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## Conference Schedule Overview

Day 1: Bluestone Lane - Harvard Square Café, Cambridge/Boston, Massachusetts, U.S.A

Day 2: Harvard Faculty Club, Harvard University, Boston, Massachusetts, U.S.A

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**Barriers To The Development of Rural  
Entrepreneurship in Impoverished Village:  
An Action Research Approach**

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**Abstract**

Rural poverty is an issue that is increasingly urgent to address because of the increasing number of rural poverties during the pandemic. This study was conducted in an impoverished village in Pekalongan Regency, Central Java, Indonesia. Two research questions were proposed, how to encourage rural entrepreneurship? What are the barriers in developing rural entrepreneurship? This study is aimed at encouraging change in poor villages; therefore, the Action Research approach was chosen. Participants were entry-level business owners, so that 20 participants were selected. The results of the study show that barriers can be classified as institutional, actors, and regulatory barriers. Even though there were only 4 participants who survived after 1 year of mentoring, the quality of their productivity was very promising because they became a Joint Business Group that supplied large companies. Assistance at a certain level has the potential to be counterproductive because it reduces the participants' independence.

Keywords: poverty, rural, entrepreneurship, barriers, government

## INTRODUCTION

Poverty is still a national issue in Indonesia, although when viewed in the time frame between 1970-1996 there was a significant decrease in the poverty rate, from 40.1% to 11.3% (Nugroho et al., 2021). However, the decline in the poverty rate has slowed down, at least in the last two decades, which is in the range of 0.3-0.8% per year. This downward trend even reversed during the pandemic in Indonesia. The increase in the poverty rate at the national level is a representation of increasing poverty at the regional level.

Poverty is a dynamic phenomenon because humans are social beings and live in a society (Townsend, 1962). During a pandemic/crisis, people experience a decrease in income, or even no longer be able to work, or a significant reduction in business for business owners, can place someone who was previously outside the poor category into a poor group due to the environmental situation. Poverty is also multidimensional and is closely related to various psychological aspects, culture, habits, people's living standards, so it requires cross-sectoral handling.

Pekalongan Regency is one of the regencies in Central Java which also has the problem of increasing the poverty rate after experiencing a downward trend before 2020. Referring to the Central Statistics Agency (March, 2019), the poverty rate in Pekalongan Regency is 9.71 percent, lower than in 2019. 2018 which reached 12.61 percent. Meanwhile in 2020 it increased again to 10.19 percent as a result of the pandemic (Bhakti et al., 2021). The local government has been trying to tackle the problem of poverty more systematically since 2017 through the Poverty Laboratory program which was established as a form of regional innovation in public services. The Poverty Laboratory involves various stakeholders including the government as a facilitator, banks, private business actors, and universities. Poverty Laboratory activities are focused mainly on villages that fall into the category of red villages with 67 villages or 24 percent of the total number of villages in Pekalongan Regency.

This study takes a setting in one of the villages which is categorized as a red (poor) village. Even though there is heterogeneity between regions, researchers view that fundamentally there is homogeneity in terms of economic and cultural structure. Limiting people's mobility and crowds in Indonesia during the pandemic (in 2021) is also a consideration. Determination of the

setting was also carried out through consultation with SME, Industry and Trade Office as the institution in Pekalongan Regency that has the authority to develop MSMEs to encourage economic growth and alleviate regional poverty.

Poverty is a phenomenon that has attracted the attention of many interdisciplinary researchers and has given birth to various perspectives and definitions (G. Sen, 1999; Booths, 2023; Mai & Mahadevan, 2016; Nugroho et al., 2021; Mariyanti & Mahfudz, 2016; Townsend, 1962). This study uses the perspective of poverty put forward by Amartya Sen based on the premise that in order to understand the phenomenon of poverty in poor villages which are included in the poverty laboratory in Pekalongan Regency, researchers need to adopt a more holistic theoretical lens, not just from the side of low income as is commonly used. Low/loss of capability or also called capability poverty is different from income poverty but both are closely related because income is one of the tools to achieve capability (A. Sen, 2000). Efforts to overcome the low capabilities that exist in poor communities have been discussed in various entrepreneurship literature such as Nakara et al. (2019), Hussain et al. (2014), Lee & Rodriguez-Pose (2021), Akanmu (2018), Onwuka et al. (2015), Ali Hasaballah, Abdel Hafiez, and Sheikh Ali (2013), Rita Ifeoma et al. (2018), Bruton et al. (2015), Korosteleva & Stepien-Baig (2020), Kareem (2015), Si et al. (2020), Adenutsi (2009), Sutter et al. (2019), Tobias et al. (2013), Ogidi (2014), Vandenberg (2006), Su et al. (2020), Roitman (2019) and Wortman (1990).

The development of local community entrepreneurship is a potential for the development of rural entrepreneurship (Militaru, 2012). Entrepreneurship cannot be separated from its environment, these two elements influence each other (Winkler et al., 2018). Capacity building through education, in this case training and mentoring, is actually an evolutionary process whose basis is the needs of the people in each village which is the research setting. This study was conducted to answer the research question of how to encourage village entrepreneurship to increase the competitiveness of MSMEs, so that it has an impact on reducing rural poverty rates.

This study contributes to the literature on poverty eradication and rural entrepreneurship development in some aspects. First, most of the studies were conducted in a cross-sectional manner so that they were unable to see the dynamics in a more comprehensive manner. This weakness was overcome by the action research design of this study which lasted for one year of observation (2021-2022). Second, there is still limited literature discussing the obstacles to developing rural entrepreneurship. Entrepreneurship literature

places more emphasis on the development of entrepreneurship in an organizational context (MSME), while rural entrepreneurship is more macro and includes the village as an entity.

## **THEORY**

Poverty is believed to be a complex and multidimensional phenomenon. Although there are many experts who study the problem of poverty, until now there is no single definition of poverty (Dzingirai, 2021). Poverty can be classified into rural poverty and urban poverty (Naminse et al., 2019). Rural poverty is not easy to overcome because of various inhibiting factors such as limited access in terms of education, roads, clean water, electricity, and usually also related to mountainous geographical factors (Tortajada, 2016). The tendency of the community, especially young workers to migrate to urban areas has an impact on limited human resources in rural areas so that they tend to be stagnant in innovation. Industrial development in urban areas is increasingly driving urbanization, this is found not only in Indonesia but also in China with an increase in urbanization of more than 400 percent between 1997-2017 (Wang & Chen, 2019).

The Indonesian government has attempted to deal with the problem of poverty comprehensively in the long term. The national poverty alleviation program is then distributed to each region, both provinces and districts/cities. The two main schemes carried out by the government in poverty alleviation efforts are social assistance and subsidies (Nugroho et al., 2021). The two schemes differ in their operationalization and objectives. Social assistance is aimed at increasing productive capacity so that individuals or families become more independent in the economy, while subsidies are only for short-term interests in terms of strengthening people's purchasing power. Therefore, subsidies are also known as social safety nets aimed at anticipating social problems in the short term. During the Covid-19 pandemic, the Indonesian government issued quite a lot of subsidy policies or social safety nets such as social assistance, accelerating the implementation of pre-employment cards, cutting electricity bills, and so on. (Yumna et al., 2020). These various subsidies increase the types of subsidies that have been given until 2018, such as food assistance, cash assistance programs, school assistance, and health insurance (Nugroho et al., 2021).

## **Rural Entrepreneurship and Poverty**

Entrepreneur is a term that comes from French, *entreprendre*, which means to do (Landström, 2005). Joseph Schumpeter made a major contribution to the development of entrepreneurship theory through *The Theory of Economic Development* (1911), and argued that entrepreneurship is the main engine of economic development through innovation as the main mechanism (Lordkipanidze et al., 2005). Schumpeter argues that an entrepreneur is someone who can do one or several things such as: 1) offer a new quality product; 2) implementing new methods in production; 3) opening new markets; 4) utilization of new sources of supply; and/or 5) implementing various new forms of organization in the industry. Schumpeter's conceptualization means that entrepreneurship as an agent of change in economic development is multidimensional and can be defined in various ways. Several decades after the concept was introduced by Schumpeter, various definitions emerged and until now there is no definition that is universally accepted.

The general characteristics of rural areas (rural) are limitations in human and financial resources (Pato & Kastenholz, 2017). Therefore, even though a village has abundant natural resources, it is possible for the village to be included in the category of poor village. In the context of poverty in rural areas, entrepreneurship is believed to play an important role in creating economic activity and growth (Pato, 2020). Entrepreneurship offers a vital mechanism for encouraging job creation and increasing prosperity (Naminse et al., 2019).

The relationship between entrepreneurship and poverty alleviation can be seen from three perspectives, namely the remediation perspective, the reform perspective, and the revolution perspective (Sutter et al., 2019). The three perspectives differ in their key assumptions, opportunity identification, opportunity exploitation, and growth. The remediation perspective occurs when it occurs in a situation of limited or scarce resources. If this perspective is adopted, efforts to overcome poverty are carried out through training, workshops, mentoring, and/or financial support. The reform perspective assumes that poverty is the result of social exclusion, so the main focus is how to make changes institutionally. Compared to the two previous perspectives, the revolutionary perspective is considered the most frontal in making changes because it offers another system outside of capitalism.

In its development, the concept of entrepreneurship entered the rural area, and one of the early studies that criticized and attempted to integrate the two concepts was the study (Worman, 1990).



Wortman's (1990) criticism was mainly directed at several experts who presented the conceptualization of rural entrepreneurship at the USDA conference in 1987, most of which developed their conceptualization based on the urban context. Wortman (1991) seeks to improve the definition of rural entrepreneurship as an effort to create new organizations or entities that introduce new products, serve or create new markets, or utilize new technologies within the rural environment. Based on this definition, it can be concluded that the research setting is in line with the understanding and meaning proposed by Wortman (1991), because it creates new organizations, or MSMEs in villages that 1) introduce new products based on village natural resources, 2) serve or create new market,

### **METHODS**

The research setting is in Windurojo Village, Pekalongan Regency, Central Java, Indonesia. This village is partly located in the remote area which has a high level of poverty. Most of the population is engaged in farming, mostly plantation crops, and many young people move to cities to work in various sectors, mostly in the manufacturing sector. Several female residents run micro-level businesses, especially snacks with local ingredients

Researchers use the Action Research (AR) approach with the consideration that AR design allows for a flexible bottom-up process and the ability to produce practical and innovative solutions. AR is a research approach aimed at taking action and creating knowledge or theory of action to find solutions to practical problems (Erro-Garcés & Ramírez-Ávila, 2020). This study is intended not only to understand the phenomenon of poverty in rural areas but also to make changes through community empowerment so that they can contribute to reducing poverty levels in villages. The complexity of the phenomenon of poverty in the village requires a flexible method so that it can be modified or reoriented in research design. The methods commonly used in the study of poverty and entrepreneurship are quantitative and qualitative, the purpose of which is to obtain an explanation or understanding of the phenomenon that is the focus of the study. While this study uses a different paradigm because besides understanding the dynamics that occur, this study also seeks to obtain formulas or best practices in dealing with poverty through the development of entrepreneurship.

The original AR format consisted of four round phases(Winkler et al., 2018), includes planning, acting, observing, and reflecting which is illustrated as follows:



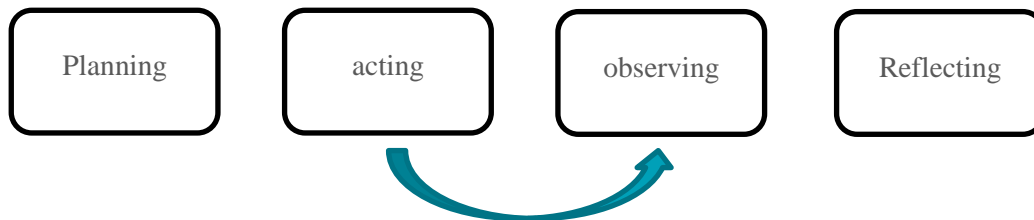


Fig 1. Research Process

The planning stage includes immersion, to identify the characteristics of the context and participants, so that researchers have sufficient information to make changes. Researchers conducted field observations, informal discussions with government institutions at the provincial, district and village levels, as well as village communities. The problem of low entrepreneurial efficacy, business insight, and individual capacity to develop their business emerges at this stage. Internal team discussions were carried out to plan the form of activity for further discussion with the relevant agencies. Psychological capacity building in the form of entrepreneurial efficacy is the first activity because observations and in-depth interviews with various stakeholders indicate low public confidence in entrepreneurship (Reichmann, 2014).

Acting is the stage of executing planned actions to achieve change. Several activities include increasing entrepreneurial efficacy, increasing knowledge of processed food that meets health and quality standards, knowledge of packaging and branding, increasing production capacity.

The next stage is observing. Observing includes field visits and mentoring through the whatsapp group. The observation takes into account the dynamics of the environment because this study is being carried out in 2021 when the pandemic is increasing and there is a national policy regarding limiting mobility and limiting crowds of people. The fourth stage, namely reflecting, is the stage to evaluate whether the action given was successful or failed. Reflecting is carried out starting from the mentoring stage, because evaluation and observation become material for the researcher's reflection to monitor the progress of the participants.

Participants were selected after informal discussions with related agencies through a purposive approach with several criteria that were not too rigid in accordance with the main goal of empowerment so that they could get out of capability poverty and income poverty.

The criteria determined are villagers who already have businesses but are still at the entry-level, and candidates who also show a desire to change. Through communication between researchers, related agencies, and the village government, 20 participants were selected who were already involved in the food processing business. We chose the food sector because the food sector has proven to be resilient in the midst of a pandemic crisis, and there is a tendency for people in Java (Indonesia) to look for food that is more affordable in the midst of a crisis/pandemic.

### **FINDINGS**

This research was conducted in one of the villages which is considered a poor village, the purpose of which is not only to study the phenomenon of poverty but also to innovate and change through the development of rural entrepreneurship. In rural communities, lack of capability is an important element that can impact income poverty (A. Sen, 2000).

This study provides various important insights, especially for policy makers (local governments) in their struggle to overcome the problem of poverty. Several interviewees consisting of village officials and the community who were interviewed stated that at first they were skeptical of the various capacity building efforts provided by the local government. Capacity building is usually carried out in the form of counseling and training which is top-down in nature so that it does not always match the needs. Skepticism also arises from the lack of sustainability of various previous programs, so that they tend to be more aimed at absorbing the government's budget. Although there is still confidence in the benefits of various previous programs, the claims for success are unclear because the outcomes have not been measured. such as the absence of data on how many businesses have increased in terms of production size, market share, or business income. Synergy between institutions is also not optimal because village officials who handle village economic development have not been involved in the coaching process to the fullest. The problem many face is that the knowledge they gain from counseling and training cannot be immediately implemented because of various problems encountered in the field, while they cannot communicate these problems because the training activities have ended. From an administrative standpoint, the implementation of the training is still limited in producing output in the form of the quantity of participants and budget absorption. however, it has not produced measurable outcomes in the form of increased income and more fundamental impacts such as a

reduction in the poverty rate in rural areas. The lack of optimal coordination between government institutions at various levels is an institutional obstacle that causes efforts to encourage rural entrepreneurship to overcome poverty to be not optimal.

The results of observations and informal interviews with participants indicate that there is still a lack of entrepreneurial efficacy. Unstructured interviews with various participants also indicated their skepticism about the benefits of the activity. Several participants stated that they did not have confidence that this activity could encourage their productive activities by considering various factors such as their objective condition. The distrust factor among participants was identified during mentoring and observation. The disharmony of this relationship reduces the intensity of collaboration and communication so that it becomes a significant obstacle to business development.

Regulatory support to encourage the formation of a business ecosystem at the village level has not been optimal, although there have been several regional regulations in Pekalongan Regency such as regulations on Village-Owned Enterprises, village cooperation, and rural area development. The existence of Village Owned Enterprises needs to be encouraged through regulations at the village level to develop village entrepreneurship, for example in the form of arrangements for facilitation and incentives for community business actors. The implementation of village cooperation regulations is also not optimal because there is no visible form of systemic cooperation between villages. These constraints on the development of rural entrepreneurship are called regulatory constraints because they are related to the implementation of regulations.

At the end of the mentoring which took place one year after the capacity building activities were carried out, only four out of twenty participants survived and the rest did not experience significant changes from their initial conditions. When viewed from a quantity side, the success rate is very small because only 20 percent of the total participants survive. Even though it was beyond expectations, their business performance was very good, they even formed a Joint Business Group to maintain business continuity which succeeded in becoming a supplier for a large company engaged in food processing. The existence of this Joint Business Group can later become a mentor and encourage other business people to develop their business.

## CONCLUSIONS AND IMPLICATIONS

Efforts to overcome the problem of poverty are still a big agenda in the world, especially in developing countries, including in Indonesia. The trend of reducing the poverty rate has stopped as a result of the pandemic which has massively affected every aspect of productive economic activity. Taking into account the contextual conditions and characteristics of poverty which are dynamic, multidimensional, it requires higher involvement and cooperation between the academic world, practitioners, (regional) government, and the community or business people, especially in rural areas. Various empirical evidence can be used as material for reflection for poverty alleviation efforts or replicated and modified according to cultural and societal characteristics.

This study supports the view that entrepreneurship has the potential to overcome poverty if various inhibiting factors can be minimized. These obstacles are institutional barriers, personal barriers, and regulatory barriers. Efforts to build rural entrepreneurship cannot be done partially and temporarily. Social capital in rural communities needs to be strengthened during the mentoring process, including through open communication so as to minimize potential conflicts due to negative sentiments or prejudices.

This study has implications for the realm of policy and practice. Policy support is needed down to the village level in the form of village regulations so that efforts to encourage rural entrepreneurship are more comprehensive and systemic. Synchronization of regulations at the regional (district) and village levels will ensure the continuity of efforts to reduce poverty through entrepreneurship. This action research can be developed and improved by considering various reflective points to be used as material for planning further activities, not as partial activities.

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# Neuromarketing Algorithms for Digital Marketing Strategies: Ethical Considerations

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## ABSTRACT

New advances in neuromarketing contribute to the competitiveness of businesses and consumer marketing strategies. Nevertheless, the increasing use of neuromarketing algorithms in consumer response prediction and classification, such as Artificial Neural Networks (ANN), Support Vector Machine (SVM), and Linear Discriminant Analysis (LDA), among other machine learning (ML) algorithms for analyzing customer behavior and preferences is often followed by ethical concerns. This research, relying on a rule utilitarianism theory, attempts to develop guidelines for neuromarketing strategies to develop and capture value within the ethical boundaries of customer behavior, segmentation, and targeting. Neuromarketing opportunities and ethical considerations are investigated through a systematic literature review and semi-structured interviews with practitioners and academic researchers. By combining the theoretical and practical insights, ethical issues were found, which can be mitigated through guidelines, divided into stakeholder groups. Hence, the model can serve as a framework for ethical neuromarketing strategies and practices. Because of the fast-changing nature of neuromarketing technologies, the exploration of ethics and the field will be a continuous topic. The outlined guidelines can serve as a starting point for future research.

Keywords: Neuromarketing, Neuromarketing Opacity, Neuromarketing Algorithms, Nudge Marketing, GDPR, Ethics, Bias, Privacy, Marketing Automation, Machine Learning.

## **The Impact of Chinese FDI on Infrastructure Development in the Selected African Countries**

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### ABSTRACT

This study aims to investigate the impact of Chinese FDI on infrastructure development in selected African countries. The empirical analysis estimates by using a panel data approach for a set of African countries spanning from 2003-15. These empirical-estimation has been carried out through fixed effects technique. The findings of the study reveal that, Chinese investment has a positive impact on infrastructure development in the sample countries. Based on study findings, it is safely concluded that Chinese investment and infrastructure quality move parallel in the sample countries. Key Words: Foreign Direct Investment, Infrastructure Development, Panel Data.

## **The impact of trade openness on the human capital through traditional and contemporary mechanisms**

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### ABSTRACT

In 2015, the United Nations (UN) developed the sustainable development goals that primarily aims to end poverty, protect the planet and ensure global prosperity by the end of 2030. In 2013, Chinese government launched the Belt and Road Initiative (BRI) which strongly adhered to the sustainable development goals with major emphasis on promoting technology transfer, economic growth and stringent environmental regulations to have a better world. The BRI highly promotes trade openness, technological innovation and improved human capital. Therefore, there is significant attention and evidence that supports the influence of wage levels,

technological progress, fund input, credit constraints mechanisms on the human capital. However, to achieve the targeted goals it comes with an opportunity cost of environmental degradation and concerns. Therefore, environmental regulation and its related government policies is also an important perspective for trade openness that influences the human capital. This research established a theoretical framework to examine the influence of trade openness on the human capital from traditionally used mechanisms such as (wage price mechanism, technological progress mechanism, fund-input mechanisms and credit constraint mechanisms) and a novel contemporary potential environmental regulation mechanism. The theoretical foundation is further supported by the human capital theory, wage theory, classical growth theory, neoclassical growth theory, endogenous growth theory, environment and sustainable growth theories. The proposed research establishes the underlying assumption that there is influence of trade openness on the level of human capital both from the traditional (wage price mechanism, technological progress mechanism, fund-input mechanisms and credit constraint mechanisms) and environmental regulation perspective. It provides theoretical support for BRI countries with similar economic, financial and technological conditions to aggressively implement more stricter environmental regulations from the viewpoint of trade openness and the human capital. In this view, the study has specified three main objectives that act as a driver towards the examination of a broader perspective. The first objective of this research was to explore the impact of trade openness on the human capital from a technological perspective. The second objective was to address the impact of trade openness on the human capital from a fund-input perspective. The third objective of the study is to explore the influence of trade openness on the human capital from an environmental regulation perspective. Moreover, to ensure the innovation this study proceeds from the previous studies that focused on the impact of trade openness on the human capital from the wage price, technological progress, fund input and credit constraint mechanism and also incorporated the environmental regulation perspective. Moreover, it employed the panel data from the Belt and Road countries to generalize the results. The key innovation of this paper is to provide both the theoretical foundation and empirical evidences that supports the existing conceptual framework and econometric modelling. This study has investigated the traditional and contemporary diverse mechanism through the direct (linear), non-linear and moderating/interaction effects (wage price mechanism, technological progress perspective, fund input mechanism, credit constraint mechanism and the environmental regulation perspective) in order to determine the influence of trade openness and the human capital. The empirical evidences will also be of significance for theorist, academic scholars and policymakers.

The panel data is employed for this research consisting of 38 countries over the period 1990-2019, including Armenia, Azerbaijan, Bahrain, Bangladesh, Bhutan, Brunei, Burma, Cambodia, China, Georgia, Hong Kong, India, Indonesia, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Malaysia, Mongolia, Nepal, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Sri Lanka, Tajikistan, Thailand, UAE, Uzbekistan and Vietnam. The world development indicators online dataset, the global economy dataset, Labor Statistics Yearbook of respective countries etc. are used to extract the relevant data of the research variables. Moreover, both the static and dynamic Generalized Moment Model (GMM) was applied to test the econometric model using Stata 24 a statistical software package and to support the hypothesis of the current study.

The main findings of this research are as follows: The first result indicated that wage price mechanism negatively and significantly influenced the association between trade openness and human capital. The trade openness has increased job prospects and incomes in labor-intensive sectors, as well as the opportunity cost of workers' human capital investment, resulting in a negative correlation between wages and human capital level. The second result shows trade openness and the foreign direct investment both positively and significantly influence the human capital. It explains the transfer and spillover of technological expertise from international trade and foreign direct investment helps to build human capital. Thirdly, there is a positive and significant influence of educational fund input and intensity of research and development on the human capital. Most importantly, the environmental regulations have formulated a negative and significant impact on the human capital. It explains environmental regulation has a long-term U-shaped impact on the human capital, and current environmental regulations are conducive to raising the human capital level in selected Belt and Road countries. Lastly, there is a positive and significant association between economic growth and the human capital. It explains an increase in per-student educational funds input is also favorable to promote educational growth and human capital accumulation, whereas an increase in research and development spending is encouraging for the creation of the demonstration effect, thereby promoting human capital accumulation.

The following policy recommendations were made based on the results of this analysis. To begin, selected Belt and Road countries from the Asian region should promote education not only by increasing government educational support policy but also by directing the entire society toward educational investment, based on the cumulative effect of the human capital. Second, governments in both developed and emerging Asian economies should work to promote green and low-carbon foreign investment while discouraging high-carbon investment. Sustainable green economies are one of the top priorities of the Belt and Road Initiative and adhere to UN

sustainability goals. Third, Asian economies should gradually increase environmental regulation, encourage the growth of green technology and environmental protection industries, and make a profound shift in industrial structure to fundamentally promote the accumulation of human capital, as outlined in the Belt and Road Initiative's main agenda. Fourth, Asian regulatory authorities must implement supply-side structural reforms, actively adjust industrial structure to foreign trade competition, compete in the international market with green products, gradually improve job skills structure, and upgrade industrial structure and human capital accumulation. Finally, Asian regulatory authorities, especially those in developing economies, must increase research and development expenditure, increase demand for high-level talent, and encourage human capital accumulation. This study enriches the theory of sustainable development of both environment and economy.

**Phenomenology of game live streaming culture: the 'ludospectator' and the reconstruction of a hybrid, fluid and unstable identity.**

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ABSTRACT

One of the mutations that video game has undergone is its alteration and synthesis into game-video: the gaming performance act transforms into spectacle, a post-television genre consumed on another screen. The growing popularity of the phenomenon, known as the act of 'watching others play' (Getomer, Okimoto, Johnsmeyer 2013) motivates the investigation of the new identity assumed by the 'ludospectator': it is no longer possible to refer to the (ludic) player as a mere consumer of the video game medium; they are both player and spectator within a cultural, social and economic circuit that develops on multimedia game live streaming platforms. Here, developing unique relationships of production and consumption, the player takes on multiple forms approaching a hybridised audience identity, where as performer, observer, player and actor, they do not present a crystallised role and identity, but rather a fluid one. The research focuses on Twitch.tv, a platform designed to encourage long-term financial and emotional support from audiences through social aggregation practices (Taylor 2018). The aim of this paper is to outline the new spectator identity generated and imposed by

Twitch through the analysis of the platform's own recognition modes, expressed by the content creators operating on it and by its audiences. It is possible to demonstrate how the relationship between spectator and player is in fact constituted by a mobile and plural 'game' of diffuse recognition processes (Scarpelli 2021) such as to make the 'ludospectator' a provisional, unstable and constantly changing identity. Twitch is understood here as a new form of cinema that starts from the interactivity of the video game and ends in the inter-passivity of audiovisual enjoyment (Pfaller 1996). Finally, this study is part of the doctoral research I am conducting, whose aim is defining the consuming practices of game live streaming culture.

## **Wealth Tax Implementation in the Context of Turkey's Minority Policies**

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### ABSTRACT

Due to the lack of absolute consensus on the exact meaning of the word minority in various official agreements, minorities across the world are generally not treated fairly. Therefore, discussions on minorities continue from past to present. The rights and problems of minorities emerged with the "nationalism movement" that spread with the 1789 French Revolution. While Turks generally considered minorities as symbols of society, the achievement of social and social gains by minorities on Ottoman lands during the War of Independence was seen as an important victory. Minorities living in Türkiye have had equal rights and freedoms with Turkish citizens without being subjected to strict discrimination. However, there were some negative political approaches towards minorities in the single-party period of Türkiye.

Turkification strategies applied throughout the Republican period had an effective and decisive role between the central authority and the non-Muslim country. Wealth Tax has been discussed for a long time in Turkish political life, as it is seen as a "one-party state policy" against the rights and freedoms of minorities. The military successes of the Germans in the Second World War encouraged racist movements that harassed their minorities during the war, and became one of the effective reasons for the Wealth

Tax in Türkiye in 1942. The purpose of the tax was to generate large revenues from some business lines that had "big" revenues by taking advantage of the Second World War environment. In this study, in the light of Türkiye's minority policies, the Wealth Tax application will be evaluated in the context of the international conjuncture.

Keywords: Türkiye, Wealth Tax, The Second World War, Economy, Minorities.

## **Challenges to Distance Teaching and Learning in the State of Kuwait's Public Higher Education Institutions During the Coronavirus Pandemic Era from the Viewpoint of Students: A Mixed Methods Study**

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### ABSTRACT

The study aimed to highlight and identify the challenges encountered by Kuwait public higher education institutions students throughout the practice of implementing distance/remote education (electronic, Internet/web-based, mobile, and virtual teaching and learning) system during the Coronavirus (COVID-19) pandemic from their point of view. This descriptive, analytical, and evaluative study adopted the mixed methods research design. The online questionnaire, informal semi-structured interviews, and focus groups discussions were used to collect data. A stratified random sample of 5,000 students from Kuwait public higher education colleges and institutes participated electronically in this research study - using information and communication technology (ICT) tools such as email, social networking/media apps, and video conferencing software platforms - during the fall, spring, and summer semesters of 2021/2022 academic year. The results indicated that the degree of satisfaction among the students at Kuwait public higher education institutions towards distance/remote teaching and learning practice was generally "high". This gives a positive impression towards moving forward to continue employing and adapting it as an effective and important teaching and learning tool along with the traditional teaching and learning method, and/or when the conventional teaching and learning strategy is not available/possible due to unusual/exceptional natural, political, and health conditions related to crises, disasters, epidemics, and so on.



However, it is imperative for the administrators of public higher education institutions in Kuwait to pay close attention and take care to overcome the many challenges, obstacles, problems, and difficulties that faced their students during this exceptional/unusual experience, which were divulged by the outcomes of the current research study, and strive to find proper and effective solutions to them to increase the success of this educational experience and reap the desired educational benefits. Among the most prominent of these challenges revealed by the results are the following: (1) the technical problems related to the Internet, communication networks, software, and hardware beyond the control of the teacher and the student during lectures and/or exams (N = 3,072, % = 61.4), (2) the short period of time granted to students to take the exams, despite the large number of questions and their difficulty, to avoid cheating (N = 1,778, % = 35.6), and (3) the lack of sympathy/concern, consideration, appreciation, and understanding for students' technical problems, their circumstances, and conditions, and holding them accountable for that by punishing/penalizing them, and sometimes treating them with abuse, cruelty, and rudeness (N = 1,447, % = 28.9).

## **Sustainable Practices: Opportunities and Challenges of Fashion Entrepreneurs in India.**

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### ABSTRACT

The need of the hour to deal with the alarming climate changes is to adapt sustainable practices. All industries including the fashion industry are moving towards sustainability. In 2020-21, India also has understood and progressed further on achieving the Sustainable Development Goals (SDGs). Globally around 61.2% of Fashion firms, for their personal interests and competitiveness, were dealing with sustainability, and as per the Sustainable Fashion Report 2020 it is predicted to increase to 89%. Fashion entrepreneurs are people who are in the business of fashion-related products such as apparel, fabrics, footwear, accessories, home furnishing and other products. This paper aims at understanding opportunities and challenges of Indian fashion entrepreneurs in promoting sustainability an in-depth study is conducted by collecting data from six Indian fashion firms following sustainable practices. Convenient sampling technique is used to collect the data. The Methodology selected was a case study approach by conducting interviews with management and founders of the fashion firm.

In this paper, each firm is taken as a case and the opportunities

and challenges faced by them are understood and analysed. While studying these cases an analysis of their achievement in fulfilling the sustainable development goals (UNICEF) were also considered. On reviewing the business models of these fashion firms, it was found that, when it comes to raw material they are 100% following sustainable practices, 80% are running a profitable business with a good road map for future developments. Though their products are niche, they have created a unique position for themselves in the industry. They also are educating and promoting sustainable concepts among their target groups. Some of the challenges faced by them are lack of proper awareness on competitive advantages, training, time, government support, funds, etc., which are known facts. But each firm also has its unique opportunities and challenges which the paper discusses.

## **Whistleblowing as a subject of research in the social sciences – a systematic literature review**

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### ABSTRACT

Whistleblowing is of interest to researchers from many scientific disciplines in the social sciences. The diversity of perspectives on the issue causes some confusion in perceiving and describing the phenomenon. The aim of this paper is to present the results of a systematic literature review on whistleblowing. The results indicating the interest in this issue will be presented: number of publications over a period of 10 years, leading research centres, and main research directions (research subject). The outcome of the literature review will be to identify research gaps with a particular focus on the cultural determinants of whistleblowing.

## **A Study on Challenges Faced by Women Entrepreneurs of the Fashion Industry of Hyderabad, India**

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### ABSTRACT

In current global scenario, Women Entrepreneurs are playing a vital role in enhancing economic activity of country by taking challenges

in competitive business world. Women Entrepreneurs are groups of women who initiate, organize and control a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Women's inherent personality of being presentable and styling as per occasion has led them to the field of fashion. Many a times they do not require any formal education to start a venture in the field of fashion. Fashion is dynamic, and in the modern times it encompasses a larger trend to follow due to the availability of social media, women are able to keep up with global trends. This has given rise to many women fashion entrepreneurs. These women undertake activities that range from designing, manufacturing, trading to styling which includes apparels, saris and accessories. All women Entrepreneurs have some general challenges they face but a few challenges are specific to fashion entrepreneurs. The study is done with a qualitative approach through personal interactions and focus group surveys with leading 10 women fashion entrepreneurs of Hyderabad. This paper focuses on the challenges faced by these women fashion entrepreneurs. These challenges could be social, personal and professional in nature. Key words: Women Entrepreneurs, Fashion, Challenges, Problems, Issues

## **Drivers for Women Entrepreneurship in Central Asia: A Case Analysis of Kazakhstani Enterprises**

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### ABSTRACT

Despite traditionally being dominated by men, the business sector, particularly the area of start-ups, has shown in successive GEM report that this landscape is shifting rapidly in certain countries. Many governments include the promotion of women's entrepreneurship within their economic and social development policy portfolios, government loan, international and local support programs. In many (but not all) economies, raising the percentage of female entrepreneurship to that of male entrepreneurship will significantly boost the number of new enterprises, creating new jobs and income opportunities, frequently

for those who need them most. GEM report shows the level of entrepreneurial activity among both men and women for the almost fifty countries, including Kazakhstan where the ratio of women in technological filed startup exceeds that of men, which is in top four countries across global in this rating. The aim of this paper is to analyze and identify drivers, motivations for starting new business and exiting reasons of Kazakhstani women entrepreneurs. Observing the realization of local and international supporting programs such as "TechWomen" is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs, Women in Tech Network, "Zhanartu" charity foundation, non-profit organization "Techno Women" through interviewing of an official ambassadors and directors of the organizations. After analyzing of the GEM report, interviewing processes, and observing of the supportive organizations, profile of the women entrepreneur in technological field in Kazakhstan look like as showed the highest rates of startup activity among the Japan, India, and South Korea, reported building wealth as a key startup motivation, shows plans to use more digital tools, almost three times more likely than men to start businesses in the Agriculture, Forestry & Mining sector, more likely to report starting a business in the ICT sector compared to men. They are not solopreneurs and reported starting a business with twenty or more employees. Most women entrepreneurs in Kazakhstan are in small and medium size businesses, which is approved during the interviewing process. Over half of women entrepreneurs in Kazakhstan reported holding a graduate degree, while the majority of women entrepreneurs in India, Japan and South Korea have at least a secondary education.

Kazakhstan stands out for having strong intentions and activity levels across the board for all stages of the entrepreneurial lifecycle. Both men and women have higher rates of business exits. Importantly, women entrepreneurs in Kazakhstan are highly motivated by wealth building, have a strong focus on national and international markets, and tend to start businesses with more employees than is the case for women entrepreneurs in the other three countries studied in this region. Kazakhstan was in the youngest age group, 18-34, compared to about a quarter in Japan and South Korea. Importantly, in Kazakhstan, women are the only entrepreneurs offering innovative products services at the national level and represent half of the entrepreneurs in that country bringing innovative offerings to international markets. However, women entrepreneurship in Kazakhstan is developing now in a good level, but still needs to have a support both innovation and business to expand from small, medium sized businesses to large businesses. As fundamental elements to enhance competitiveness and boost productivity. Productivity growth is a key driver of economic growth and convergence. It is also the channel through which countries generate the resources needed to lift standards of living and reduce inequality.

Keywords: Women Entrepreneurship, TechWomen supporting programs, small-medium enterprises (SME), tech startup activity, innovation drivers.

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## **The silent scream: Reflected by Comparative Literature**

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Comparative literature, which investigates the interaction, changes, transformations between national literatures and others arts, is the science of literature that can enlighten the development of national literature by freeing it to enrich. It concentrates on comparing cultures deals with the prejudices and stereotypes between cultures and desires the emergence of "us" from the concepts what is foreign and what is one's own. In our comparative literature didactic lectures, we work on Images, motives in the circle of interculturality based on the intertextuality. From that point of view we will emphasize the fear which have many faces, and horrid of the foreign /other refer to the texts of American; German and Turkish authors such as Edgar Allen Poe, Johann Wolfgang von Goethe. E.T.A. Hoffmann and Elif Şafak. We would also mention painters who portrayed the fear from the foreign and the horror of war and death in their paintings such as Tiziano Vecellio (1488-1566) Pablo Picasso and Edvard Munch.

Based on the comparative method we would to criticize In the works from these authors how they reflected the Reflection of the Image of the devil and angel, the Religion, the culture of the foreign. the east- west conflict. the orientalism and also the acceptance of the foreign with a humanistic perspective based on their human psychology. So we will try to interpreted on the basis of these works which values can be common in intercultural text and medial analyses

### **The Impact of Special Economic Zones (SEZs) on Economic Growth – Where the Absorption Capacity of Domestic Labor Stands?**

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#### **ABSTRACT**

This study designs to test the hypothesis that nine Special Economic Zones under China-Pakistan Economic Corridor (Appendix D) will contribute in Pakistan's economic growth through technological spill overs. The extent to which a country can benefit from SEZs through technological diffusion is also believed to be sensitive to the country's capacity to absorb international knowledge/technology in its

production process. The present study develops a theoretical model and a panel empirical model to test whether the Special Economic Zones affect the technological absorption and economic growth through the domestic Human Capital in the Asian countries. To assess these hypotheses we have employed advanced econometric technique. The results indicate that the technological enhancement accumulates the economy but from other channels. The human capital remains unaffected in this nexus. Therefore, certain policies are mandatory for the developing countries to employ before any foreign intervention in the domestic soil to gain the much awaited dynamic or long-run benefits. Key words: Total Factor Productivity, Human Capital, Technological Transfer, CPEC, Special Economic Zones JEL Classifications: D24, J24, C23.

## **The Level of Listening Skills of Junior Public School Teachers Based on Hopkins Listening Test: Towards a Retooling Programme**

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### ABSTRACT

Teachers must have patience, compassion, the ability to inspire and Good Listening Skills. Listening skills are incredibly important skill for teachers. It is difficult for a teacher to know what needs to be taught unless he/she can hear what is missing, what needs clarification and what is understood. If a class of any age feels the teacher does not hear them, their needs or their concerns, then the learning skill will suffer whether the teacher knows it or not.

It is important for teachers to actively listen to the class in a sincere and meaningful way. During instruction, the teacher who uses open dialogue should listen to each student's contribution intently. This promotes participation and helps the students feel secure while learning in the classroom. Also, if the teacher lectures then asks questions, he / she should be sure to listen to student's replies without having a prepared response to an assumed answer. Although a teacher must multitask, when actively listening, listening must be the priority.



This study was undertaken to assess the level of listening skills of teachers of a junior public school based on Hopkin's Listening Test using descriptive method of research with a retooling program as an output.

The respondents were the seventy-four (74) teachers of junior public high school who undertook the listening test using the Hopkin's under the English International Communication (TOEIC) listening test acquired to determine the significant relationship between the teachers' listening skills. Data were treated using percentage, weighted mean and chi square in determining the significant relationship between the teachers' listening skills and the level of this skills versus the respondents personological.

The study revealed that majority of the teacher respondents were teacher education graduates and need to pursue higher education degree.

Using the weighted mean, majority of the teacher respondents from the different departments got low results with the perception of those coming from the English and Science Departments.

When categorized into kinds of listeners, majority of the teacher respondents belonged to Level 1 categorized as Internal Listeners, followed by those who fell under the category of Focused Listeners. Few respondents were found to be globally Listeners.

When significant difference was tested using the chi square, a significant difference was found existing between the personological and the listening skills and level of listening of the teacher respondents.

Based on the findings of the study, teachers are qualified to teach with their educational background, however, enrolling and finishing their graduate degree majoring in their field of specialization is needed.

Aside from the graduate degree there is a need for a listening retooling program for all teachers from the different departments of the school.

*Keywords: Hopkin's Listening Test, Level of Listening (Internal, Focused and Global Listener) and Personological*