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## Exploring Women's Entrepreneurial Leadership in Mexico: A Role-Based Analysis of Motivation and Decision-Making

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### Abstract

Women entrepreneurs in Latin America play a pivotal role in fostering economic development through establishing businesses and creating employment opportunities. However, research suggests that temporal and location-specific factors influence the motivations driving women to embark on entrepreneurial ventures. Existing scholarship posits that women in developing economies often gravitate towards entrepreneurship due to "push" factors, including economic necessity and the desire for a work-life balance. In contrast, their counterparts in advanced economies tend to pursue self-employment driven by "pull" factors, such as the pursuit of self-actualization and independence. This study introduces a novel conceptual framework to comprehend women's entrepreneurial leadership in the Mexican context. It does so by delving into the perceptions and experiences of women entrepreneurs within their leadership roles. Drawing on Stewart's model of role demands-constraints-choices (DCC), this research explores the multifaceted dimensions of women entrepreneurs' perceptions regarding the demands, constraints, and choices intrinsic to their leadership roles. It seeks to identify the principal determinants influencing Mexican women entrepreneurs' decisions to establish and operate businesses, thereby addressing a conspicuous gap in the existing literature concerning women's entrepreneurial leadership. This study uses a qualitative approach through semi-structured interviews to uncover distinctive motivations driving Mexican women entrepreneurs. Their endeavors are primarily motivated by the imperative to secure income, provide for their families, and enhance their living conditions. Significantly, these findings reveal that the motivation underlying women entrepreneurs in Mexico diverges from the patterns observed in other emerging economies, contributing valuable insights to the discourse on women's entrepreneurial motivations.

**Keywords:** Women Entrepreneurship, Push and Pull Motivational Factors, Mexico,

International Entrepreneurship, Entrepreneurs.

## **Navigating Ethical Considerations in the Application of Neuromarketing Algorithms: Insights from a Multi-Method Study**

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### **Abstract**

The rapid advancement of neurotechnology has substantially enhanced the competitive landscape of consumer marketing strategies. In particular, the proliferation of AI/ML algorithms within neuromarketing has significantly contributed to predicting and classifying consumer responses, enabling a deeper understanding of consumer behavior and preferences. However, this burgeoning AI/ML algorithms integration in consumer marketing raises critical ethical concerns. This study adopts a rule utilitarianism framework to systematically explore the ethical dimensions of using neuromarketing algorithms. The investigation extends to the impact of these algorithms on consumers' privacy, human rights, and various ethical considerations. A multifaceted investigation was undertaken to comprehensively address these concerns, encompassing a systematic review of the literature, a survey, and semi-structured interviews involving expert practitioners and academics from the United States and Spain. Furthermore, a comparative analysis was conducted with the European General Data Privacy Regulation (GDPR) to assess the pertinence and consequences of regional data protection policies. This research identifies key neuroethics considerations and opportunities for integrating AI/ML algorithms in neuromarketing. Furthermore, it proposes policy recommendations to mitigate the ethical challenges of implementing neuromarketing algorithms. These recommendations serve as a valuable framework for fostering responsible and ethically sound consumer marketing practices, ensuring businesses can harness the power of neurotechnology while upholding the highest standards of ethics and privacy.

**Keywords:** Neuromarketing, Neuroethics, AI/ML Algorithms, GDPR, CCPA.

## **Understanding the Internationalization of Turkish SMEs: A Multidimensional Analysis**

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### **Abstract**

Expanding businesses abroad is an increasingly important strategy for enterprises to reach new customers and global markets. However, due to their limited resources, the internationalization process presents challenges and opportunities for small and medium-sized enterprises (SMEs). This paper explores the internationalization of Turkish SMEs, a relatively under-researched segment in international business literature. It focuses on the role of entrepreneurs in initiating internationalization and examines the motivations, entry modes, and challenges Turkish SMEs face.

The research applies a multidimensional analysis to develop a comprehensive framework for understanding the internationalization process of Turkish SMEs. It employs a multi-method approach, combining a comprehensive survey, semi-structured interviews, and bibliometric analysis to understand the factors influencing Turkish SMEs' internationalization. Drawing from a qualitative approach, this research collected data from Turkish SME officials, senior management, and decision-makers. A bibliometric analysis of existing literature from 2019 onward contributes to building a comprehensive understanding of the internationalization of Turkish SMEs. The findings shed light on the complex and multifaceted nature of SME internationalization in Turkey. Preliminary results from the survey indicate that approximately 43% of respondents do not plan to internationalize in the next six to twelve months, while 40% are actively pursuing internationalization. The semi-structured interviews provided valuable insights into Turkish SMEs' motivations, challenges, and strategies when expanding abroad. For instance, the saturated home market and economic recession in Turkey motivates some SMEs to internationalize.

They also indicated to acquire new skills from their partners in host countries. Internationalization also helps Turkish SMEs to develop innovative products for new customers in different regions. Exporting seems to be a major initial step for internationalization of Turkish SMEs. Exhibitions and previous contacts in foreign markets substantially provide new opportunities to Turkish SMEs for internationalization. Furthermore, Turkish SMEs have the ability to sustain their international connections that have been established before. They indicate that Turkish SMEs can provide high quality products with lower prices for foreign customers.

This study offers insights into Turkish SMEs' drivers and challenges in their internationalization endeavors. It also presents a more in-depth understanding of the role of entrepreneurs in shaping internationalization processes. The findings contribute to the extant literature by addressing the gap in the internationalization process of Turkish SMEs.

It underlines the significance of understanding the diverse factors affecting the internationalization of SMEs in emerging markets. It also stresses the need for tailored support and policies to help Turkish SMEs navigate the complexities of global expansion. For example, the support from businessmen or trade associations seems to change for internationalization of them. While some of them indicate significant support from these associations, others have some complaints. The findings have implications for theory, practice, and policy, particularly in supporting the growth of the Turkish SME sector and its contribution to the country's economy. Further research can expand on this study to encompass other emerging markets and contribute to a more comprehensive understanding of SME internationalization in a rapidly changing global landscape.

**Impact Level of Gamification on Reducing Anxiety & Increasing Motivation Among  
Elementary School Students Towards Mathematics  
(CONFERENCE BEST PAPER AWARD)**

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**Abstract**

Type or Copy/Paste: Mathematics is considered as one of the hardest scientific subjects for students to learn at schools, and educators have been constantly looking for new technological solutions that can make the learning process of this subject easier and more efficient. This research aimed to explore the impact of an educational-technological strategy called; Gamification in increasing the motivation level and reducing the anxiety level of elementary school students towards mathematics. An experimental-methodological approach was employed in a parallel design to measure the attitudes of 121 male and female elementary school students before and after utilizing it. A questionnaire containing 25 questions was used to collect data. The results of the research showed that gamification as a teaching strategy, plays a huge role in reducing the level of anxiety and increasing the level of motivation of students towards mathematics, as statistical significant differences were found. Accordingly, the study concluded with a set of recommendations, most importantly is the adoption of gamification as a teaching strategy in scientific subjects for several categories of students.

# **Kuwait University Academic Staff's Perceptions Towards the Use of Distance Teaching and Learning System During the Coronavirus Pandemic Crisis**

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## **Abstract**

The study aimed to measure the perspectives of members of the academic staff at Kuwait University (KU) towards the experience/practice of using distance teaching and learning system (electronic, web-based, mobile, and virtual) during the Coronavirus (COVID-19) pandemic crisis—their degree of acceptance and approval with the new alternative teaching and learning strategy. In addition to revealing the effect of some independent variables (i.e., gender, type of college, type of specialization/major, prior experience in using electronic teaching and learning management platforms, and years of professional experience) on the level of their acceptance, approval, and satisfaction with this distance/remote education system. This study adopted the quantitative, descriptive, survey, analytical, and evaluative research design as the research methodology entrusted with the completion of its investigative research objectives.

The online questionnaire was used to collect data. A stratified random sample of 260 members of KU's academic staff participated electronically in this research study during the fall, spring/winter, and summer semesters of 2021-2022 academic year. The results indicated that the degree of acceptance/agreement and satisfaction among the academic staff members at KU towards distance/remote education practice was generally "high" ( $M = 3.74$ ,  $SD = 0.41$ ,  $RII = 0.75$ ). Where the estimates of the academic staff indicated that the degree of their acceptance/approval and satisfaction with the new alternative emergency educational system (distance/remote teaching and learning) was "high-very high" in all of the study's domains/indicators. The findings of the study also revealed that there were statistically significant differences at the significance level of 0.05 ( $\alpha \leq 0.05$ ) between the responses of KU academic staff members with regard to the degree of their acceptance/approval and satisfaction with the practice of distance education due to the variables of gender (in favor of the female group), the type of specialization/major (in favor of the category of humanity and social sciences specializations), prior experience in using electronic teaching and learning management platforms (for the benefit of those with previous experience), and years of professional experience (for the category of less than 10 years). The study concluded with some recommendations.

## **Study of Emotional and Cultural Longing of India in Jhumpa Lahiri's Interpreter of Maladies**

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### **Abstract**

**Key words:** Diaspora, Socio-social reasonableness, Migration, Indianness, Endeavor.

Indian diasporic composing made its milestone passage with the works of Salman Rushdie, Bharati Mukherjee, Jhumpa Lahiri, Amitav Ghosh, Rohinton Mistry, and Vikram Seth have earned popularity while dwelling abroad. One of the significant parts of these writers is that they compose transcendently the encounters of relocation. They have given more strength to the investigation by managing not just with a geological disengagement but also a socio- social reasonableness to their country. Jhumpa Lahiri is one of the most famous and achieved writers of the Indian Diaspora. She possesses a critical spot in world writing. Her works manage the subjects of migration, uprooting, loss of personality, conflict of societies, profound edifices, human relations, and correspondence hindrances. In the current paper, four brief tales from the assortment Interpreter of Maladies (1999) are considered for examining her reasonableness towards India and Indianness. The meaning of the work as a diasporic brief tale assortment lies unequivocally in the writer's endeavor to take advantage of the basic pressure when one lives between two universes and two societies.

### **Does the combined application of Social Work law module teaching and practical court skills days increase students' confidence in their court skills?**

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### **Abstract**

How effectively higher education institutes are in preparing future Social Workers for practice has been questioned by literature. This action-research study focuses on one university in England and was inspired by previous Social Work students law module feedback. It considers interventions that could assist in enhancing student satisfaction, confidence, and readiness to practice with a focus on Court skills. The study explores the impact of simulated Court skills days on students' confidence in comparison to students who did not receive the intervention. Students completing the postgraduate Social Work course participated in the intervention alongside their law module teaching whilst undergraduate students received the intervention later in the academic year. 19 students completed questionnaires which were conducted before and after the law module. Results indicate that students who participated in three Court Skills days felt more confident in a range of Court tasks and felt more ready for practice in comparison to those who had not received the intervention. The research highlights how combining traditional didactic lectures alongside more innovative pedagogical approaches can lead to students' feeling more prepared, confident, and ready for frontline practice.



# **How Individual Characteristics Affect Public Stewardship & Sustainable Consumption Behaviors: Psychological Ownership Theory**

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## **Abstract**

Sustainability entails protecting current resources for the future generations (Bolton, 2022). Marketers in governmental positions translate those sustainability goals into marketing messages that promote the ideas of protecting public properties.

Individuals feel protective of their own properties that they obtained either through heritage or paid for. That is, they have legal ownership or psychological ownership of them. Yet, people are seen to be misusing public property in Egypt.

Psychological ownership is the cognitive- affective construct explaining the feeling of ownership that a person has towards their owned entities (material or immaterial) (Pierce et al., 2003). A person feels protective of their objects because they have psychological ownership of them. Sustainable consumption is defined as "the practice of wise consumption in which individuals should think about how their consumption will affect the environment, their quality of life, and future generations" (Quoquab & Mohammad, 2017). Individuals pay taxes to use public properties; however, they do not treat public property as their own. Hence, the next question to be raised is: how can marketers make people feel like they psychologically own public properties to protect them for the future generations?

Psychological ownership theory is the basis for formulating this study's hypotheses. Specifically, this study aims to examine whether individuals' characteristics are responsible for making a person not feeling psychological ownership of a public property; hence, misusing them. First, individual characteristics include psychological entitlement. It is defined as feeling entitled to take more of resources or have more time than others (Goor et al., 2020). Chronic entitlement, one of the two types of psychological entitlement, refers to individuals who feel entitled to receive more than others. This research hypothesizes that since one is paying for public properties; an individual may feel entitled to misuse public property.

Second, social status was found related to green consumption (Yan et al., 2021). Middle class individuals support green consumption activities compared to those in the low and high classes. Hence, it is hypothesized that social status will influence psychological ownership of public property. The middle class will not misuse public property as those in the low and high class. Third, Moderation is defined as avoiding extremes in choices and moderating personal use (Drolet et al., 2021). Hence, it is hypothesized that people who are high in moderation will have psychological ownership.

## **Sustainable Inclusive Framework Studio (SIF-Studio) for nurturing inclusiveness in Higher Education.**

Dr. Smitha Dev, Dr. Mary George Varghese Abu  
United Arab Emirates University, UAE

### **Abstract**

In recent years, the importance of fostering inclusivity in educational institutions has gained significant recognition. Nevertheless, many private educational institutions still struggle to provide inclusive and sustainable learning environments for all students. Inclusive education aims to provide equitable learning opportunities for students of all abilities, ensuring that no one is left behind. However, numerous challenges persist in implementing sustainable inclusive education. This research proposal outlines a comprehensive plan to develop a sustainable inclusive education model that addresses these challenges, promotes diversity, and empowers learners of all abilities. A mixed methodology approach and 2×2 quasi-Experimental Design will be used to study the variables among 500 participants including parents, teachers, and students of determination in UAE. The outcome of this research will be helpful to create a Sustainable Inclusive Framework Studio (SIF-Studio) to implement in order to give educational institutions the tools and resources they need to foster inclusivity among their students.

## **When local dialect is different from medium of instruction: Voices of Tribal Children from Maharashtra (India).**

Ms. Snehal Arvind Pawar  
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### **Abstract**

Introduction Education being one of the primary agents of transformation towards development can help to bridge the gap. Education is in fact, an input not only for economic development of tribes but also for inner strength of the tribal communities which helps them in meeting the new challenges of life. It is known fact that the educational development among tribes is very discouraging as compared to the rest of the population. Though a lot of emphasis has been given to education through Right to Education Act,2009, Sarv Shiksha Abhiyan; it seems that the conditions are not yet improved to the extent. India is a home to a large variety of indigenous people. The Scheduled Tribe population represents one of the most economically impoverished and marginalized groups in India. With a population of more than 10.2crores, India has the single largest tribal population in the world. This constitutes 8.6 per cent of the total population of the country (Census of India, 2011). Despite of having a significant population of tribal communities, the development indicators are still very much low.

Whether it is nutrition, livelihood, infrastructure or education. As a nation, a lot more emphasis needs to be done for the tribal development. The tribal education in India is beset with a multiplicity of problems which are as follows –lack of educational program for tribal, difficult geographical locations, lack of infrastructural facilities in the school, Lack of interest of the teachers, inappropriate material, preference to employability by parents, communications barrier and so on. In addition to that, tribals as an ethnic minority group have certain socio- economic, cultural and ethnic problems in education such as low economic status, concept of pleasure, existence of Ethnic stereotype, tribal concept of learning and so on. Majority of the student face linguistic problem in the education process. Communication is the tool for transforming information from one to another. It is one of the key aspects when it comes to education. Most of the tribal speaks their own language or dialects. And these languages are only restricted to a particular tribe, and hence they automatically become a minority language. In India, multiple languages are used as a medium of instructions, but they are based on the languages used in the states. Since, the medium of instruction and their local dialect is different, the foundation of building a dialogue or communication gets disturbed and therefore children at very early age starts getting detached from the mainstream education

### **Economic Growth, Human Development and Gender Equality: A trend analysis**

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#### **Abstract**

According to the UN (2002), "equality is the cornerstone of every democratic society that aspires to social justice and human rights." Positive change in gender equality is associated with improvement in economic growth (World Bank 2011), Gender equality is intricately linked to human development, which until the late 1980s was narrowly defined as wealth and measured by gross domestic product (GDP). However, in the recent times, a more holistic approach has been adopted to include employment, education, health, participation, sustainability, and human security and rights. After 2010 a much more expanded dimension of human development is adopted that includes factors that create conditions for development and also includes gender equality. Human Development Report 1997 mentions that there is no country that treats its women as well as its men, according to a complex measure that includes life expectancy, wealth, and education equally. (HDR, 1997). Women and men share many aspects of living together, collaborate with each other in complex and ubiquitous ways, and yet end up — often enough — with very different rewards and deprivations (Anand & Sen, 1996). Human development and gender equality are linked with each other. Gender equality is a development goal, a means of achieving other development goals, and a fundamental human right (Lawson 2008; UNDP 2020; World Bank 2011). Development that perpetuates inequalities is neither sustainable nor worth sustaining. Gender equality is intricately linked to economic growth and human development, which until the late 1980s was narrowly defined as wealth and measured by gross domestic product (GDP).

However, of late, a more holistic approach of Human Development Index has been adopted by UNDP. In 2010, the United Nations expanded the dimensions of human development to include factors that

create conditions for development and included gender equality. Over the past twenty years, gender equality has become integral to policy analysis, design and implementation (World Bank 2001), and substantial reductions in gender gaps in health and education have occurred. However, despite a steady increase in women in the workplace, the anticipated improvement in labour force participation and political representation has been more moderate than expected (Bandiera and Natraj 2013). Although this perspective has received some attention in past Reports, there is a strong case at this time for concentrating specifically on that issue for a more comprehensive investigation of gender inequality in economic and social arrangements in the contemporary world. It is in this context that the present paper seeks to answer the following questions: 1. Is there any relationship between economic growth and human development? 2. Is there any relationship between economic growth and gender development? 3. Is there any relationship between human development and gender development? 4. Does rise in GNI PC improve Gender Development? The paper is divided into six sections. Section I is the introduction. Section II deals with review of literature. Section III discusses the empirical relationship between economic growth, human development, and gender development. Section IV attempts to study the relationship between various indicators of human development and gender development. Section V discusses the labour force participation of women and gender development. Section VI deals with summary and conclusions. The study is based on the secondary data collected from UNDP. Categories selected are for very high, high, medium, and low human development countries. The time period chosen for the study is 1990-2021. Variables used in the study are GNI, HDI, GDI, GII, Life expectancy, literacy rate, women's political participation, women's labour force participation, etc. Statistical tools such as compound annual growth rate, coefficient of correlation and regression analysis have been used for the study.

### **A New Multidimensional Pedagogical Approach for Learners with Educative Challenges**

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This study reports pedagogical research in the implementation of innovative gamified learning interventions in a Romanian justice centre for youths. The main purpose of the study is to gain a better knowledge of how participants learn individually, as well as, to determine how, if at all, serious games might generate constructive problem solving and collaborative learning in a carceral environment.

Methods: The sequence of the game was designed to meet both research and pedagogical goals. This research approach includes mixed methods to promote inclusion for young adults with educative challenges through a progressive learning pathway for re-engaging with learning. The game highlights notable challenges and events that players need to tackle in their learning achievements and successful strategies. The player transforms the environment of the game and at the same time, the player is transformed by the environment of the game. The transformation of the game environment stems from the results of the player's activities. The transformation of the player emerges from the building of

knowledge, and the development of skills and sensitivities necessary to interpret and transform the circumstances faced in the game. Participants are 15 young students, between 18-20 years old, from Buzias Justice Rehabilitation Centre, near Timisoara (Romania).

Results: The game led to: (1) awakening: helping the player to develop awareness of the challenge; (2) rising: promote behaviour change, enabling young people to develop new knowledge and sensitivity, assimilate and test strategies in an alternate reality. Moreover, serious games can generate meaningful, unpredictable, and uncontrollable events in order to engage users holistically and elicit users' adaptation in simulated gameplay scenarios. Conclusion: Serious games may offer: (i) intrinsically-motivating learning experiences, driven by identified and explored meaningful goal-oriented actions supported by game feedback; (ii) opportunity to engage in otherwise unattainable scenarios and roles and to explore effects of decisions and actions across time and space.

Recommendations for educational professionals responsible for the application of these innovative learning interventions to develop competencies in a challenging context, are presented.

