikos (2012)</a>
2011	38	13	<a href="#">Papanikos (2011)</a>

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world can regularly meet to discuss the developments of their disciplines and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published over 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this symposium and its subsequent publications together.

**Gregory T. Papanikos**  
**President**

## **Editors' Note**

These abstracts provide a vital means to the dissemination of scholarly inquiry in the field of Sport & Exercise Science. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the conference.

ATINER's mission is to bring together academics from all corners of the world in order to engage with each other, brainstorm, exchange ideas, be inspired by one another, and once they are back in their institutions and countries to implement what they have acquired. The 20th Annual International Conference on Sport & Exercise Science accomplished this goal by bringing together academics and scholars from 19 different countries (Brazil, Canada, China, Czech Republic, France, Germany, Hungary, India, Israel, Italy, Japan, Jordan, Kenya, Romania, South Africa, South Korea, Spain, Taiwan, USA), which brought in the conference the perspectives of many different country approaches and realities in the field.

Publishing this book can help that spirit of engaged scholarship continue into the future. With our joint efforts, the next editions of this conference will be even better. We hope that this abstract book as a whole will be both of interest and of value to the reading audience.

**Maria Kosma & Olga Gkounta**  
**Editors**

**20<sup>th</sup> Annual International Conference on Sport & Exercise  
Science, 29-31 July & 1 August 2024, Athens, Greece**

**Organizing & Scientific Committee**

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by reviewing the submitted abstracts and papers.

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Maria Kosma Head, Sports Unit, ATINER & Associate Professor, Louisiana State University, USA.
3. Maria Konstantaki, Research Fellow, ATINER.

## FINAL CONFERENCE PROGRAM

**20<sup>th</sup> Annual International Conference on Sport & Exercise Science, 29-31  
July & 1 August 2024, Athens, Greece**

### PROGRAM

Monday 29 July 2024

**08.30-09.00**

**Registration**

**09:00-09:30**

**Opening and Welcoming Remarks:**

- **Gregory T. Papanikos**, President, Athens Institute.

**09:30-11:00 Session 1**

**Session 1a**

**Moderator: Ciprian Glazer**, Assistant Professor, West University of Timișoara, Romania.

1. **David H St-Pierre**, Full Professor, Université du Québec à Montréal, Canada.  
*Title: Effects of Egg Protein Supplementation on Performance, Body Composition and Muscle Soreness in Runners.*
2. **Jess Kirby**, Director, Center for Critical Sport Studies, University of Colorado, Colorado Springs, USA.  
*Title: Empowering Collegiate Student-Athletes to Build Resilience: A Peer-Led Wellness Education Approach.*
3. **Pieter van den Berg**, Senior Lecturer, Program Leader, PhASRec, North-West University, South Africa.  
**Retief Broodryk**, Senior Lecturer, North-West University, South Africa.  
*Title: A Comparison of Performance Indicators between University-Level Rugby Union and Rugby Union Sevens Matches.*
4. **Hans-Eric Reitmayer**, Lecturer, West University of Timișoara, Romania.  
*Title: From Start to Finish: Examining the Relationship Between Service Reception Efficiency and Attack Performance in Women's Volleyball.*

**Session 1b**

**Moderator: A. J. Stagliano**, Professor, Saint Joseph's University, USA.

1. **Guangwei Hu**, Head, Archives and e-Government Department & Director, Institute of Government Data Resources, Nanjing University, China.  
*Title: The Dynamics of Social Governance Innovation in China: A Synergistic Approach.*
2. **Nkhangweni Mahwasane**, Information Librarian, University of Venda, South Africa.  
**Tshinakaho Mahwasane**, Senior Librarian, University of Venda, South Africa.  
*Title: Optimizing the Usage of Public and Community Libraries in the Limpopo Province, South Africa.*
3. **Marta Samokishyn**, PhD Student, University of Ottawa, Canada.  
*Title: Transforming Higher Education: Exploring Global Perspectives and Best Practices for AI Integration in Academic Libraries.*
4. **Modiehi Rammutloa**, Lecturer, University of South Africa, South Africa.  
*Title: Academic Librarians' Use of Technology to Unlock Citizen Scientists' Potential for the Greater Good.*

**11:00-12:30 Session 2**

**Session 2a**

**Moderator: Jess Kirby**, Director, Center for Critical Sport Studies, University of Colorado, Colorado Springs, USA.

**Session 2b**

**Moderator: Nkhangweni Mahwasane**, Information Librarian, University of Venda, South Africa.

<ol style="list-style-type: none"> <li>1. <b>Jennifer Heisz</b>, Associate Professor, McMaster University, Canada. <i>Title: Combining Exercise with Navigation to Improve Human Cognition.</i></li> <li>2. <b>Nicolae-Adrian Jurjiu</b>, PhD Student, West University of Timișoara, Romania. <b>Alexandra-Roxana Pojarnicu</b>, Student, West University of Timișoara, Romania. <i>Title: Physical Therapy in Juvenile Idiopathic Scoliosis – Case Study.</i></li> <li>3. <b>Maria Rosaria D’Acerno Canonici</b>, Associate Professor University of Napoli Italy. <i>Title: Our Three-Dimensional Body.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <b>A. J. Stagliano</b>, Professor, Saint Joseph’s University, USA. <i>Title: Ethical Underpinnings for Economic Models: Reconciling Self-Interest Actions and the Goal of Societal Prosperity.</i></li> <li>2. <b>Hlompo Panelope Mongala</b>, Lecturer, North West University, South Africa. <b>Siyabonga Mkhuma</b>, Student, North West University, South Africa. <i>Title: The Impact of Inflation on Economic Growth in South Africa.</i></li> <li>3. <b>Peter Baur</b>, Professor, University of Johannesburg, South Africa. <i>Title: Exploring the Role of Arts and Culture as a Mechanism to Integrate Economies.</i></li> </ol>
<b>12:30-14:20 Session 3</b>	
<p><b>Session 3a</b> <b>Moderator: Pieter van den Berg</b>, Senior Lecturer, Program Leader, PhASRec, North-West University, South Africa.</p>	<p><b>Session 3b</b> <b>Moderator: Marta Samokishyn</b>, PhD Student, University of Ottawa, Canada.</p>
<ol style="list-style-type: none"> <li>1. <b>Angela Stagliano</b>, Associate Professor, Charleston Southern University, USA. <i>Title: Validation Study of a Wireless BFR Device.</i></li> <li>2. <b>Ciprian Glazer</b>, Assistant Professor, West University of Timișoara, Romania. <i>Title: Understanding the Psychological Dynamics of Fitness and Bodybuilding Competitors: Use of POMS and SMS.</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Ahuva Even-Zohar</b>, Senior Lecturer, Ariel University, Israel. <i>Title: The Relationship between Grandparents and their LGBT (Lesbian, Gay, Bisexual, Transgender) Grandchildren, as perceived by the Grandparents. A Pilot Study.</i></li> <li>2. <b>Shlomit Benyamin</b>, Lecturer, The Academic College of Tel Aviv-Yaffo, Israel. <i>Title: Homeless in their Own Home”: The Case of Home-Deprived Single Mothers in Israel.</i></li> <li>3. <b>David Chasciar</b>, Undergraduate Student, West University of Timisoara, Romania. <i>Title: Quality of Life in the Peri-urban Area of Timisoara.</i></li> <li>4. <b>Victor Hainsworth</b>, Chair and Founder, Holism Institute, USA. <i>Title: A Novel Theory of Holism: From the Pre-Quantum to the Quantum.</i></li> <li>5. <b>Martina Rasticova</b>, Head, Department of Management, Mendel University in Brno, Czech Republic. <b>Štěpán Konečný</b>, Researcher, Mendel University in Brno, Czech Republic. <b>Jakub Šácha</b>, Researcher, Mendel University in Brno, Czech Republic. <b>Martin Lakomý</b>, Researcher, Mendel University in Brno, Czech Republic. <i>Title: Redefining Age and Gender in Digital Recruitment Amidst Population Ageing: A Multifaceted Analysis of Stereotypes, Inequalities, and Perceptions in the Modern Workplace.</i></li> </ol>

**14:20-15:00 Lunch**

**15:00-16:30 Session 4**

**Moderator: Mashilo Modiba**, Senior Lecturer, University of South Africa, South Africa.

1. **Andras Marton**, Assistant Professor, Corvinus University of Budapest, Hungary.  
**Éva Hideg**, Professor Emeritus, Corvinus University of Budapest, Hungary.  
*Title: Internal and External Dimensions in an Integrated Foresight Research on the Sustainable Pathways in V4 Countries.*
2. **David Kalisz**, Dean of Expert Programs, Paris School of Business, France.  
*Title: Falling in Love with Strategic Foresight, not Only with Technology: European Deep-Tech Startups' Roadmap to Success.*
3. **Clarice Kobayashi**, Researcher, Instituto Prospectiva INSPRO, Brazil, Researcher, Instituto Prospectiva INSPRO, Brazil.  
**Fernando Mário Rodrigues Marques**, Professor, Municipal University of São Caetano do Sul, Brazil.  
**Hércules do Prado**, Professor, Catholic University of Brasília, Brazil.  
**Edilson Fereda**, Professor, Catholic University of Brasília, Brazil.  
*Title: La Prospective Applied to a Productive Cluster of Gems, Jewellery, Mineral Crafts, and Tourism: The Case of the Municipality of Cristalina-Go, Brazil.*

**16:30-18:30 Session 5**

**Moderator: Jayoung Che**, Visiting Professor, Hankuk University of Foreign Studies, South Korea.

1. **Mashilo Modiba**, Senior Lecturer, University of South Africa, South Africa.  
*Title: Application of Conversational Generative Pre-Trained Transformer to Provide Information Services in Libraries in the Fifth Industrial Revolution.*
2. **Alyssa White**, Adjunct Librarian, University of New Hampshire, USA.  
*Title: Understanding Viral TikTok Fundraisers through Visual Literacy.*
3. **Lucky Dlamini**, Communications and Stakeholder Relations Manager, NRF-South African Institute for Aquatic Biodiversity (NRF-SAIAB), South Africa.  
*Title: Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption.*
4. **Yan Ma**, Professor, University of Rhode Island, USA.  
*Title: Visual Literacy: Barbie and Visualization of Information.*

**20:30-22:30**

**Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music)**

**Tuesday 30 July 2024**

**09:00-10:30 Session 6**

**Moderator: David Kalisz**, Dean of Expert Programs, Paris School of Business, France.

1. **Robert Case**, Associate Professor, Old Dominion University, USA.  
*Title: The Need for Sport Entrepreneurship Courses in Sport Management Professional Preparation Programs that Are Offered at Colleges and Universities Throughout the World.*
2. **Dolores de la Rosa-Navarro**, Associate Professor, Pablo de Olavide University, Spain.  
**Ines Herrero**, Professor, Pablo de Olavide University, Spain.  
*Title: The Influence of the Authentic Leadership and the Entrepreneurial Orientation on Family Firm's Sustainability.*
3. **Gregory T. Papanikos**, President, Athens Institute.  
*Title: Geographical Distribution of Small Physical Exercise Enterprises in the Greater Athens Area.*

**10:30-12:00 Session 7**

<p><b>Session 7a</b> <b>Moderator: Jennifer Heisz</b>, Associate Professor, McMaster University, Canada.</p>	<p><b>Session 7b</b> <b>Moderator: Modiehi Rammutloa</b>, Lecturer, University of South Africa, South Africa.</p>
<ol style="list-style-type: none"> <li><b>Angelina Baric</b>, Master's Student, McMaster University, Canada. <b>Anthea Christoforou</b>, Assistant Professor, McMaster University, Canada. <i>Title: Examining the Relationship between Ultra-Processed Food Consumption, Physical Activity and Cardiometabolic Outcomes in Canadian Children: An Investigation of the CHMS.</i></li> <li><b>Theresa Vater</b>, M.Sc. Sport and Exercise Science, Technical University of Munich, Germany. <i>Title: Heptathlon: The Current Scoring System and Its Biases An Analysis into the Distribution of Scores, who it Benefits, and a Proposal for an Alternative Equation.</i></li> <li><b>Chiachi Cheng</b>, Assistant Professor, Tokyo University of Science, Japan. <b>Ching Li</b>, Professor, Taiwan Normal University, Taiwan. <i>Title: Health Promotion Through Esports and Virtual Sports From the International Sports events' Members Perspective.</i></li> </ol>	<ol style="list-style-type: none"> <li><b>David Bodoff</b>, Professor, University of Haifa, Israel. <i>Title: Data Privacy for Machine Learning Inferences.</i></li> <li><b>Raid Suleiman</b>, Professor, Al-Hussein Bin Talal University, Jordan. <i>Title: Using Artificial Intelligence as Information Resources in Teaching and Scientific Research by Faculty Members at Al-Hussein Bin Tala University.</i></li> <li><b>Amos Shibambu</b>, Senior Lecturer, University of South Africa, South Africa. <i>Title: The Implementation of Cloud Computing and Drone Technology to Promote Remote Access to Resources at Midvaal Public Libraries, South Africa.</i></li> <li><b>Georgios Lampropoulos</b>, Core Faculty Member, Michigan School of Psychology, USA. <i>Title: Artificial Intelligence and Mental Health Diagnosis, Prevention, and Treatment: A Review of Meta-Analyses, Critical Issues and Future Directions.</i></li> </ol>
<p><b>12:00-14:00 Session 8</b></p>	
<p><b>Session 8a</b> <b>Moderator: Hans-Eric Reitmayer</b>, Lecturer, West University of Timișoara, Romania.</p>	<p><b>Session 8b</b> <b>Moderator: Amos Shibambu</b>, Senior Lecturer, University of South Africa, South Africa.</p>
<ol style="list-style-type: none"> <li><b>Bridget Grobler</b>, PhD Candidate, Tshwane University of Technology, South Africa. <b>Terry Ellapen</b>, Senior Lecturer, Tshwane University of Technology, South Africa. <i>Title: The Effect of Front Infant Wearing on the Posture, Muscle Activity, and Proprioception of Rural South African Mothers.</i></li> <li><b>Annika Bauer</b>, Student, McMaster University, Canada. <b>Angelina Baric</b>, Master's Student, McMaster University, Canada. <b>Anthea Christoforou</b>, Assistant Professor, McMaster University, Canada. <i>Title: Lifestyle Factors Influencing Reproductive Outcomes among American Women.</i></li> <li><b>Amy Eperthener</b>, Assistant Athletic Trainer/Associate Faculty, PennWest</li> </ol>	<ol style="list-style-type: none"> <li><b>Louis Kontos</b>, Associate Professor, John Jay College of Criminal Justice, USA. <i>Title: Tenuous Ideological Legitimacy and Endless Moral Panic in Late Modern Society.</i></li> <li><b>Jayoung Che</b>, Visiting Professor, Hankuk University of Foreign Studies, South Korea. <i>Title: The Current Korean Government's Proposal for a Special Law on Criminal Immunity for Medical Professionals and the Problem of Exclusive Medical Appraisal by KMDMAA (Korea Medical Dispute Mediation and Arbitration Agency).</i></li> <li><b>Maoka Dikotla</b>, Lecturer, University of South Africa, South Africa. <i>Title: The (Missing) Link between Library and Information Science Schools and Job Market and Its Impact on Employability of LIS Graduates In South Africa</i></li> <li><b>Philangani Thembinkosi Sibiyi</b>, Lecturer, University of South Africa, South</li> </ol>



<p>Edinboro, USA. <b>Erik Bentsen</b>, Assistant Faculty, PennWest Edinboro, USA. <b>Elizabeth Clark</b>, Student, PennWest Edinboro, USA. <i>Title: Coaching the Neurodivergent Athlete.</i></p>	<p>Africa. <i>Title: Curriculum Content for Digital Scholarship in Library and Information Science Schools in South Africa.</i> 5. <b>Abdulmohsen Mualla Aljohani</b>, Researcher, Dong-a University, South Korea. <i>Title: Unveiling Tourists' Motivations for Voluntarily Carrying Out their Leftovers when Dining Out.</i></p>
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**14:00-15:00 Lunch**

**15:00-17:00 Session 9**

**Moderator: Olga Gkounta**, Researcher, Athens Institute.

1. **Byasdeb Dasgupta**, Professor, University of Kalyani, India.  
*Title: Prospects of MSMEs in Current India.*
2. **Amber Brittain-Hale**, Professor, University of Saint Katherine & Co-Founder, BrainStates Inc., USA.  
*Title: Strategic Empathy in Female-Led Diplomacy: Reassessing Foreign Policy Approaches in the Russo-Ukrainian Conflict.*
3. **Kristijan Civičak**, Associate Professor, The Chicago School, USA.  
**Kara Hans**, PhD Candidate, The Chicago School, USA.  
*Title: Building Bridges: Trust, Wisdom, and the Path to Sound Decision-Making in Business.*
4. **Ouidad Yousfi**, Associate Professor, University of Montpellier, France.  
*Title: The Impact of Corporate Social Responsibility Committee on Corporate Social Responsibility: Empirical Evidence from France.*
5. **Yunus Emre Ozgci**, Deputy Head of Mission, Deputy Permanent Representative to UNEP and to UN Habitat, Ministry of Foreign Affairs of the Republic of Turkey, Kenya.  
*Title: On the Nature of the State as an Actor of the International Relations: Phenomenology's Promise and Handicap in Conducting a Study on the Ground of Authenticity of the State's Givenness.*

**17:30-20:30 Session 10**

**Old and New-An Educational Urban Walk**

The urban walk ticket is not included as part of your registration fee. It includes transportation costs and the cost to enter the Parthenon and the other monuments on the Acropolis Hill. The urban walk tour includes the broader area of Athens. Among other sites, it includes: Zappion, Syntagma Square, Temple of Olympian Zeus, Ancient Roman Agora and on Acropolis Hill: the Propylaea, the Temple of Athena Nike, the Erechtheion, and the Parthenon. The program of the tour may be adjusted, if there is a need beyond our control. This is a private event organized by ATINER exclusively for the conference participants.

**21:00-22:30**

**Ancient Athenian Dinner**

**Wednesday 31 July 2024**  
**An Educational Visit to Selected Islands  
or Mycenae Visit**

**Thursday 1 August 2024**  
**Visiting the Oracle of Delphi**

**Friday 2 August 2024**  
**Visiting the Ancient Corinth and Cape Sounion**

**Abdulmohsen Mualla Aljohani**

Researcher, Dong-a University, South Korea

## **Unveiling Tourists' Motivations for Voluntarily Carrying Out their Leftovers when Dining Out**

In the pursuit of sustainable development goals, understanding consumer behavior is paramount. One notable aspect is the practice of carrying out food leftovers instead of dining in, aligning with efforts to reduce food waste and foster sustainable consumption. This paper investigates the underlying motivations for this behavior, shedding light on its implications for sustainable development.

This paper explores the motivations behind individuals' choice to carry out food leftovers after dining in restaurants. Focused on advancing sustainable development goals, the study identifies three primary fears—fear of Hunger, Hell, and Hazards—that drive this behavior. Utilizing qualitative analysis, the research aims to illuminate how these fears influence decision-making and contribute to sustainable practices. A Qualitative methods, using an open-ended surveys, were employed to collect data on individuals' motivations for carrying out food leftovers. Participants from diverse demographic backgrounds were selected to ensure a comprehensive understanding. Thematic coding was utilized for data analysis to identify recurring patterns in participants' responses. The study unveiled three primary fears motivating individuals to carry out food leftovers voluntarily:

1. **Fear of Hunger:** Participants voiced concerns about potential hunger if they lacked access to food later, driving them to save leftovers for future consumption.
2. **Fear of Hazards:** Some participants highlighted concerns about the environmental impact of food waste, including greenhouse gas emissions. By carrying out leftovers, they aimed to mitigate perceived risks associated with environmental harm.
3. **Fear of Hell:** A subset of participants referenced religious or cultural beliefs that emphasize the importance of avoiding wastefulness, fearing potential consequences in the afterlife for such actions.

**Angelina Baric**

Master's Student, McMaster University, Canada

&

**Anthea Christoforou**

Assistant Professor, McMaster University, Canada

## **Examining the Relationship between Ultra-Processed Food Consumption, Physical Activity and Cardiometabolic Outcomes in Canadian Children: An Investigation of the CHMS**

Nearly three-quarters of Canadian children have adverse levels of at least one cardiometabolic risk factor, and 17.4% and 10.1% of Canadian children are classified as overweight and obese, respectively. These health outcomes are in part related to modifiable lifestyle. In 2015, only 24% of Canadian children ( $\leq 18$  yrs) consumed a "healthy diet", and ultra-processed foods (UPF) made up 51.9%-54.7% of diets. At the same time, only one-third of Canadian children met the Canadian 24-hour movement guidelines. Research from other jurisdictions has begun to implicate UPF in the rise of a number of health outcomes, including a higher body mass index (BMI), waist circumference (WC), blood pressure (BP), and unfavourable blood lipid profiles. While it is well established that physical activity (PA) and sedentary behaviour (SB) can also influence these health outcomes, there has been limited investigation which considers their attenuating effect on excessive UPF consumption, and very little work that considers these factors in children. The aim of this study therefore is to examine the relationships between UPF, movement behaviours, and cardiometabolic health in Canadian children.

Our study will draw on Canadians 3-19 years old who participated in the 2018/2019 cycle of the Canadian Health Measures Survey (CHMS). The CHMS is a nationally representative cross-sectional survey which collects information about the general health and lifestyles of Canadians  $\geq 3$  yrs. Dietary data collected by Food Frequency Questionnaire (FFQ) will be classified as UPF or not using the validated NOVA classification system. Participants will be grouped into quintiles based on the percent of total energy consumed from UPF per day. Accelerometer-measured PA and SB will be used to determine whether participants are meeting the 24-hour movement guidelines or not. We will consider both PA and SB in our analyses given the growing body of literature which suggests SB may pose health risks independent of PA status. Multivariable linear regression analyses will separately

assess the association between BMI, WC, BP, lipid profiles and UPF consumption, while adjusting for age, sex, race, and socioeconomic status and examining the modifying effect of PA and SB.

Children are a key segment of the population for which targeted dietary strategies can result in the greatest lifetime gains. Establishing the relationship between movement patterns and dietary intake provides important perspectives which can inform current recommendations and guidelines for children. These findings will also serve to inform Canadian and global food policies which have so far focused on restricting single nutrients of public health concern.

**Annika Bauer**

Student, McMaster University, Canada

**Angelina Baric**

Master's Student, McMaster University, Canada

&

**Anthea Christoforou**

Assistant Professor, McMaster University, Canada

## **Lifestyle Factors Influencing Reproductive Outcomes among American Women**

Infertility, defined as the inability to achieve pregnancy after 12 months or more of trying to conceive, affects over 1 in 6 couples worldwide. The role of movement behaviours such as physical activity (PA) on reproductive outcomes is poorly understood. Some literature has implicated an association between vigorous PA (VPA) and infertility, and moderate-intensity PA (MPA) or walking and improved fertility, while a handful of studies find no significant association. There has been limited investigation which considers the role of diet on these outcomes. Inadequate nutrient and energy intake may be associated with higher levels of PA and may explain the association with infertility. Thus, it is crucial to consider these factors when investigating the relationship between PA and reproductive outcomes.

The primary aim of our study is to examine the effect of physical activity on self-reported infertility while investigating the impact of total energy intake. Our study will draw on a sample of American women of reproductive age (15-49 yrs) who participated in the 2013/14 and 2015/16 cycles of the US National Health and Nutrition Examination Survey (NHANES). The NHANES is a nationally representative cross-sectional survey which collects information about the general health and lifestyles of Americans. PA data collected by the Physical Activity Questionnaire (PAQ) will be used to determine minutes per week spent in VPA and MPA. Multivariable logistic regression analyses will separately assess the association between minutes of MPA and VPA per day and self-reported infertility while adjusting for age, race, income, education, smoking status, alcohol consumption, birth control use, and BMI. We will further conduct a sensitivity analysis to consider the effect of total energy intake and diet quality (i.e., considered as adherence to the Mediterranean diet) on this relationship.

Establishing the role of nutrition in the relationship between PA and fertility will clarify inconsistent findings from previous studies

which have failed to consider dietary factors in their analyses. This work will highlight key lifestyle factors contributing to reproductive health among women, providing important perspectives which can inform current guidelines and recommendations for women of reproductive age who are struggling with infertility.

**Peter Baur**

Professor, University of Johannesburg, South Africa

## **Exploring the Role of Arts and Culture as a Mechanism to Integrate Economies**

This paper explores the role of arts and culture as a mechanism to integrate economies, by examining investment into art in relation to the global art price index using South Africa as a case study.

Global economies are inter-connected through trade and investment. Given the nature of the current global economic environment, risk management becomes an overarching concern within trade deals and investment portfolios. A significant portion of investor and trade decisions are made up by mitigating against risk, especially in the arts and cultural sector of an economy. The role of risk mitigation strategies within the trade of art presents an underlying motion of the art trade, and much of this motion stems from the emerging economies.

This study explores the trade of 'Works of Art' from the emerging economies, using South Africa as a case study. South Africa's creative wealth generated through the nation's customs and traditions is exported through the trade of cultural artefacts which is facilitated through the flow of tourism. Previous studies have indicated that tourism flows and the trade of cultural artifacts have a strong positive correlation. The trade of art contributes towards creating wealth and ultimately supports sustainable economic development.

However, more recent research has begun to paint a new picture of this relationship between trade and investment. The initial methodology adopted in this study applies a regression analysis using an ordinary least square approach. All variables are indexed and logged to remove any non-linear relationships. The global art price index gives an indication of the global demand for art, by incorporating international auction sales in their weighted index. The initial modelling in this study uses the export of works of art from South Africa as the dependent variable and the global art price index as an independent variable in the regression analysis, along with other macroeconomic variables, such as the impact of COVID-19 and key market indicators.

Initial findings indicate that the export of works of art have a very large (statistically significant) negative correlation with the global art price index and simultaneously show a very strong positive (statistically significant) relationship with macroeconomic variables such as the exchange rate. This anti-intuitive account modelling the

trade and investment relationship indicates that trade and investment into art from the emerging economies may follow risk adverse behavior of investors. This paper explains the role of art as a mechanism to integrate economies through investor risk behavior.



**Shlomit Benyamin**

Lecturer, The Academic College of Tel Aviv-Yaffo, Israel

**“Homeless in their Own Home”:  
The Case of Home-Deprived Single Mothers in Israel**

Institutional statistics and academic research in Israel tend to present a partial description of the gender characteristics of the problem of Israeli homelessness. They often focus on the manifest aspect of the phenomenon, which essentially characterizes homelessness as men living on the streets.

Since the 1980s, feminist writers have presented a gender perspective that indicates that men’s homelessness tends to be seen in the public sphere, whereas women's homelessness is mostly hidden from the public eye (Kappel Ramji Consulting Group 2002; Novac 2001; Waston 1984, 1988; Waston and Austenberry 1986).

The research I conducted asks to overcome this gap and offers an examination of Israeli women, who are single mothers, living in big cities and suffer from lack of residential security. Based on interviews with 10 single mothers, I highlight the voices of the women, whom I define as ‘hidden homeless’. Although they have some kind of roof over their heads, this ‘home’ lacks security, stability and quality. The voices of the hidden homeless women have an important theoretical contribution to make to the field. They can help us articulate a gender perspective, by defining the social problem of the absence of a home and the lack of residential security for a large and growing group of women, who suffer from housing exclusion. Furthermore, the Israeli case offers the opportunity to explore gender aspects of homelessness in light of the changes that Israeli housing policy has undergone in the last few decades, which privatizes public housing, and enacts stricter criteria for entitlement for such housing. Many single mothers now lack the right to acquire an apartment through public housing (Benyamin 2022).

The research explores how women who suffer from uncertainty concerning their residence, uncover new understandings regarding the meaning of homelessness. I also discuss the strategies the women use in order to keep a roof over their families’ heads - strategies that reflect a form of informal resistance rooted in everyday life. As the anthropologist, James Scott (1985), indicated, these are strategies concerned largely with immediate, de facto gains.

Raising the silent voices of the hidden homeless women teaches us that the encounter between institutional rationales and the women's

agenda gives birth to unexpected outcomes that disrupt the very order that institutional rationales seek to produce, in relation to homelessness. The different coping strategies adopted by the women, and the way they narrated their experiences, in connection to the lack of housing security, expresses the political character of the social problem. This allows us to create a new understanding concerning the existing knowledge structure in relation to homelessness.

**David Bodoff**

Professor, University of Haifa, Israel

## **Data Privacy for Machine Learning Inferences**

Advances in machine learning (ML) technology have led to increased public awareness of the question of data privacy. However, ML technology poses challenges to the two main approaches to data privacy. The literature on a market-based approach to data privacy states that “externalities” make it difficult to apply market models. The literature that uses a regulatory approach to data privacy states that widely held assumptions, such as a firm’s right to make inferences from its data, make it difficult to formulate appropriate regulations. It thus emerges that just when machine learning technology has created a need for data privacy policy, the characteristics of the technology are hindering progress. In the research reported here, we delve into some technical details of how machine learning works, and this understanding helps to resolve some of the stated difficulties. Regarding data privacy for machine learning, our work reviews the cited difficulties and offers some partial solutions.

**Amber Brittain-Hale**

Professor, University of Saint Katherine & Co-Founder, BrainStates Inc.,  
USA

## **Strategic Empathy in Female-Led Diplomacy: Reassessing Foreign Policy Approaches in the Russo-Ukrainian Conflict**

This paper examines the evolution of Strategic Empathy (SE) in international diplomacy, particularly through the lens of female-led states, and uses Anders Fogh Rasmussen's proposal on Ukraine's NATO membership as a case study. SE, traditionally associated with understanding and responding to the emotional and psychological perspectives of others in diplomatic engagements, is reinterpreted here as a dynamic tool for crafting effective foreign policy responses in complex geopolitical situations.

The study argues that female-led states have demonstrated a nuanced and effective application of SE, which goes beyond mere empathetic understanding to include decisive and strategic action. This approach is exemplified in the context of the Russo-Ukrainian War, where the need for a strong and clear response to aggression is paramount. Rasmussen's proposal for Ukraine—advocating for immediate NATO membership with specific conditions regarding Article 5—is analyzed as an embodiment of this evolved SE. It represents a strategic, empathetic response to Ukraine's immediate needs and long-term aspirations, balancing the urgency of military support with the vision for Ukraine's integration into the Euro-Atlantic community.

The paper posits that this iteration of SE, as advocated by female-led states and exemplified in Rasmussen's proposal, offers a more assertive and pragmatic approach to foreign policy. It suggests that such an approach is necessary in the current geopolitical climate and effective in addressing the complexities of international relations. The study concludes that the redefined SE, emphasizing strategic action and empathetic understanding, provides a valuable framework for navigating high-stakes diplomatic challenges, advocating for a more proactive and impactful role for female-led diplomacy in shaping global affairs.

**Robert Case**

Associate Professor, Old Dominion University, USA

## **The Need for Sport Entrepreneurship Courses in Sport Management Professional Preparation Programs that Are Offered at Colleges and Universities throughout the World**

The purpose of this presentation is to examine the tremendous potential that sport entrepreneurship courses can have in the future development of sport management professional preparation programs in colleges and universities of higher education. Sport management or sport business as an academic discipline has grown by leaps and bounds over the past 50 years to the point where college and university programs that educate and train future sport administrators and managers are offered in almost every part of the world. In the United States, for example, there are over 500 sport management college and university professional preparation programs at undergraduate and graduate levels. Entrepreneurship courses are offered in higher education business school curriculums throughout the world. However, very few sport management programs offer entrepreneurship courses that are related to sport. This is despite the fact that many graduates of sport management programs create and run their own sport-related businesses. Many sport management professional preparation programs offer coursework aimed at large professional and amateur sport organizations. It will be argued that it is time to include and offer sport entrepreneurship courses in college and university sport management professional preparation curriculums in order to adequately educate and train students for the many sport entrepreneurship spin-off business opportunities of the future. Examples of typical sport entrepreneurship course syllabi will be presented to the audience along with sport business opportunities are outside of the typical professional and amateur sport organization job opportunities.

**David Chasciar**

Undergraduate Student, West University of Timisoara, Romania

**Quality of Life in the Peri-urban Area of Timisoara**

NOT AVAILABLE

**Jayoung Che**

Visiting Professor, Hankuk University of Foreign Studies, South Korea

**The Current Korean Government's Proposal for a Special Law on Criminal Immunity for Medical Professionals and the Problem of Exclusive Medical Appraisal by KMDMAA (Korea Medical Dispute Mediation and Arbitration Agency)**

Korean government's plan on the special exemption for criminals was initiated as a conciliatory measure to appease medical doctors as a counter incentive to increasing the number of medical school students. At the same time, the government proposed the purchase of liability insurance as a precondition for granting criminal immunity to medical personnel.

Doctors, however, are not very inclined to purchase medical liability insurance. The government's interest also is not in liability insurance, but in the special case for criminal immunity for medical personnel. It is proved from the fact that the Ministry of Justice suddenly issued a directive to the front-line prosecutors to facilitate the criminal cases of doctors, regardless of whether liability insurance be practiced.

The government and the doctors' association are working together to pass a "Special Criminal Immunity Act for Medical Personnel" under various pretexts, such as "increasing the number of medical doctors," "medical liability insurance," "patient advocate system," etc. The latter, however, are separate matters that have nothing to do with the former.

The increase in the number of doctors and the Special Law of Criminal Immunity for Medical Personnel are not reciprocally related items. In addition, all kinds of pretexts, such as that they should be treated according to the Automobile Liability Insurance, do not apply to doctors whose duty of care is absolutely required.

The plan of the currently Korean government to operate "medical liability insurance" and "patient advocate system" through KMDMA, which issues the appraisal certificate exclusively and exclusively, is nothing but nonsense that makes a fool of patients and the public. The closed-door monopoly of KMDMA provides an already tilted playing field in favor of doctors, and disadvantageous to patients. In a place where the basic truth cannot be properly investigated, it is nothing more than rhetoric to declare to practice medical liability insurance, or to talk about a "patient advocate system" for the sake of patients.

**Chiachi Cheng**

Assistant Professor, Tokyo University of Science, Japan

&

**Ching Li**

Professor, Taiwan Normal University, Taiwan

## **The Sports Indicators of Developing Virtual Canoe Slalom in Japan**

In 2023, the Olympic Esports Series, IOC President Thomas Bach announced plans to create an Olympic Esports Games amid the rapid growth of esports, especially among young people. In 2024, Japan bids to host first Esports Olympic Games in 2026. The world of sport is changing and the tendency might seem to indicate that it will include video games with the first Esports Olympic Games in 2026.

Developing outdoor sports or X-games' virtualization may let participants feel more convenience and more interesting. However, what indicators are more suitable for reshaping canoe sport virtualization is less of research. Canoe Slalom is one of Olympic events and a race against the time on a whitewater course. In order to attract new people to experience canoe slalom more easily, International Canoe Federation (ICF) planning to develop esports of canoe. Therefore, this study aims to explore the sports indicators for developing virtual canoe slalom in Japan. This research applied literature analysis, questionnaire survey and semi-structured interviews for data collection. The interviewees were 3 related persons of ICF, 2 related persons of Japan Canoe Federation (JCF), 5 athletics from Asia and collected questionnaires from 164 spectators.

This study found ICF consider the enhancing enjoyment is the most important indicator for developing virtual canoe slalom, JCF and athletics do not optimistic about future development for virtual canoe slalom. The opinions of spectators are as follows: firstly, VR technic is most suitable indicator for developing virtual canoe slalom; secondly, "feel like real canoe slalom" is the most important of virtualizations, and expect virtual canoe slalom could provide sports product information, such as advertisements and instructions for use of auxiliary products; finally, enhance the richness of virtual canoe slalom sports content is necessary.

Above all, participants consider sport virtualisation should be maintained the original characteristics of real sports, esports can provide participants with the opportunity to understand the sports more easily. This study suggests organizers or federation to conduct



research and surveys to understand participants' needs and develop e-sports.

**Kristijan Civljak**

Associate Professor, The Chicago School, USA

&

**Kara Hans**

PhD Candidate, The Chicago School, USA

## **Building Bridges: Trust, Wisdom, and the Path to Sound Decision-Making in Business**

Trust is a critical social currency, and arguably one of the most fundamental attributes of a leader. A leader's trust influences cooperation and collaboration in the workplace built by demonstrating authenticity, logic, and empathy (Frei & Morriss, 2023). Unfortunately, the world is experiencing a trust crisis exacerbated by divisive politics, the proliferation of fake news, and unregulated technological advancements, leading to instances of incompetence and ethical lapses among decision-makers (Edelman, 2022, 2023; Maxwell, 2019; Sternberg, 2021). In response to the pressing need for sound judgment and moral reasoning in leadership, psychologists have sought to define and understand wisdom (Grossmann, Weststrate, Ardel, et al., 2020; Sternberg, 2019; Sternberg, 2021).

This concurrent nested mixed methods study delved into the exploration of wise reasoning within the context of a complex business problem. In the quantitative portion, the authors' employed a quasi-experimental design using a wise reasoning boost exercise (a noncoercive intervention that fosters competences to make better decisions) that encouraged participants to propose a wise solution. The study involved 325 U.S. employed adults ages 24 to 84 who first took the Self-Assessed Wisdom Scale (SAWS) (Webster, 2003) to assess wisdom as a character trait, and later the Situated Wise Reasoning Scale (SWIS) (Brienza et al., 2018) at the end of the study to assess wise reasoning within the context of a complex business problem. In between the assessments, the participants were presented a complex business problem related to introducing a neurotechnology product designed to measure employee fatigue in the workplace. Participants were randomly assigned to either the wise reasoning exercise, or active control exercise probing them to think about the introduction of this technology in the workplace through open-ended questions as part of the nested qualitative portion of the study. Participants were then asked about their confidence and trust in their proposed solutions. These wise reasoning exercise questions explored the domains of intellectual humility, perspective taking, uncertainty and balancing the interests of

all stakeholders thus offering the opportunity for multiple methods to develop a comprehensive understanding of wise reasoning processes to further enhance the validity and credibility of the results.

Results revealed that wisdom, conceptualized as a character trait and measured by SAWS, emerged as the strongest predictor of wise reasoning in the face of a complex business challenge, as assessed by SWIS. Specifically, SAWS subscales life experiences, reflection habits, and openness to new experiences emerged as robust predictors, explaining 21% of the variance in wise reasoning. The inclusion of trust in the regression model contributed to a 24% percent variance in SWIS. The provision of wise reasoning boosts in the form of open-ended questions seemed not to have significant influence on wise reasoning scores. However, the qualitative data indicated consistent suspicions of how top leadership could potentially misuse the workplace technology igniting fear that it could discriminate front-line workers. The findings underscore the nuanced interplay of trust and wisdom in fostering wise reasoning within the complex landscape of decision-making.

**Maria Rosaria D’Acierno Canonici**  
Associate Professor University of Napoli Italy

## **Our Three-Dimensional Body**

Our body is material and emotional and each side cannot be separated by the other. The movements of our body are perceived and stimulated by the brain and they have a psychological impact on our behaviour and on our soul. Our body requires a lot of movements. All parts of it move to interact with 1) ourselves, with 2) the others and with 3) the environment. While interacting our body reacts by stimulating our feelings, our behaviour, and our limbs. It reacts also to the stimuli received by the external context. The small child slowly learns how to move properly, so to avoid falling down or not to bump into something. In so doing s/he learns perspective. Every part of the body moves because of the impulses coming from both the brain and the soul. Our eyes close instinctively in the bright light and opens in the dark; our arms and finger stretch if we want to reach something; our head turns at right and left producing air movements and so sound; the muscle of the glottis, of the tongue, of the lips move to produce language; our internal organs move following a special rhythm producing sound. In brief, sound seems to regulate our life. Ancient Greeks and Islamic scientists knew this detail, so that music was an integral part of their education and of their patients’ cure. In this research I will examine how Greek philosophers and Islamic doctors used it to improve mind, body and behaviour within society and hospitals.

Pythagoras found out that harmony came out from ratios between some strokes, thus linking musical and mathematical harmony. He soon applied this physical phenomenon (the Music of the Spheres-music was used to explain the orbits of the planets and stars) on the four-string lyre, in an era in which musicians had no system of tuning their instruments. Plato’s idea about music is more relevant in the field of education, since music is linked to the soul. In the *Republic* Plato links music to both ethic and aesthetics (a musical composition has to reflect a moral quality). In the *Laws* he emphasizes that the one who has received a good education, will be able to sing and dance, so relating music to the benefits received by activating the whole body. The one who has high moral qualities will be able to perform and compose good music.

In the Islamic world at the time of the translation movement, during the Abbasid era, the House of Wisdom (بيت الحكمة) in Baghdad,

motivated scientists, who could read the great Greek works, to translate them. In so doing, they not only enriched their language, but enhanced their knowledge, too. In fact, music became one of their main topics to be improved and then applied to their theories. Al-Fārābī, Ibn Sīnā, al-Ghazālī, the Ikhwān as-ṣafā, considered music a powerful means of education. They tried to give it a theoretical support. In particular Ibn Sīnā introduced music in hospitals to cure both the body and the mind. He also gave instructions about physical exercises which had a great role in keeping the body as well as the mind in good conditions. His *Canon* stimulated the Italian school of medicine in Salerno that adopted the same principles.

**Byasdeb Dasgupta**

Professor, University of Kalyani, India

**Prospects of MSMEs in Current India**

NOT AVAILABLE

**M. Dolores de la Rosa-Navarro**

Associate Professor, Pablo de Olavide University, Spain

**Ines Herrero**

Professor, Pablo de Olavide University, Spain

&

**Paloma Gallurt Pla**

Assistant Professor, Pablo de Olavide University, Spain

## **The Influence of the Authentic Leadership and the Entrepreneurial Orientation on Family Firm's Sustainability**

Society expects companies to contribute to sustainable development, which meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtlan, 1987). Family businesses could be a type of company that is particularly interested in sustainability because of the links with the community where it is located, the interest in strengthening emotional ties with non-family members or because the prestige of the family is linked to the company's own reputation. However, there are no conclusive results to support their greater contribution to sustainability compared to non-family ones (Maloni et al., 2017).

For an organization to be sustainable, beyond the implementation of practices that promote sustainability, it should have a certain type of leadership. This research analyses the contribution of authentic leadership to sustainability. Authentic leaders act in a manner consistent with their principles and values, being credible and generating trust among their collaborators, which fosters the exchange of information and a favourable climate for innovation (Jung et al., 2021; Iqbal et al., 2022). In a positive work environment, mistakes are allowed as a way of learning, fostering team members' commitment and resilience. For all these reasons, we propose that authentic leadership favours sustainability.

In addition, we include in our model the entrepreneurial orientation variable, which can play a moderating role in the relationship between authentic leadership and sustainability. Entrepreneurial orientation implies innovation, proactivity and risk-taking (Covin and Slevin, 1989), generating the enabling environment to drive the necessary changes towards sustainability (Mullens, 2018).

For this purpose, we used a sample of small and medium-sized family-owned companies in the food and beverage manufacturing industry. Our preliminary results corroborate the proposed hypotheses, confirming the positive influence that authentic leadership has on

sustainability and the moderating role that entrepreneurial orientation plays in this relationship.



**Maoka Dikotla**

Associate Professor, University of South Africa, South Africa

### **The (Missing) Link between Library and Information Science Schools and Job Market and its Impact on Employability of LIS Graduates in South Africa**

The employment of graduates depends on the alignment of the need for LIS practice and the type of LIS graduates that universities produce. The alignment of both theory and practice of LIS is the key to ensuring that LIS schools produce graduates relevant to the LIS working environment. However, it appears as if there is a misalignment between the two. The misalignment is evident in the LIS job market, where some LIS practitioners lament the under preparedness of graduates. The researcher observed that LIS schools and LIS practice in South Africa work in silos, resulting in a mismatch between the demand and supply of LIS graduates. This mismatch between the demand and supply of LIS graduates impacts the employability of graduates and the quality-of-service delivery in the LIS sector. This suggests that the LIS educators do not meet the standards and expectations of LIS practitioners. However, it is not clear whether LIS practitioners communicate the shortfalls of the graduates and the expectations they have about them to LIS educators and if they do, to what extent. A strong connection between LIS academics and practitioners is necessary to handle expectations and obstacles facing both parties. The study will follow a qualitative research approach and will use the literature review to assess a (missing) link between LIS schools and the LIS job market to enhance the employability of LIS graduates in South Africa. Thematic analysis will be adopted in this study. The study will conclude by proposing a framework that may be used to restore a (missing) link between LIS schools and the LIS job market to enhance the employability of LIS graduates and quality of service delivery in LIS practice in South Africa.

**Lucky Dlamini**

Communications and Stakeholder Relations Manager, NRF-South African Institute for Aquatic Biodiversity (NRF-SAIAB), South Africa

**Scrutinising South African Media Companies' Strategies for Generation Z's News Consumption**

Influencer marketing has increased since the late 2000s and is expected to become even more potent as younger generations mature. The current literature on influencer marketing has mainly focused on consumers' purchase intention in the fashion industry, creating a noteworthy gap in understanding the effect of social media influencers on brand management constructs, such as brand loyalty and brand image. At the same time, studies have explored the impact of influencers on purchase intention, but research focusing on brand loyalty and image still needs to be explored, especially in the context of developing countries. Given the popularity of influencer marketing in fashion and its significance among young consumers, it is crucial to investigate the extent to which brand loyalty is understood in this domain. This study aims to fill the research gap by exploring the impact of social media influencers on brand loyalty in the fashion industry of developing countries. The study incorporates the Self-Congruence Theory encompassing elements of perceived congruence, perceived expertise, influencer authenticity, trust and attitude based on their broad scope and conceptual foundations as the distinct factors that drive brand loyalty. Therefore, this study investigated how social media influencers impact the fashion brand loyalty of South African consumers aged 18 to 24. A cross-sectional survey of 252 consumers was conducted with a descriptive research design. Multiple linear regression and bivariate correlation were used to test the study's hypotheses. This study found positive relationships between trust, authenticity, perceived congruence, and attitude toward influencers; they were also found between attitude toward influencers and brand attitude and, after that, brand attitude and brand loyalty. The study, therefore, concluded that favourable attitudes towards an influencer lead to good attitudes toward brands that the influencer endorses, which resultantly has a positive effect on brand loyalty. The study further concluded that trust, perceived congruence, and authenticity – but not perceived expertise – impact consumers' attitudes towards fashion influencers. To the author's knowledge, this study is the first to investigate how fashion influencers' perceived congruence, expertise, trust, and authenticity impact consumers' attitudes and brand loyalty.

Therefore, this study provides invaluable insights into providing brands with an additional understanding of how to use fashion influencers as a tool beyond merely impacting sales. Consequently, it is recommended that brands choose to work with well-liked influencers when using influencer marketing as a brand management tool.

**Amy Eperthener**

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**Erik Bentsen**

Assistant Faculty, PennWest Edinboro, USA

&

**Elizabeth Clark**

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## **Coaching the Neurodivergent Athlete**

Neurodiversity is a term referring to the “variations in cognition, social learning and other behaviors which are normal variations in the context of human neurodevelopment (Hoare et al., 2023). Some of these differences include verbal skills, sensory awareness, empathy, creativity, concentration, and adaptability. These differences can also include diagnoses of mental health conditions, learning disabilities, etc. More neurodivergent students are attending higher education institutions. (Dwyer et al., 2023). Current research lacks studies focus on the specific needs of neurodivergent collegiate student athletes (Hoare et al., 2023).

In the United States, K-12 school-based athletic coaches are typically educators. Through their educator training, they are taught and have field experiences with students who are neurodivergent. However, at the collegiate level, coaches are more likely to have training in human performance/kinesiology/sports management than education. “Coaches are not always informed of the conditions of the young people for which they are responsible. . . and they may not have been trained to adapt their coaching” (Duquette et al., 2016). This leaves coaches and staff at a disadvantage regarding how to best communicate, motivate, prepare, and guide neurodiverse athletes on their team through their academic and athletic college experience. These student athletes may also not be prepared to self-advocate in the athletic setting as they do in the academic setting.

Athletic participation provides many physical, emotional, social, and cognitive benefits to the general and neurodivergent population (Duquette et al., 2016). Participating in sports also improves life satisfaction (Rotta et al., 2020). Potential issues faced by collegiate student-athletes who are also neurodivergent include but are not limited to: varied communication needs at practice vs competition, expectations at practice versus competitions, responsiveness to coaches and staff, managing sensory experiences, new and unfamiliar settings, integrating with teammates, and responding to change and uncertainty

(Howe & Stagg, 2016). Student athletes with histories of ADHD have shown to have higher rates of concussion during sports participation and perform poorly on concussion assessment tools (Hoare et al., 2023 ; Manderino & Gunstad, 2018). Masking is also a common social coping strategy in environments where their neurodivergent behavior is not understood, accepted, or would result in bullying (Hoare et al., 2023). The mental and emotional cost of masking results in stress, anxiety, and depression which affects the athlete's health and safety.

Education and training is needed for coaches and medical staff concerning the mental, social and emotional needs of neurodivergent athletes (Hoare et al., 2023). Collegiate coaches who understand differential developmental outcomes, are informed about the needs and strengths of neurodiverse students, and trained in effective strategies can better meet the needs of all their athletes and improve the inclusiveness of their team culture. Educating coaches on these topics may also increase the number of athletes and advantages of athletic participation for neurodivergent students. Finally, the needs of neurodivergent collegiate athletes should be considered in the planning of future best practice planning of athletic organizations.

**Ahuva Even-Zohar**

Senior Lecturer, Ariel University, Israel

## **The Relationship between Grandparents and their LGBT (Lesbian, Gay, Bisexual, Transgender) Grandchildren, as perceived by the Grandparents - A Pilot Study**

**Background and aim:** In recent years, there is a rise in the number of young people "coming out" and identifying as Lesbian, Gay, Bisexual, Transgender (LGBT). Only a few studies have been conducted on grandparent-grandchild relations in the context of sexual orientation, particularly from the perspective of grandchildren. To fill this gap, the current pilot study aims to understand the relations between grandparents and their LGBT grandchildren from the grandparents' perspective.

Research question: How do grandparents experience the relationship with their LGBT grandchildren?

**Method and sample:** The study utilized a qualitative methodology guided by the Interpretive-Phenomenological Approach. The interviews were based on a semi-structured interview guide that included open and closed-ended questions. The research participants were recruited through a notice on social media, and in the "snowball" method. Six Israeli grandparents were interviewed, five grandmothers and one grandfather aged 71-89, with a mean age of 80.3. The distribution of the grandchildren's gender was that two of the grandparents had homosexual grandsons, two had a homosexual grandson and a lesbian granddaughter, one had a grandson who underwent a sex change process, i.e., a transgender, and one had a bisexual granddaughter.

**Results:** Analysis of the interviews revealed five main themes: grandchildren's disclosure of their sexual orientation to the grandparents; the generation gap; shattering the grandparents' dream and wish for family continuity; concern for the grandchild, and the relations between the grandparents and their LGBT grandchildren. The research findings indicate that the grandparent-grandchild relations remained close and did not change following disclosure of the sexual orientation, though some of the grandparents needed time to get used to the news and to resume their regular relationship.

**Conclusions and Implications:** Considering the significance and recognition of grandparents' influence on their grandchildren, and in light of the anticipated growth in the numbers of young people who are coming out, the study added knowledge for understanding this

complex issue that has yet to be sufficiently studied. The insights learned from the research findings regarding the process undergone by the grandparents upon discovering their grandchildren's sexual orientation can help professionals treat and counsel family members when necessary, on how to bridge the gaps and rebuild the relations between the grandparent and the grandchild, as these relations are important for the well-being of both.

**Ciprian Glazer**

Assistant Professor, West University of Timișoara, Romania

**Understanding the Psychological Dynamics of Fitness and  
Bodybuilding Competitors: Use of POMS and SMS**

NOT AVAILABLE



**Bridget Grobler**

PhD Candidate, Tshwane University of Technology, South Africa

&

**Terry Ellapen**

Senior Lecturer, Tshwane University of Technology, South Africa

**The Effect of Front Infant Wearing on the Posture, Muscle Activity, and Proprioception of Rural South African Mothers**

Infant wearing is common practice during the child's early stages of growth. Traditional methods typically involve the infant being carried on the mother's back. Front infant wearing has become more prominent in the modern world. The impact of front infant wearing on the biomechanics of caregivers is controversial, requiring further investigation. The aim of this study was to determine the change of the kinanthropometrical heights, postural angles, electromyographical (EMG) cervical and lumbar flexor and extensor activity, and proprioception of rural South African mothers which resulted from front infant wearing. By determining these effects, recommendations can be made toward healthy and safe infant wearing practices. One hundred able mothers residing in the ILembe District of Kwa-Zulu Natal, South Africa, willingly participated in a pre-test/post-test cross over randomized investigation. The experimental group (n=50) stood in a front infant wearing loaded state, while the control group (n=50) was measured in an unloaded state (while not carrying the infant). The experimental group then crossed over into the control group, and vice versa. Mothers' stature (cm), hip heights (cm), craniovertebral angle (CVA), craniohorizontal angle (CHA), standing pelvic angle (SPA), and tibiofemoral joint angle (TFJA) were measured through manual measurement to determine postural values. Muscle activity was measured at cervical and lumbar flexor-extensor site by use of the Neurotrac Myoplus2. Proprioception was tested using the Biodex Stability System and measured overall stability index (OSI), anterior-posterior index (API), and medial-lateral index (MLI). Front infant wearing diminished stature ( $1.57\pm 0.06$  vs  $1.55\pm 0.06$ m) and hip heights ( $0.9735\pm 0.054$  vs  $0.9524\pm 0.054$ m) of mothers when compared to their unloaded state ( $p < 0.001$ ). Craniovertebral angles ( $45.52\pm 7.35$  vs  $55.94\pm 9.16^\circ$ ), SPA ( $20.15\pm 4.46$  vs  $23.79\pm 5.42^\circ$ ) and TFJA ( $-9.44\pm 4.6$  vs  $-12.68\pm 5.32^\circ$ ) were increased during front infant wearing ( $p < 0.01$ ). Conversely CHA ( $18.62\pm 6.78$  vs  $15.20\pm 6.63^\circ$ ) and cobb angles ( $24.15\pm 4.24$  vs  $22.75\pm 4.46^\circ$ ) decreased during front infant wearing

( $p < 0.01$ ). The EMG activity of the cervical extensors ( $26.58 \pm 19.91$  vs  $41.29 \pm 23.89$  mV) and lumbar flexors ( $23.96 \pm 18.13$  vs  $34.82 \pm 21.21$  mV) changed during front infant wearing as compared to the unloaded state ( $p < 0.05$ ). Front infant wearing decreased their medial-lateral stability index (MLI) ( $3.75 \pm 3.07$  vs  $4.55 \pm 3.82$ ) ( $p < 0.01$ ). Front infant wearing changed mothers' posture by reducing their standing vertex and hips heights and increasing their CVA, SPA, and TFA resulting in decreased kyphotic posture and increased lordotic posture. This is mimicked by the EMG results. Front infant wearing resulted in diminished MLI, indicating decreased balance during the loaded conditions.

**Victor Hainsworth**

Chair and Founder, Holism Institute, USA

## **A Novel Theory of Holism: From the Pre-Quantum to the Quantum**

Holism, from the pre-quantum to the quantum is conceptualized as to origin from the conservation of matter, and then defined as a novel theory. Holism was generally referred to by the truism, “the whole is greater than the sum of its parts” and the notion of comprehensiveness. As a result, Holism as a theory is argued to enable analysts to better understand phenomena and test hypotheses using the propositions and parts of Holism. A detailed discussion of Holism and the parts provide conceptualization for the analysis of change within the physical environment and social environment for the resolution of conflict. This integrated approach to understanding change and conflict resolution provides the comprehensiveness that Holism is suggested to have. Conclusion, concepts from physics help understand concepts from social science and vice versa using Holism as a theoretical basis.

**Jennifer Heisz**

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**Emma Waddington**

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**Jeremy Walsh**

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**Emilie M. Calabrese**

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**Cara Pecos**

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&

**Adrienne Lee**

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## **Combining Exercise with Navigation to Improve Human Cognition**

Exercise enhances aspects of human cognition, but its intensity may matter. Recent animal research suggests that vigorous exercise, which releases greater amounts of lactate, activates more brain-derived neurotrophic factor (BDNF) in the hippocampus, and thus, may be optimal for supporting cognitive function. The cognitive benefits of exercise may be further augmented when it is combined with cognitive training. The sport of orienteering simultaneously combines exercise with spatial navigation and therefore may result in greater cognitive benefits than exercising only, especially at vigorous intensities. The present study aimed to examine the effects of an acute bout of orienteering at different intensities compared to exercising only on cognition and BDNF. We hypothesized that vigorous-intensity orienteering would increase lactate and BDNF and improve cognition more than moderate-intensity orienteering, or vigorous exercise alone. Sixty-three recreationally active, healthy young adults ( $M_{\text{age}} = 21.10 \pm 2.75$  years) with no orienteering experience completed a 1.3 km intervention course by navigating and exercising at a vigorous (80-85% of HRR) or moderate (40-50% of HRR) intensity or exercising vigorously without navigation. Exercise intensity was monitored using peak lactate, heart rate and rating of perceived exertion. Serum BDNF was extracted immediately before and after the intervention. Memory was assessed using the Mnemonic Similarity Task (high-interference memory) and the Groton Maze Learning Test (spatial memory). Both

exercising and orienteering at a vigorous intensity elicited greater peak lactate and increases in BDNF than moderate-intensity orienteering, and individuals with higher peak lactate also had greater increases in BDNF. High-interference memory improved after both vigorous-intensity interventions but did not improve after the moderate-intensity intervention. Spatial memory only increased after vigorous-intensity orienteering, suggesting that orienteering at a vigorous intensity may particularly benefit spatial cognition. Overall, the results demonstrate the benefits of vigorous exercise on aspects of human cognition and BDNF.

**Guangwei Hu**

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Government Data Resources, Nanjing University, China

**The Dynamics of Social Governance Innovation in China:  
A Synergistic Approach**

Nowadays, public governance grapples with intricate challenges that necessitate innovative practices as avenues for adaptability and progress. This research offers an in-depth examination of the social governance innovation landscape, employing a data-driven approach to analyze 285 cases from China within the framework of computational social science. Through the utilization of Natural Language Processing (NLP) and unsupervised machine learning, we systematically distill and categorize emergent themes and patterns within these initiatives. Our investigation unravels distinct thematic clusters reflecting the multifarious nature of social governance. These encompass areas such as technological integration, stakeholders engagement, and policy experimentation. Furthermore, our study sheds light on the foundational structures that underpin successful governance innovations, indicating a dynamic synergy between stakeholder collaboration and institutional support. The ramifications of this research traverse academic boundaries, offering critical insights for policymakers and practitioners aiming to exploit the potential of innovation in public administration. By providing a unique, data-centric perspective on social governance practices, this study enriches the understanding of how localized innovations can shape comprehensive strategies for effective and responsive governance.

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&

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Student, West University of Timișoara, Romania

## **Physical Therapy in Juvenile Idiopathic Scoliosis - Case Study**

**Introduction:** Proper posture for each body includes alignment of all joints. Most of the time when we think about posture we limit ourselves only to the posture of the spine, although we must refer to the whole body. The correct posture is essential in the life of every person regardless of whether he has a sedentary or active life.

**Objective:** The aim of this study is to pursue the following objective: correcting posture, alignment of the body and its segments, balance rehabilitation, increasing muscle strength, reduction of pain, increasing muscle tone.

**Material and method:** A 14-year-old student participated in this study, she had a sedentary life before coming to the Kineto Klinik. As a result of deficit positions and sedentary lifestyle, he acquired the following deficiencies idiopathic scoliosis, both thoracic and lumbar (thoracic dextroconvex, lumbar sinistroconvex.), thoracic kyphosis, bilateral flat foot, easy shape. After the pains appeared at the level of the thoracic and lumbar spine the patient made a RMN where a diversion of the thoracic and lumbar curvatures is observed  $13,8^\circ$ . For 3 months, the patient carried out a strict exercise program where the process of restoring the posture, toning the plantar arch muscles, toning the paravertebral muscles and toning the abdominal muscles was followed.

**Results:** The best improvements were observed in the frontal tilt at the level of the shoulders and hips by 50%, in the sagittal plane the head tilt was improved by  $6^\circ$  and in the total deviation a decrease of  $3.1^\circ$  is observed. Measurements were made with Postur Pro 8 software which showed improvement between initial and final assessment. I believe that the period was relatively short and that the number of sessions were few (12 sessions), and because of this the improvements were minor.

**Conclusions:** In conclusion, the physical therapy program used by the patient was effective and beneficial in terms of postural correction. The physical therapy program will have to be continued in the future to achieve more effective results.

**David Kalisz**

Dean of Expert Programs, Paris School of Business, France

## **Falling in Love with Strategic Foresight, not Only with Technology: European Deep-Tech Startups' Roadmap to Success**

This study exposes relevant tensions between deep-tech startups' sound technological solutions confronted with lack of marketing skills to communicate their unique value proposition for targeted customers. The model explores how firm internal, technological, environmental and market features are influencing enhanced foresight capabilities. The model is tested with Partial Least Square-Structural Equation Modelling (PLS-SEM) and uses survey data from managers of European deep-tech companies. PLS-SEM findings reveal a significant correlation between market features, tech features and environmental features jointly influencing enhanced foresight capabilities. The strong correlation between environmental features and enhanced foresight capabilities is relevant for deep tech startups, because it provides signals about future environmental exigencies. The strong correlation between tech features and enhanced foresight capabilities give promising insight for this upgrading managerial capability as it influence successful scaling from laboratory to pilot customers. In turn, the lack of correlation between firm internal features and enhanced foresight capabilities proves that rapid technological advancements outpace market readiness or customer adoption, claiming to replace "learning from the past" with "learning from the future". The findings enrich the current body of knowledge, while the practical implication highlights how enhanced foresight capabilities enable deep tech firms to leverage entitled technology dominance with desirable business agility in order to adopt a virtuous cycle of opportunity capturing-market maker toward a future shaping builder.



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&

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### **Empowering Collegiate Student-Athletes to Build Resilience: A Peer-Led Wellness Education Approach**

In the United States, young adults report high rates of stress, anxiety, depression, overwhelm and loneliness. As emerging adults, college students are navigating the complexities of a technology-mediated society while managing competing personal, academic, and work responsibilities, developing new peer relationships, pursuing education and career opportunities, and establishing their sense of self and values as a young adult. These volatile and complex developmental experiences place substantial psychological pressure and uncertainty on these students. College student-athletes face these challenges with the added pressures of sport performance and complex time management inherent in the collegiate student-athlete experience. This puts college student-athletes at high risk of experiencing mental health challenges that reduce their capacity to thrive in their sport and reach their achievement potential. Supporting student-athletes to foster resilience and mental wellness is essential for the longevity and success of each student-athlete during their athletic career and after. At a Division II university in the United States, we developed a comprehensive wellness education program designed to offer collegiate student-athletes with knowledge, resources, and support to build resilience and mental wellness using a peer-leadership approach. We will present the framework of this evidence-based program model which includes a progressive athlete wellness education curriculum, mental health screenings, coach education, specialized peer-support groups, and suicide prevention training. Findings from two years of program evaluation using a mixed methods design will also be shared including

survey and focus group data on how the program impacted student-athletes' perceptions of mental health, increased confidence to seek mental health support, empowered athletes to take mental health rest days, and enhanced their overall experience and enjoyment as a college student-athlete. Recommendations for future research and strategies for practitioners to support the mental wellness of college, university, and amateur athletes will be presented.

**Clarice Kobayashi**

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**Sumaya Suely André Carnevalli Neves**

Researcher, Instituto Prospectiva INSPRO, Brazil

**Fernando Mário Rodrigues Marques**

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Professor, Catholic University of Brasília, Brazil

&

**Edilson Fereda**

Professor, Catholic University of Brasília, Brazil

***La Prospective Applied to a Productive Cluster of Gems,  
Jewellery, Mineral Crafts, and Tourism:  
The Case of the Municipality of Cristalina-Go, Brazil***

The Cristalina 2040 Project aims to develop the prospective process for the sustainable development of the local Productive Cluster of Gems, Jewelry, Mineral Crafts, and Tourism in the Municipality of Cristalina, State of Goiás, Brazil. The prospective process allows for long-term planning and strategy formulation, adapting resources to face adversities and opportunities. Six steps, based on the developments of Berger (1958), Giget (1989), Godet (2001a, b), De Jouvenel (2009), Aulicino (2006), and Aulicino & Fischmann (2020), were carried out: conjunctural analysis, structural analysis, competence trees, morphological analysis, scenario building, and evaluation of the prospective process through results and impacts.

The strategy implementation is ongoing and includes the following results: (i) Organization of the local mineral Productive Cluster Network (PCN); (ii) Transforming knowledge on the methodology of the Prospective Process for Mineral-Based PCNs into a stakeholder foresight mindset provoked by a training-action process; (iii) Workshops for sharing ideas, future scenarios, and action creation; (iv) Civil Society knowledge appropriation in the scenarios construction to achieve the desired future scenario; (v) Engagement and support from public authorities; (vi) Documentation and reports of the stages for the accountability sake; (vii) an E-book of the Cristalina 2040 Prospective Process (<https://inspro.org.br/2023/11/24/projeto-cristalina-2040/>); (viii) 19.5% of actions (15 out of a total of 77 strategic actions proposed) in implementation; and (ix) Economic, social, and environmental impacts being annually evaluated with consolidated results by December 2023.

**Louis Kontos**

Associate Professor, John Jay College of Criminal Justice, USA

## **Tenuous Ideological Legitimacy and Endless Moral Panic in Late Modern Society**

Moral panics are supposed to have a beginning and end. But there is now the prospect of endless moral panic through a politicized culture war that maintains, on the one side, that the nation is being invaded, and that young people have been seduced by alien ideologies, including what is taught in schools, away from the type of culture that supports the idea of a unique national creed. On the other side, there is moral panic about the subversion of the project of modernity tied to Enlightenment ideals, including reason and progress, alternatively to the 'civilizing process'. Such moral panics are a source of overdetermination and contamination of the debates about appropriate teaching and learning that began in the 1960s, in response to the student movement. The reactionary side of such debates found its best maneuver in the 1980s in the idea of showcasing 'competing points of view' as a hallmark of academic objectivity and integrity against the perception of a wickedly politicized curriculum. That idea became popular, ironically, as the 'equal time' doctrine was revoked – where the issue was access to large audiences and being able to feature something resembling debate involving the knowledgeable people, or sophisticated propagandists, or whatever else less banal than the parade of random proselytizers who repeat, endlessly, hypnotically, the slogans and talking points that have proven effective in shifting focus from political economy to culture and morality. The following presentation examines recent moral panics which are conceivably endless in late modern society, with ideological and pedagogical implications, focusing on the American context.

**Georgios Lampropoulos**

Core Faculty, MA/PsyD Programs in Clinical Psychology, Michigan  
School of Psychology, USA

**Artificial Intelligence and Mental Health Diagnosis,  
Prevention, and Treatment: A Review of Meta-Analyses,  
Critical Issues and Future Directions**

This presentation reviews the extensive emerging literature on the effectiveness of artificial intelligence (AI) driven technologies (e.g., AI chatbots) in both the diagnosis and treatment of mental health issues and disorders. This rapidly evolving field has matured enough that several systematic reviews and meta-analyses of randomized controlled trials already exist in areas such as AI-driven diagnoses of various psychiatric conditions, and AI-driven mental health services of various types, including prevention and behavioral health and wellness. Systematic reviews also exist regarding the quality and methodologies of such studies, as well as research studies on mental health professionals' views of such AI models and interventions. Further, meta-analyses of the mental health diagnostic utility of wearable AI devices are also reviewed. A variety of meta-analyses are reviewed and examined, organized according to these areas. Very recent RCTs and other large studies not included in the meta-analyses are also reviewed in cutting edge emerging areas, such as the prevention of suicidality. Both positive effects and risks and limitations of such interventions are discussed. The role of human guidance in these and similar interventions, such as e-therapy, is also articulated, based on meta-analytic data. Methodological issues and research directions are explored and summarized, alongside clinical recommendations and ethical issues in the field.

**Yan Ma**

Professor, University of Rhode Island, USA

## **Visual Literacy: Barbie and Visualization of Information**

The film *Barbie* has been a sensation for millions of viewers. It is a successful production in its visual form to attract audience. The powerful visuals of this film speak directly to the audience.

The authors will apply visual literacy theories including semiotics to analyze the film *Barbie* in its visual, cinematic, and structural form to construct meaning. Information visualization requires powerful design to attract the viewers/users/patrons. What do we learn from the film *Barbie* for information visualization designs? What are the design principles for information visualization? How do we design information visualization? What happens when data and textual information is visualized? What do you do as an information professional in information visualization? What research methods can we use to study information visualization? The authors will share with the audience their research, analysis, and professional insights.

**Nkhangweni Mahwasane**

Information Librarian, University of Venda, South Africa

&

**Tshinakaho Mahwasane**

Senior Librarian, University of Venda, South Africa

## **Optimizing the Usage of Public and Community Libraries in the Limpopo Province, South Africa**

Library usage is concerned with the use of the library in relation to the factors that influence using the library like age, possession of ICT skills and awareness by users as well as their visits to the library, and whether the facilities, collections and services are used or not. Library usage is defined in this paper as the frequency of use of the library, and the time spent in the library. The aim of this paper is to increase the visibility and usage of the public library by the community in Limpopo Province. This paper will use the qualitative research methodology where a case study design will be employed. A purposive sampling approach will be employed to select regional librarians as well as public librarians to participate in the investigation. The researcher will use the mixed method that is the qualitative and quantitative research approaches making use of questionnaires with closed and open-ended questions to attend to both research methods. Data will be collected by self-administered questionnaires. To establish how the available libraries 'usage can be optimized to benefit the users. The public librarians where asked questions regarding their library resources and facilities, the type of trainings they require to effectivity render their library services as the librarian, the type of intervention they would like to be see, the type of user education provided to the users, as a result this paper seek to propose possible resolutions and strategies for optimizing the public libraries. Recommendations are made based on the findings of the study that there is a need for intervention as far as public libraries usage is concerned for optimal usage by the community. The advantages of having a public library will be highlighted as well as disadvantages of not having a public library in this 4<sup>th</sup> industrial revolution era. Moreover, as public libraries provide services, it calls for awareness and awareness go hand in hand with promotion so as to make the potential customers, that is the library users aware of the products being provided which is information. Public libraries have an indispensable role in building a reading nation and also in eradicating illiteracy in the rural communities.

**Andras Marton**

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**Éva Hideg**

Professor Emeritus, Corvinus University of Budapest, Hungary

**Judit Gáspár**

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**Klaudia Gubová**

Associate Professor, University of Economics in Bratislava, Slovakia

**Lucie Macková**

Associate Professor, Palacký University, Czech Republic

**Eva Šerá Komlossyová**

Assistant Professor, Palacký University, Czech Republic

&

**Anna Sacio-Szymańska**

Proxy to the Management Board, 4CF – The Futures Literacy Company,  
Poland

## **Internal and External Dimensions in an Integrated Foresight Research on the Sustainable Pathways in V4 Countries**

Balancing economic development with environmental protection and sustainability is a common challenge across the V4 region – Poland, Czech Republic, Slovakia, and Hungary –, especially in troubled times that started with the Covid pandemic and continued with the Russo-Ukrainian war and energy crisis. It is essential to maintain or rebuild sustainability and its contribution to the wellbeing of societies, thus the research purpose was to explore alternative and complex pathways to sustainability in the V4 region up to 2030 paying attention to the uncertain and volatile internal and external environment. We present the findings of the integrated foresight process we have developed, with a focus on the process how we facilitated the integration of the results from external and internal sources into the process of foresight in a radically changing environment. Practically, internal foresight experts who organized the whole research were separately engaged in trend explorations beside other experts and stakeholders from V4 region on the one hand, and external foresight experts from all over Europe were engaged in exploration of the malleability of trends paying attention 3 scenarios for Europe on the other hand. The research results present the most important similarities and differences between the foresight experts, but also explains the positive and negative trends and possible ways to strengthen or weaken them up to 2030, focusing on the emerging energy transition, the growth of AI use in healthcare



industry, the rising popularity of remote or hybrid work and the increasing emphasis on sustainability-oriented competences in educational programs. From a methodological point of view, the integrated participatory foresight process proved to be effective, because the combination of a wider external way of thinking and the researchers' internal experience and knowledge performed well when compared to the European and regional sustainability scenarios, drawing attention to key sustainability issues in the Visegrad countries specifically, sometimes unaligned with the Western European countries' policies. The findings can support decision making in the region as well: policy makers in the V4 states should focus on the complex, multiple blockers of negative trends and enablers of positive trends to improve regional sustainability.

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## **Application of Conversational Generative Pre-Trained Transformer to Provide Information Services in Libraries in the Fifth Industrial Revolution**

Artificial Intelligence chatbots such as Conversational Generative Pre-Trained Transformer can be applied in libraries to provide information services in libraries in the fifth industrial revolution. In the context of providing information services in libraries, Conversational Generative Pre-Trained Transformer refers to an artificial intelligence-powered chatbot or virtual assistant specifically tailored for library environments. In the context of providing information services in libraries, Conversational Generative Pre-Trained Transformer refers to an artificial intelligence-powered chatbot or virtual assistant specifically tailored for library environments that cybrarians can use to provide the information services. Cybrarians serve as catalysts for bridging the gap between traditional library services and the dynamic digital landscape, thereby enriching the patron experience and fostering greater accessibility to knowledge resources via AI chatbots such as Conversational Generative Pre-Trained Transformer. It utilises natural language processing algorithms to understand and respond to patrons' inquiries, assisting them with various library-related tasks and information needs. It refers to the use of an artificial intelligence collaborative app that can be used by human intelligence to interact with artificial intelligence, especially in the fifth industrial revolution. The purpose of this study is to investigate the application of Conversational Generative Pre-Trained Transformer to provide information services in libraries in the fifth industrial revolution. This is a qualitative study using literature review as its methodology and it also incorporate the insights from the researchers experiences with regard to using artificial intelligence chatbot such as Conversational Generative Pre-Trained Transformer to provide information services in libraries in the fifth industrial revolution. The findings of this study reveal that Conversational Generative Pre-Trained Transformer can be effective in the provision of information services in libraries in the fifth industrial revolution. It can enable smooth interaction between the patrons and the library and answer the queries posed by the patrons. It can be able to provide information services around the clock without interruption. A framework to apply Conversational Generative Pre-Trained Transformer to provide information services in libraries in the

fifth industrial revolution is proposed in this study. This framework has the ability to guide libraries in the fifth industrial revolution to adopt and utilise Conversational Generative Pre-Trained Transformer to provide the information services effectively and efficiently.

**Hlompo Panelope Mongala**

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&

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## **The Impact of Inflation on Economic Growth in South Africa**

Inflation is the rate at which the general level of prices for goods and services is rising, and it can have both positive and negative effects on economic growth. Inflation is known for its ability to erode the purchasing power of money over time. When the general level of prices for goods and services rises, each unit of currency can buy fewer goods and services than it previously could. Economic growth is the ability to improve the standard of living and increase the overall prosperity of a country. Economic growth is typically measured by an increase in the country's Gross Domestic Product (GDP), which is the total value of goods and services produced in a country over time. A high level of inflation leads to economic instability, and it has a negative impact on economic growth. South Africa is experiencing low economic growth rates and relatively high inflation rates. Inflation has been hovering around 5% since early 2021, which is at the upper end of the Reserve Bank's target range of 3-6%. The main aim of this study is to examine the complex relationship between inflation, economic growth, government expenditure and interest rates and to identify ways in which they can be managed in a way that is conducive to long-term economic prosperity as well as to identify ways in which economic policies such as monetary policy, fiscal policy and structural reforms can be used to manage inflation and promote economic growth in a sustainable and equitable way. The study uses the Auto-Regression Distributive Lag (ARDL) to examine both the short and long-run relationship between inflation and economic growth for the period 1980-2022.

**Yunus Emre Ozigci**

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**On the Nature of the State as an Actor of the International  
Relations: Phenomenology's Promise and Handicap in  
Conducting a Study on the Ground of Authenticity of the  
State's Givenness**

The immediacy of the intersubjective givenness and of the intersubjective reference to phenomena and events that are related to international relations ontologically differ from the IR theories' explanatory, interpretative or critical constructs and narratives, in particular as regards the actors involving with these phenomena and events and precedingly among them, the States. It is "France" *who* proposes, the "US" *who* intervenes, "Russia" *who* retaliates and "Argentina" *who* consents. This referentiality is intersubjective, immediate and despite IR theory's intervention, repetitive.

The IR theory's and social sciences' –as the former's imported ground- axioms, constructs and subsequent narratives' relation with the IR actor and related IR phenomena/events has two characteristics: They are ontologically exogenous and temporally *a posteriori* to the abovementioned referentiality. As such their explanatory/interpretative/critical effort, be it related to the IR entity/phenomenon or event "as given" or to other theoretical constructs and narratives already devised, tends to re-shape, alter the substance of its object in accordance with its own proposals on its nature. The State as IR actor is dissected, re-constructed and narrated through various approaches on various theoretical grounds, which are by nature exogenous to its immediacy of givenness, its fundamental intersubjective referentiality.

It is however possible to study the State as IR actor on the ground of "authenticity", of the immediacy of its intersubjective givenness. Phenomenology enables such endeavour, yet not without a preliminary debate on its own "theoretical", therefore non-phenomenological approach to the State. Husserl's *Cartesian Meditations* (Vth Meditation) approaches the "personalities of higher order" genetically, not differing from the general criticism of phenomenology to theoretical approaches and from our narrower criticism of the IR theory. This paper shall therefore focus on a brief debate on the Vth Meditation and propose a Heideggerian "remedy" based on the concepts of being-with and being-toward, which appears to be particularly adequate to the nature of the

IR studies where the interactionality of the IR actor is inherent to its ontology, instead of defining an a posteriori, even contingent state of existence. On this ground, phenomenology's universal and eidetic reductions toward the irreducible elements, both generic and individual, of the State-as-IR actor shall be outlined.

**Gregory T. Papanikos**  
President, ATINER

## **Geographical Distribution of Small Physical Exercise Enterprises in the Greater Athens Area**

The determinants of the geographical distribution of private business exercise centers in a large city, such as the wider area of Athens known as Attica, are the subject matter of this paper. The spatial distribution of any business enterprise, particularly those dealing with physical exercise, is of interest for two reasons. First, the spatial distribution of such businesses highlights the unevenness of health-related activities among the wider population living in a large metropolitan city, where geographical location often indicates uneven wealth distribution. This has certain government policy implications if physical exercise is to be considered a public good to be shared equally by all, rich and poor. Second, the spatial distribution of gym businesses shows whether, given wealth and population, there is an over- or undersupply of gym services. If there is an undersupply, there are opportunities for investment in small physical exercise businesses. This empirical study uses the 58 municipalities of Attica and the geographical distribution of 214 physical exercise businesses to show how wealth and population affect the under- or oversupply of physical exercise enterprises. The empirical evidence shows that, as expected, there is a positive effect of both wealth and population. However, the population effect is linear, while the wealth effect is non-linear; an increase in wealth increases the number of gyms in an area but at a decreasing rate. The study also identifies unexplored opportunities for investing in small physical exercise enterprises as well as areas of oversupply.

**Modiehi Rammutloa**

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## **Academic Librarians' Use of Technology to Unlock Citizen Scientists' Potential for the Greater Good**

The integration of technology in academic libraries has brought significant changes in operations and service delivery to library users. The gradual introduction of phenomena such as citizen science forces academic libraries to adjust their services to align with these new developments. This paper intends to highlight the technological adjustments required by academic libraries to support citizen science activities. A positivist paradigm was applied, employing a quantitative approach and a case study design to explore the topic. A self-administered, semi-structured questionnaire was used to establish whether necessary technological equipment and platforms are available to support citizen science initiatives. The data collection instrument was tested with 10 participants comprised of academic librarians, academics in the Library and Information Science field, and librarians in special libraries to ensure the questions were accurate and valid. The survey was distributed to 185 academic librarians who are members of the Library and Information Services of South Africa serving in the Higher Education Library Interest Group, achieving a response rate of 34%. A census sampling technique was used, and Statistical Package for the Social Sciences (SPSS) was employed to analyse data. The findings of the study revealed that academic libraries house technological resources that could be used to store and preserve citizen science data, however, more specialised technological resources should be acquired. The study further found that though academic librarians could be conversant with the use of technical resources, they might need to be trained in using technology that is specific to citizen science research data.



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## **Redefining Age and Gender in Digital Recruitment Amidst Population Ageing: A Multifaceted Analysis of Stereotypes, Inequalities, and Perceptions in the Modern Workplace**

This paper delves into the evolving landscape of recruitment practices in the era of digital transformation, with a particular focus on how age and gender biases are being reshaped amidst an ageing population. The advent of digital recruitment platforms promised a reduction in traditional biases by automating and anonymizing parts of the hiring process. However, the extent to which these technological advancements have mitigated age and gender prejudices remains a subject of debate. Through a detailed literature review, this study examines the potential of digital platforms to lessen the impact of such biases, drawing on existing research, including Lungu (2020), which posits that digital recruitment may indeed offer a pathway to more equitable hiring practices.

To empirically investigate these assertions, our experimental research engaged 608 HR managers in the evaluation of resumes from four fictitious candidates, representing both genders and two distinct age groups (32 and 56 years old). This methodology was designed to uncover latent biases and examine how digital recruitment tools influence the perception of candidates' competencies, particularly in relation to age and digital skills.

The findings reveal a multifaceted evaluation process where ageism, gender inequality, and stereotypes significantly sway the assessment of candidates. Despite the anonymized and digitized context, older candidates, especially women, faced stereotype threats that impacted perceptions of their digital capabilities. This suggests that while digital recruitment strategies may offer a veneer of objectivity,

underlying biases persist, affecting the fairness of the recruitment process.

Moreover, the study highlights the interaction between candidate characteristics and evaluator biases, illustrating how subjective perceptions and stereotypes can undermine the objectivity promised by digital platforms. The complexity of these interactions suggests that merely adopting digital tools is insufficient to eradicate deep-seated biases.

In conclusion, the paper argues that while digitalization in recruitment holds the potential to reduce some forms of bias, significant challenges remain in fully addressing ageism, gender inequality, and stereotypes in the workplace. The persistence of these issues calls for targeted interventions and a deeper understanding of how digital tools can be effectively leveraged to promote a more inclusive and equitable recruitment landscape. The research underscores the need for ongoing investigation into the nuances of digital recruitment practices and the development of comprehensive strategies to combat workplace inequalities and prejudices.

**Hans-Eric Reitmayer**

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**From Start to Finish:**

**Examining the Relationship between Service Reception  
Efficiency and Attack Performance in Women's Volleyball**

NOT AVAILABLE

**Marta Samokishyn**

PhD Student, University of Ottawa, Canada

## **Transforming Higher Education: Exploring Global Perspectives and Best Practices for AI Integration in Academic Libraries**

The rapid advancement of Artificial Intelligence (AI) is reshaping higher education and poses many challenges to administration, faculty, and students alike. While academic libraries often remain in a supportive role in many educational processes, they are now poised at the forefront of this digital transformation and have an opportunity to adopt a leading role in understanding, supporting, and educating library patrons about challenges and opportunities associated with AI. As the role of librarians is evolving to include the facilitation of AI integration, librarians, as key facilitators of this transformation, play a crucial role in ensuring the successful adoption and ethical use of AI technologies. Libraries can enhance their services, support faculty and students in understanding the complexities of AI, and help them adopt a critical understanding of these technologies today. However, are the libraries prepared for this undergoing transformation?

This proposal aims to explore the transformative potential of AI in academic libraries, the pivotal role librarians can play in facilitating digital transformation within higher education, and what academic libraries globally are doing with respect to AI integration. The presenter will share the results of a recent environmental scan from several regions (North America, Latin America, Sub-Saharan Africa, and Europe) that demonstrates the challenges as well as successful examples of AI integration in academic libraries globally, highlighting best practices and innovative approaches and provides a nuanced understanding of the impact and potential of AI technologies in academic libraries. The study results also highlight the importance of addressing the global and institutional digital divide that exists when it comes to AI integration since the results indicated significant differences between the Global North and Global South in how universities integrate AI technologies, which can be attributed to more favourable socioeconomic conditions and technological infrastructure. The digital divide poses a significant challenge to AI integration in academic libraries, as disparities in access to technology and digital literacy can hinder the equitable implementation and utilization of AI resources.

The attendees will leave this session with actionable recommendations for librarians to effectively facilitate AI integration and will discuss the development of a step-by-step framework for integrating AI in academic libraries.

**Amos Shibambu**

Lecturer, University of South Africa, South Africa

## **The Implementation of Cloud Computing and Drone Technology to Promote Remote Access to Resources at Midvaal Public Libraries, South Africa**

The integration of digital technology has provided higher chances of remote access to e-resources and has revolutionized the traditional methods of accessing information. Public libraries play a crucial role in providing access to information and knowledge and it is believed that they possess potential to contribute significantly to the growth of intelligent and interconnected communities. Most academic libraries have shown the way on how the use of omnipresent technology benefited the patrons without limitations of geographic locations and time. However, the Midvaal Public libraries face major obstacles which are due to geographical and physical limitations. The libraries can only handle a limited capacity and the geographical constraints have disadvantaged far-flung community to access library materials. Disparities in community members' access to e-resources are made worse by the digital divide. The user experience enhancement and promotion of remote access alternatives will be guided from the user engagement and Midvaal Libraries may use 4IR technologies such as drones and cloud technologies to address the issues of geographical and physical constraints that can guarantee equitable access to resources. This study aims to explore the implementation of cloud computing and drone technology to promote remote access to e-resources and physical resources at Midvaal Public libraries. This study is underpinned to interpretivism philosophy where a qualitative research approach is employed. Data will be obtained through semi-structured interviews from purposively selected target population that comprises librarians, IT officers and managers from the Midvaal public libraries. The collected data will be augmented with content analysis and observation. Collected data will be thematically analysed. This study will contribute to awareness of implementing selected 4IR technologies for the benefit of information consumers.

**Philangani Thembinkosi Sibiya**

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## **Curriculum Content for Digital Scholarship in Library and Information Science Schools in South Africa**

Dynamics in the library and information science (LIS) job market brought about by the fourth industrial revolution, including digital scholarship, calls for LIS schools to reconsider their curricula in line with the job market. This study explored the curriculum content for digital scholarship of LIS professionals in the LIS curriculum in South Africa. Concepts from Wolf's framework on curriculum development were used as a conceptual underpinning for this study. This study used the qualitative research approach through the adoption of a multiple case study design. Content analysis was used to collect data from the LIS school's course outlines and semi-structured interviews were used to collect data from the five LIS schools' Heads of Departments (HoDs) and five lecturers teaching digital scholarship. The data collected were analysed thematically using ATLAS.ti 9 data collection software.

The study showed that most LIS schools were not offering content on digital scholarship due to a lack of relevant 4IR infrastructure and the available workforce to offer such education. The study revealed that the LIS schools that were teaching digital scholarship lacked the practical component. Academics indicated that a shortage of literature on digital scholarship led to a poor infusion of the concept in the curriculum. It was discovered that the LIS school failed to consult with relevant stakeholders when developing the curriculum.

This study recommended that LIS schools should develop a curriculum that accommodates the current trends in digital scholarship. The study recommended that the LIS schools should procure the 4IR infrastructure relevant to digital scholarship. Capacity-building workshops should be offered to academics to develop knowledge and skills in this area. Consultation with relevant stakeholders such as LIS practitioners, interdisciplinary fields, and the Department of Higher Education and Technology on digital scholarship were identified as the strategy that can help improve the LIS curriculum.

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**Francesco Vallières**

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&

**Alain-Steve Comtois**

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Canada

## **Effects of Egg Protein Supplementation on Performance, Body Composition and Muscle Soreness in Runners**

**Background:** Breakfast is the lowest-protein meal in North America. To recover from training, athletes need to consume sufficient amounts of macronutrients throughout the day. Consuming sub-optimal amounts of protein at breakfast can be detrimental for an athlete's recovery. Concentrating protein intakes over a smaller number of meals can result in insufficient protein intakes at the end of the day. Thanks to its unique composition, hen's eggs are interesting foods enabling better recovery, improved physical performance and body composition. Hence, the effect of daily egg supplementation in athletes has never been investigated in human athletes.

**Objectives:** The aim of this study is to determine the effects of daily chicken egg supplementation on physical performance, body composition and muscle soreness in amateur runners.

**Design and methods:** 36 amateur athletes running over 20km per week will be assigned to the experimental group or to the control group. The experimental group (n=18) will consume eggs (3 for women and 4 for men athletes) every day at breakfast for a period of 6 weeks. Participants from the control group (n=18) will be restrained from consuming eggs for the entire duration of the study. The following variables will be assessed: 1) Physical performance (incremental/time limit running tests and an isometric mid-thigh pull test); 2) body composition (DEXA) and 3) muscle soreness (fatigue protocol).

**Expected results:** It is expected that participants undergoing egg supplementation will display an increased time to exhaustion for both running tests. Improvements in body composition are also expected in the experimental group via an increase in lean body mass and a decrease in fat mass. Finally, we expect to observe a marked reduction in muscle soreness in participants supplemented with eggs in response



to a strenuous lower body training session for which athletes are not accustomed. This study should provide new insights on the relevance of including eggs as a complete source of proteins for breakfasts in athletes.

**A. J. Stagliano**

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## **Ethical Underpinnings for Economic Models: Reconciling Self-Interest Actions and the Goal of Societal Prosperity**

How are we to reconcile Adam Smith's insistence on the primacy of self-interest, Milton Friedman's notion that the sole social responsibility a company has is to maximize profits, and Elkington's proposition that positive "triple bottom line" results are the only acceptable business outcomes?

The foundational bases for most business disciplines are the fundamental, maybe rival, conceptual models that underpin the theory of political economy. Without moving far from the economics framework, this paper seeks to develop an understanding of how fundamental moral considerations interact with the basic reasoning that conceptualizes the field of economics and, in doing so, creates both conflicts and connectedness. Economic phenomena across the broad social scale are reflective of the constitutive morality of human beings. Of interest in this comparative study is the means by which serious economic reasoning can accommodate Smith, Friedman, and Elkington.

Explored here is the possibility that anchoring the aspirational goals of economic enterprises in normative ethical models and moral frameworks leads to greater nexus and less conflict. If there is an implicit morality in the market, then economic agents will fulfill both the requirements of contemporary economic theory as well as the needs for satisfying standards of common morality and enhancement of social welfare.

The analysis in this paper considers a range of economic models—from one that might be considered a "hard core" view without consideration of social outcomes to an enlightened view that is fully informed by a moderate perspective that takes account of rightness in making economic decisions being imbued with compliance with some moral requirements. The approach taken here is that enterprises of all sizes—SMEs as well as MNCs—are similarly situated as regards dealing with certain moral requirements binding on them in their economic decision making. The conclusion drawn is that there is little reason to separately treat the actions of economic agents and moral agents, that social and ethical goals can co-exist with profitability desires and be equally accomplished.

**Angela Stagliano**

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## **Validation Study of a Wireless BFR Device**

For centuries, individuals have been participating in strength training, endurance training, and leisurely activities. A person's goals (i.e., rehabilitation from an injury, weight loss, athletic performance, functional mobility, or socialization) influence activity selection. The recommended guideline for physical activity is 150 minutes of moderate exercise a week (Riebe et al., 2018). However, individuals with limited mobility, comorbidities, decreased muscle, or low aerobic endurance can have difficulty achieving this recommendation. During the last few years, blood flow restriction training (BFR) has increased in popularity to aid in enhancing muscular strength and performance. However, a gap in the literature was discovered and no reliability or validity testing has been performed on these low-costing wireless devices. Therefore, the purpose of this dissertation study was to evaluate the accuracy of a wireless BFR device compared to valid measures. The central research question was: how does the wireless AirBands blood flow restriction device measurement of occlusion compare to valid standard instruments? A comparative quantitative study design was used with total of 50 participants (23 male and 27 female; mean age of  $24.86 \pm 3.4$  years old) recruited from the Department of Physical Therapy at Charleston Southern University. The outcomes from the independent *t*-test suggested there were statistically significant differences in systolic blood pressure readings between the automatic sphygmomanometer and the wireless AirBands for both the upper and lower extremities. Additional data showed that the wireless AirBands had higher pressures, reached full vascular occlusion, and were over and under-occluding.

**Raid Suleiman**

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**Using Artificial Intelligence as Information Resources in  
Teaching and Scientific Research by Faculty Members at  
Al-Hussein Bin Tala University**

NOT AVAILABLE

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**Retief Broodryk**

Senior Lecturer, North-West University, South Africa

&

**Bert Moolman**

Sport Science Practitioner, North-West University, South Africa

**A Comparison of Performance Indicators between  
University-Level Rugby Union and Rugby Union Sevens  
Matches**

Firstly, this study aimed to identify which performance indicators (PIs) discriminate between winning and losing university-level Rugby Union (RU) teams and, secondly, to compare the significant PIs in RU and Rugby Union Sevens (RS) at university level. Understanding the importance of PIs and their effect on match outcomes could assist coaching staff to prioritise specific game aspects during training to increase performance. Twenty randomly selected round-robin matches of the 2018 Varsity Cup (n=20), and Varsity Sports sevens (n=20) tournaments were analysed. A linear mixed model was used to determine statistical significant differences set at  $p \leq 0.05$  while effect size was reported according to Cohen's d value. Results revealed that various PIs discriminated between winning and losing RU teams and that specific PIs could be observed as significant in both RU and RS. Therefore, specific identified tactical aspects of RU and RS should be prioritised to optimise performance.

**Theresa Vater**

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## **Heptathlon: The Current Scoring System and its Biases - An Analysis into the Distribution of Scores, who it Benefits, and a Proposal for an Alternative Equation**

Background: Heptathlon is a combined event including seven disciplines. To reach an overall result each performance is converted into scoring points and then summed up.

Aim: The objective of this study is to examine the distribution of the heptathlon score among the seven disciplines, differentiate between the winners and remaining athletes, and introduce an alternative scoring system.

Methods: The sample consists of 433 heptathlon results over 19 events. For analytical statistics, a multiple linear regression and a mixed-measures ANOVA were conducted.

Results: The scores among the disciplines are unequally distributed with throwing events having the smallest proportions (12%) on the overall score. Track events show on average smaller standard deviations ( $940.06 \pm 67.95$ ) in their scores in comparison to field events ( $836.90 \pm 88.62$ ). Long jump seems to be a key predictor for the total score ( $B=118.33$ ) and is the discipline that most distinguishes the winners from the rest ( $p < 0.001$ ). The alternative scoring system of Russmanno does not enhance the proportions of throwing events.

Conclusion: The current scoring system is not well suited to determine a multitalented athlete. It favors sprinters and jumpers over throwers and should therefore be reconsidered. Heptathletes require a solid base of sprint abilities as prerequisite, but the field events play the decisive role on the podium. Further research is necessary to develop a system that treats all disciplines equally.

**Alyssa White**

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## **Understanding Viral TikTok Fundraisers through Visual Literacy**

Visual literacy research predates the internet, but visually based social media platforms have opened new avenues of interest and investigation on the topic. While previous research has discussed visual literacy in the context of social media, the TikTok platform has not been explicitly discussed. Research focusing on similar, visually based apps like Instagram has shown an alignment between intentional use of social media and increased visual literacy skill development. As TikTok is an increasingly popular and controversial social media platform with a primarily visual format, research focused on this platform will expand the body of scholarship on the increasing role visual literacy plays in the digital era. Incorporating the visual literacy definition and learning themes presented by the ACRL in 2022, this paper sidesteps the definition problem that has plagued the field since its inception. In addition, it supplements the ACRL's ideas with the concepts of recognition literacy, reproduction literacy, and reflexive literacy. Finally, it considers visual grammar. These ideas together form this paper's base for understanding visual literacy and examining its practice. This paper analyzes the success of viral TikTok fundraisers through the lens of visual literacy to understand how visual literacy can enhance communication and community building through visually based social media platforms. Two of the cases involved live streams events that occurred in real time and were not necessarily archived after the fact. These events are analyzed through clips shared in the typical recorded style of the app and the researcher's memory of the events as well as documented outcomes. To supplement analysis of these live events, the archived videos on pages of these creators are also analyzed. The final fundraiser went viral based on a single recorded video. Analysis of this case study focuses on this documented video and interactions with it in detail. Finally, this paper provides discussion on the overall concept of community building through TikTok. All these factors come together to assess why the fundraisers were successful, and how visually literate behaviors on behalf of creators and viewers alike contributed to the success of these fundraisers.

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## **The Impact of Corporate Social Responsibility Committee on Corporate Social Responsibility: Empirical Evidence from France**

The current study aims to analyze how the corporate social responsibility committee (CSRC) could influence corporate social performance. We focus on specific areas of corporate social responsibility (hereafter CSR), namely the protection of human rights, and the environment and enhancing business ethics, community involvement, corporate governance, and workplace conditions. The paper is drawn on firms listed on the SBF120 index<sup>1</sup> between 2003 and 2018.

We provide the following findings. First, establishing CSRC committees enhances social performance through specific vehicles, such as increasing the business involvement in ecological and social projects protecting human rights. Second, several CSRC characteristics have more pronounced effects than others on CSR performances. For instance, all CSR dimensions are positively associated with directors' assiduity and negatively related to the CEO membership in CSRC. The chair membership, however, drives better CSR performance: it is positively associated with employees' well-being, business ethics, and governance quality. In the same vein, gender diverse CSRCs are more concerned about the environment, human rights, and corporate governance. CSRC functioning, specially meeting frequency increases human resources and business ethics. We show a positive association between board chair membership and human resources, business ethics, and corporate governance is also identified. These results are robust in high CSR-sensitive industries.

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<sup>1</sup>The SBF120 index consists of the 120 largest capitalizations listed on the French Stock Exchange market (SBF: Société des Bourses Françaises).



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