

2018



Oxford Conference Series | November 2018

7th Academic International Conference on Business, Marketing and Management– AICBMM 2018

10th International Conference on Interdisciplinary Social Science Studies– ICISSS 2018

AICBMM-ICISSS 2018 Nov (Oxford) Conference Proceedings



ISBN: 978-1-911185-82-6 (Online)

FLE Learning



Oxford Conference Series| 12th-14th November 2018

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Format for citing papers

Author surname, initial(s). (2018). Title of paper. In Conference Proceedings of the Oxford Conference Series – November 2018 (pp. xx-xx). Oxford, November 12th-14th, 2018.

AICBMM-ICISSS 2018 © 2018 FLE Learning Ltd

ISBN: 978-1-911185-82-6 (Online)

These proceedings have been published by the FLE Learning Ltd trading as FLE Learning.

T: 0044 131 463 7007 **F:** 0044 131 608 0239 **E:** submit@flelearning.co.uk **W:** www.flelearning.co.uk

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MULTIPLE DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY WITHIN THE FIRM AS A REAL ENTITY AND COMMON GOOD

EMILIANO DI CARLO^{1*} AND CHRISTINA QUARANTA^{2*}

ABSTRACT

The academic debate on corporate objective aims to find solutions regarding the effect it has on firm's survival, growth and the community well-being.

The limit of the prevailing theories on corporate objective (i.e. shareholder and stakeholder theories) lies in the consideration of the *firm only as an instrument* to satisfy the constituencies' needs. However, to harmonize the fundamental dimensions of corporate social responsibility [(CSR), find goals producing long-term profits; exploit business in a responsible way; embody social demands and contribute to common good by behaving ethically], we assume that the firm should be considered as a separate real entity with its own interest focused on serving the common good.

This study contributes to the debate on corporate objective, analysing *why* and *how* considering the firm as a real entity with its own interest may improve the firm's survival and growth and the society well-being.

Keywords: Objective of the firm, Real entity theory, Shareholder theory, Stakeholder theory.

INTRODUCTION

The financial and environmental corporate failures and scandals, combined with the global financial crisis, have prompted a growing debate on what should be the objective of the firm (Asher, Mahoney And Mahoney, 2005; Fontrodona and Sison, 2006). The focus is on the role that business has in society and the very model of capitalism (Barton and Wiseman, 2014; Canals 2010). Indeed, the debate on what should be that purpose aims to solutions regarding its effect on both the survival and growth of the firms as well as social health and well-being, harmonising the purposes of individuals, firms and the economy.

According to Garriga and Melé (2004), theories on CSR focus on four fundamentals dimensions: producing long-term profits; exploit business in a responsible way; embody social demands and contribute to common good by behaving ethically. The authors encourage scrutiny of those dimensions, including their connections to different theories and their limitations: 'what seems more challenging, however, is to develop a new theory able to overcome these limitations. This would require an accurate knowledge of reality and a sound ethical foundation' (p. 66).

In this regard, we believe that the main limit of prevailing theories on corporate objective (i.e. shareholder and stakeholder theories) consists in their view of the *firm only as an instrument* to satisfy the needs of some constituencies. For instance, according to shareholder theory (Friedman, 1970), the firm is a legal fiction, an instrument of shareholders to satisfy their own profit target.

In contrast, stakeholder theory (Freeman, 1984) considers the firm as an instrument to satisfy the sum of stakeholders' particular interests.

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To consider multiple dimensions and harmonise the purposes of individuals, firms and the economic system, we assume that the starting point is to consider the firm as a separate real entity (this would give it social responsibilities toward non-shareholders, for example employees/suppliers). It has to have its own interest, which meets the conditions to bring a better way of doing business.

Only thinking about corporation as a real entity would lead to consider it beyond the mere sum of stakeholders' interests (Keay, 2008).

This study wants to contribute to the debate on corporate objective (Melé, 2012), analysing *why* and *how* considering the firm as a real entity may favor its survival and growth as well as the society well-being.

The work is structured to discuss the importance of corporate objective and the concepts of 'interest of the firm' according to the main theories analysed. Then it will introduce the reasons why it is possible to attribute an interest to the firm different from the sum of the interests of its stakeholders and which it has to be in order to balance sociality and profitability.

THE IMPORTANCE OF CORPORATE OBJECTIVE

Each organisation has to be oriented to the achievement of a specific goal; on this point start the debate on corporate objective (Parsons, 1960; Simon, 1964).

The main reasons to find a specific corporate goal follow:

- a) It orients the governance of the firm;
- b) It determines the responsible (or irresponsible) behaviors of the firm towards its stakeholders and the community, and vice versa;
- c) It puts the basis for firm's leadership style;
- d) It marks the boundaries between what is done in favor of the firm and what is not;
- e) It sets the right degree of social responsibility in firm's management;
- f) It allows to understand the nature of internal and external (favorable or unfavorable) contingencies as well as the direction, duration and intensity of their manifestation;
- g) It orients researches on the study of variables that foster or impede the achievement of the corporate goal itself.

From a governance point of view (*sub a*), the need to define a corporate objective has to be found in the following motivations (Keay, 2008): it provides directors with guidelines for the implementation of their tasks; it allows to assess directors' efficiency (if objectives and results are coherent with the final goal); it helps to frame governance mechanisms, for example incentives and control systems useful to achieve the final objective.

Moreover, an inappropriate corporate objective could lead to managers irresponsible behaviors (*sub b*) towards a plurality of stakeholders (i.e. employees, environment, and community), creating negative reactions (i.e. employees strike).

Indeed, on the latter lies some of the reasons of the last twenty years corporate scandals. The case is addressed to those corrupted principals who extract private benefits until the point of financial breakdown of their own corporation, as in the known case of Worldcom (Sidak, 2003) and Enron (Cohan, 2002) and the Italian corporation Parmalat (Buchanan and Yang, 2005). Those scandals are characterised by managers and directors illicit actions more than immoral ones, helped by the lack of internal and external control systems. Other scandals depend more than on the governance models' failure, on the unsustainable objective to be reached: a wrong corporate objective can lead every kind of governance model and systems to generate disasters (i.e., Arthur Andersen (Squires and Squires, 2003), Lehman Brothers (McDonald and Robinson, 2010) and Volkswagen scandals (Gelter, 2016)).³

³ A corporate objective could be considered as "wrong" or unsustainable when it can determine in the short-medium or long term a corporate crisis, even if it allows firm to survive and growth, it could produce unacceptable social costs.

Once the objective is defined, it has to be spread throughout the organisation and shared thanks to the matching leadership style (*point c*). Moreover, the role of leader has to be that to align stakeholders' interests with the interest (objective) of the firm, so called *transformational leader* (Bass, 1999).

Point d) concerns the need of having a firm's interest, in order to elaborate a definition of conflict of interest able to put the boundaries between what is in favor of the firm and what is not (Di Carlo and Testarmata 2011).

The identification of employees with the organisation is an important motivation for the former to act in the interest of the firm. Nevertheless, it can generate negative effects for example when organisational culture is illegal or immoral (Umphress, Bingham and Mitchell, 2010).

In *point e*) it is recalled the study of McWilliams and Siegel (2001), that refers to 'the ideal level of *corporate social responsibility*' for companies. Managers through a cost-benefit analysis identify this limit: costs are related to investments in CSR while, benefits, are expressed through the higher revenues coming from them.

The interesting aspect of this research focuses on the link between the 'ideal level of CSR' and the value creation paradigm for shareholders. It suggests that the degree of CSR depends on corporate objective, for example, whether two firms reach the same long-term profitability but one of them reach it in a responsible way and the other one irresponsibly, the profit maximisation paradigm leads to consider them as identical from a value creation point of view.

However, changing paradigm means to consider even the effect of CSR on individuals' well-being and community as a whole. It is sure that the latter case will create more value rather than the former.

The dynamic organisation's internal and external forces (*point f*) favor/obstacle the achievement of corporate objective. The search for new equilibrium conditions come just from the tensions towards the final objective.

The unclear corporate goal leaves the firm at the mercy of internal and external contingencies, in the sense that the firm will not exploit positive forces as well as destroy negative ones when needed.

Moreover, finalism is a way to understand the nature of those contingencies, their direction and the intensity and duration of their manifestation as well as which are the interests of stakeholders and if they are aligned or not to the interest of the firm (Kaptein, 2017).

For example, if the firm is considered as an instrument for shareholders' maximisation, the actions implemented by stakeholders to maximise the short-term profit would not be contrasted, leading to undermine business continuity (i.e., cutting cost in research and development).

In the opposite case in which it is the survival and growth of the firm to guide the management and board decisions, they will activate all strategies useful to contrast the short-term choices (Bower and Paine, 2017).

Point g) refers to those studies focused on understanding the main variables affecting corporate objective. For example, think about those researches that, based on the shareholder approach, consider financial performance indicators as corporate objectives and the board composition (number of independent directors, CEO duality) as one of the main variable affecting it. Those studies, in fact, are committed in finding the best board composition to favour the achievement of corporate goal (profit maximisation).

THE “INTEREST OF THE FIRM”

In both corporate governance literature and ethics codes, the terms ‘best/self-interest of the firm (company)’, ‘interest of the firm’ are often used but rarely defined.

Furthermore, whether defined, their meaning depends on three theoretical approaches: shareholder theory, stakeholder theory or entity theory.

The ‘interest of the firm’ as a legal fiction: interest of shareholders

According to shareholder theory, the firm is an instrument owned by shareholders to maximise their profits (Friedman, 1970). Thus, the interests of the firm and its shareholders coincide. Indeed, shareholders’ interests could be: 1) short-term profit maximisation; 2) sustainable/unsustainable long-term profit maximisation; 3) socio-political interests; 4) personal/family interests; 5) miscellaneous interests.

In widely held corporations, managers have a moral obligation to maximise shareholders’ wealth, i.e. conduct the business in accordance with their desires, which generally will be to make as much money as possible. However, this shareholders’ short-term orientation is questionable because of its documented influence on corporate failure and scandals.

To mitigate principal-agent conflict of interests (Jensen and Meckling, 1976) a share-based remuneration of managers and directors has been suggested.

However, financial incentives as extrinsic motivations (Osterloh and Frey, 2000) solve the conflict with short-term oriented shareholders but challenge the firm’s survival and growth as well as other stakeholders’ wealth (for example, an excess risk taking or leverage (debt-equity)).

According to agency theory, in widely-held corporations, high financial leverage is a monitoring mechanism over managers because it reduces their tendency to manage free-cash-flows, finance projects against firm’s value in order to increase company dimension (reducing probability of hostile takeovers).

The short-term orientation is not only a problem of widely held large corporations, but also a problem of some firms controlled by a single or few owners that uses assets in their own interest, against the interest of the firm (e.g. Parmalat, Italy).

The interests of shareholders probably do not consist in the survival and growth of the firm in the case of a State-owned company, where the long-term socio-political interests (national and regional development, nationalism etc.) go against profitability (La Porta, Lopez-De-Silanes and Schleifer, 1999). Family businesses could add other specific reasons to the profit motivation, as explained by the socio-emotional wealth theory (Gómez-Mejía et al., 2007), that may challenge the firm’s profitability.

Finally, different types of shareholders raise the so-called principal-principal conflict, because of the miscellany of interests (ownership characterised by long-term and short-term shareholders, state and private owners)

The ‘interest of the firm’ as a legal fiction: interest of the stakeholders

Stakeholder theory (Freeman, 1984) focuses its attention on the need to balance the shareholders’ value creation with the value creation for all other direct/indirect stakeholders. The interest of the firm in this case the sum of stakeholder interests. The stakeholder theory derives from two approaches: normative and instrumental (Donaldson and Preston, 1995). The normative approach recognises an ethical dimension more than an economic and legal one – the moral duty of those who govern the company to consider the rights of all stakeholders involved. While, according to the instrumental approach, managers must pay attention to stakeholders because thanks to this commitment they can better create value for the shareholders (Jensen, 2001).

One of the limitations of stakeholder theory is that it leaves too much discretion to managers (Keay, 2008), confusing the choices to be made, with a negative impact on business continuity. Management has always to rationalise any action by invoking its impact on the welfare of some stakeholder. Moreover, Jensen (2001) points out that stakeholder theory ‘allows managers and directors to devote the firm’s resources to their own favorite causes—the environment, art, cities, medical research[...] By expanding the power of managers in this unproductive way, stakeholder theory increases the agency costs in the economic system’. (p. 14).

As pointed out by Hill and Jones ‘obviously, the claims of different groups may be conflicting (e.g., stockholder demands for greater dividends while employee demands for higher wages). However, on a more general level, each group can be seen as having a stake in the continued existence of the firm’ (1992, p. 145). ‘This common interest does not necessarily generate a natural harmony of individual interests. Individuals can often derive personal advantage from actions that are contrary to the common interest; in other words, they can “free-ride”’ (Heath and Norman, 2004, p. 252).

Sometimes the interests of some stakeholders go against the interest of the firm: ‘Bartenders may double pour drinks at no extra charge to the customer in an effort to garner larger tips[...] as a form of pay-for-performance, tipping encourages employees to devote energy to tasks that they perceive will get them greater returns’ (Lynn, Kwortnik and Sturman 2011, p. 1888).

The ‘interest of the firm’ as a real entity

One of the major criticisms characterising corporate objective debate is the opportunity to provide the company with an own interest (Blair and Stout, 2001; Moore, 2005), distinct from the particular (and sometimes temporary) interests of its stakeholders. Institutional theories consider the firm as a separate entity from all its stakeholders and with its own interests, rights and duties (Allen, 1992; Arthur, 1987; Melé, 2012). For instance, the *organic theory* does not accept only individual as a legal person worthy of protection. In fact, corporations are separate legal entities from the owners (Arthur, 1987), with legal personality, and should be compared to a citizen with its responsibilities.

The *social entity theory* considers the corporation as a social entity formed through political and legal processes, to meet social welfare (Allen, 1992). Therefore, it would have financial obligations towards shareholders and community.

In line with these theories, Bower and Paine (2017) recently proposed the so-called company-centered model that has ‘at its core the health of the enterprise rather than near-term returns to its shareholders. Such a model would start by recognising that corporations are independent entities endowed by law with the potential for indefinite life’ (p. 57).

However, business decisions are not autonomous, they have to consider the general interest that transcends the interest of decision makers. If, instead, the interest of the company expressed by the governing bodies goes beyond that general interest, there is not only a legal and ethical risk, but also an economic risk, given the effect that such behavior may have on the survival of the firm.

CAN FIRM HAVE INTERESTS?

The question arises from the statement according to which firms, differently from individual (physical person), would not be able to express its needs and wants, being committed in doing what their governance bodies (i.e. board of directors) decide. However, the role of hierarchy throughout the organisation would ensure the possibility to interpret each boards’ decision as if it was a firms’ deliberation, aimed to its final objective. Thus, each decision could have two interpretations: one according to which a decision is the result of the combination of individual

actions, the other one in which it is the firm itself to decide (see Bainbridge, 2002). Moreover, having the impossibility to express needs (interests) does not mean to do not have needs (think about minors, they have their own needs to be satisfied even if they cannot serve of their rights until the mature age. So, the parents' decision, as well as the decisions of the governance bodies in the organisational context, relapse on sons as if they were involved in take them).

There are different reasons leading to a comparison between the firm as a real entity and the individual, with its own interests and responsibilities, rights and duties.

Indeed, business ethics literature makes a distinction between corporate ethics, that express values and principles by its side (i.e., thought the code of ethics and the code of conducts or thought the corporate culture) and the ethics of the actors operating in business (Argandoña, 2012; Arthur, 1987; Treviño, Butterfield and McCabe, 1998), showing the need to activate corporate governance mechanisms able to create more congruence between them.

According to Moore (2005) firm is able to express its own personality that in turn affect the way in which stakeholders interact with.

As individuals, firm has its own image and reputation and an interest in do not jeopardise it (Barnett, Jermier and Lafferty, 2006). Individuals can identify themselves in other people as well as in institutions (Social identity theory, Stryker and Burke, 2000): firm is an actor whose employees can identify with and, the employees' behaviours towards the interests of the firm are higher as higher is their identification with the institute.

Studies on conflict of interests refer to both conflicts concerning physical corporate actors as well as the so-called *institutional conflict of interest* (Argandoña, 2004)

Legislation seems to be oriented to provide the firm as a real institute a responsibility for violations perpetrated from its internal actors (managers, directors etc.) if they have act in the (illicit) interest of the firm (e.g. the Italian Legislative Decree 231/2001).

Therefore, even firms can have particular interests competing with the interests of some stakeholders and community as well.

The common good theory suggests that the good for the firm (its interest) consist in 'producing useful goods and services in an efficient and sustainable way, creating conditions for each participants to receive back what it is expected' (Argandoña, 1998, p. 1097). Thus, the interest of the firm is that to serve the common good. It would constitute a common interest for all stakeholders; indeed, the risk in following only the personal interest of each business participant would imply the possibility to jeopardise even the satisfaction of the latter. Make of the interest of the firm a common good means to align the individual particular interests with the own interest of the corporation.

Thus, as Melé (2009) states, the purpose of the firm can be defined as a multi-ends purpose consistent with the common good. The common good is here defined as the achievement of the final objective of the firm: provide sustainable goods and services in the long term, balancing profitability.

The Table 1 shows some of the definitions of common good provided by Argandoña (1998, p. 1097) and adapt them to the organisational context in order to understand why and how the interest to serve the common good favourite the survival and growth of the firm, considered as a system of parts and participants, and the community well-being.

Table 1: The common good and the interest of the firm

Common good	Interest of the firm as a common good
"The common good is the good for society as well as the good of its members , since they are part of the community. The interest of the community is not independent from the objective of its participants "	"The common good is the good for the firm as well as the good of its stakeholders , since they are part of the organisation . The interest of the firm is not independent from the objective of its stakeholders "

“The common good is not a partial good; it belongs equally to all individuals (as part of the community) [...]”	“The interest of the firm is not a partial interest; it belongs equally to all stakeholders and the community [...]”
“The common good could even be seen as the set of means (helps) that society provides to its members to allow them reach their objectives”	“The interest of the firm could even be seen as the set of means (helps) that firm provides to its stakeholders to allow them reach their objectives”
“The common good is the good of the social system, realised in its members”	“The interest of the firm is the good of the social system, realised in its members”

CONCLUSION

The work contributes to the debate on corporate objective analysing *why* and *how* considering the firm as a real entity would favour its survival and growth as well as the society well-being. Thus, consider the firm as real entity would be the starting point of the work's contribution; consider it as an instrument in fact would mean to be unable to reach the plurality of interests (individuals, society and the firm itself) and align them toward the same direction. However, how firm would be able to align all interests involved? The answer lies in considering as corporate objective the common good. Having as final interest the common good means to link the concept of firm as a real entity to that of a ‘community of person oriented to providing goods and services efficiently and profitably’ (Melé, 2012).

As a community, firm needs to have an own interest as well, ascertained the importance of attributing to corporation a final objective. However, think to corporation in this terms would lead to consider stakeholders as members of the same business community; they have the awareness that their contribution serve the common interest and they have the moral obligation to serve the common good, thus, even their particular interests (their motivation to participate to the economic activity).

The main contributions of the common good theory follow below:

- It favours the “system effect” of the firm since stakeholders are not considered as self-interested human being, being able to cooperate with a sense of “service” and sometimes altruism and reciprocity, having intrinsic motivation to develop, for the common good (thus even for themselves), collaborations.
- Differently from stakeholder theory, the common good approach consider stakeholders as bearer of duties more than rights towards the interest of the firm. The firm, in turn, has not only duties but even rights towards stakeholders and, according to a reciprocal approach, it has to satisfy their needs (Argandoña, 1998, p. 1099) balancing profitability.
- Aligning the stakeholders’ particular and personal interests to the interest for the common good (interest of the firm) allow both *self-regarding* stakeholders as well as *reciprocal stakeholders* to add a motivation to their behaviours. Indeed, serving the common good does not imply to forget of stakeholders’ interests: the idea is to put the common good beside the personal interests of stakeholders and make them coexisting.
- The common good proposes as corporate objective the one sharable from the whole categories of stakeholders, thus, the efficient satisfaction of needs through the production of useful goods and services. Indeed, all stakeholders are at the same time consumers of goods and services (Koslowski, 2000).
- The common good approach allows to overcome the shareholder value creation paradigm and evaluate the governance bodies and management on the effect that their decisions have not only on financial results but even on the community well-

being. It means that, in a situation in which two organisations have the same economic equilibrium over time, one of them is creating more value simply because it is serving the common good (for example the firm that treats better employees or reduce negative externalities).

LIMITS

The limit of the common good are the following:

- Even if it is able to put beside the particular interests of stakeholders and the interest of the firm by balancing this relation, it does not set the practical conditions in order to be considered as implementable.
- It presents the limit associated to managers' opportunism. On one hand, this opportunism is mitigated by the common good orientation but, on the other, a wrong interpretation of the common good (thus the firm itself as good of all) may could lead to increase those behaviours by favouring some stakeholders and going against the survival and growth of the firm.
- The common good considered as corporate final objective focuses on the concept of "needs satisfaction" without go deeper to the concept of value creation and its time and conditions.
- It is difficult for stakeholders to understand the boundaries within which their contribution to the common good will favour themselves too, this implies the risk of *free riding*. Indeed, although the certainty that the commitment in serving the common good would favour even the stakeholders' particular interests, sometimes they are not willing to support the "costs" related to this commitment (almost until the point in which they will perceive the negative consequences of this opportunistic behaviours).

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10-BW11-6675

SOFT POWER POLICING IN ABU DHABI: A SUMMARY OF FINDINGSMOHAMED ALHANAEE¹ AND KATARINA MOZOVA²**ABSTRACT**

The concept of ‘soft’ power is an established component of Western approaches to crime reduction and prevention. Through learning and imitation, ‘soft power’ has increasingly begun to be applied in the Middle East, in large part due to the fact that local police have come to realise the limitations of coercive or repressive interventions. In attending to the specific context of Abu Dhabi, this paper engages with this development through a mixed methodological approach that draws on both phenomenological and descriptive methods. This research is first-of-its-kind and poses important implications for future practice in Abu Dhabi but also in the wider context of the Middle East. It demonstrates that while the country’s police officers are familiar with the concept and evidence a willingness to apply it, there are gaps within their specific knowledge; this in turn creates challenges for police forces which can be suitably addressed through training focused on day-to-day activities, further research and organisational motivation.

Keywords: Abu Dhabi; Soft policing; Police reform.

SOFT POWER POLICING IN ABU DHABI: A SUMMARY OF FINDINGS

From a criminological perspective, the concept of soft power relates to a non-penal kind of influence that allows criminal justice authorities to act ‘at a distance’ by using normative controls. (Garland, 2017). Whilst soft power has been applied to a wide range of concepts, often focused on diplomatic power relations, it is increasingly used in policing across the globe where it refers to non-coercive elements of police work (Wooff, 2017). Soft policing has been lauded as a key development in policing in recent history due to its ability to create harmonious community relations (Skolnick and Bayley, 1988) and increase accountability, legitimacy and responsiveness to community concerns (Jannetta & Bieler, 2015). The interaction between the police and the public also helps to build trust on both sides, contributing to improved performance (Bain et al., 2014). Soft policing has been considered as an answer to handling public fear of crime due to increased communication efforts (Millie, 2014; Tuffin et al., 2006).

Abu Dhabi has been successful in terms of low crime rates, public order and stability, but concerns have been raised about the impact that the police practices (specifically the deployment of ‘hard power’) have had on community relations (Al-Shaali and Kibble, 2000; The National, 2014; 2018). Therefore, even though numerous challenges exist in implementing soft policing, Abu Dhabi Police (ADP) has been active in introducing this type of policing. However, there currently exist no evaluations of this which is what the current research aims to address. This paper will first outline of the uses of soft power in policing from a criminological perspective, along with limitations that hinder its application. The methodology that will draw on the experiences of ADP officers using a mixed-method approach will then be provided. Then, findings will be presented. Lastly, this will put in place the foundations for a critical review of the use of soft power in Abu Dhabi and will help to develop recommendations for future practice.

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LITERATURE REVIEW

Soft policing and its challenges: lessons from Western countries

Soft policing is an established concept in Western countries. The use of ‘soft policing’ in the UK came from the identified need to establish a more familiar police presence across the country, as well as the ability to provide essential support to fully-trained and warranted police officers (Johnston, 2006). Similar reasons for a turn toward soft policing styles have also been given for this type of development in other countries, including Australia and the United States (Paoline et al., 2006).

In recent decades, the use of soft power in crime reduction strategies is commonplace in Western nations, with police forces in the UK and US favouring a soft approach to reducing opportunity for crime in targeted areas over reactive policing (Brogden, 2004). The use of ‘hotspot’ policing, for instance, seeks to identify potential high crime rate areas and reduce opportunities available to prospective criminals (Ratcliffe et al., 2009). Studies on this tactic, which is a prime example of how soft and hard policing can be combined, are showing positive results, even to the extent that simple ‘displacement’ does not take place (Ariel et al, 2016). Further evidence relates to the tactic of community policing which also contributes to a decrease in low-level disorder (Gill et al., 2014) which is particularly important when evidence linking juvenile delinquency and its decrease through soft policing (Nickels et al. 2012) with adult offending is taken into account (Schaeffer et al., 2003). This is an insight that has considerable potential for future crime prevention and reduction (Rogers, 2017). The consequences of soft policing methods are much further reaching, as the gained legitimacy increases not only public compliance but also cooperation, and this has even been linked to decreases in areas as terrorism (Murray, 2005). Moreover, soft policing decreases ‘otherness’ within communities, creating more harmonious communities, which is a key pillar relating to crime reduction (McLaughlin, 2002).

Despite the numerous positives to be gained from soft policing, critics have commented on a multitude of challenges associated with soft policing, most notably in terms of its implementation (Lombardo and Lough, 2007; Myhill, 2006). Resistance may come from various levels, extending from the individual to the organisational (Skogan, 2008). Considerable risks are also implied in attempts to assess public response to proposed change, and the political consequences of unpopular reform (Reiner, 2010). For example, soft policing through visible patrols might be mistaken by the public as the consequence of increased criminality (Johnson, 2016) which might further damage community relations with the police (Crawford et al., 2003) or the public perceiving such policing as ‘superficial’ and only appearing to be tackling crime (Lombardo and Lough, 2007).

Resistance within the organisation to innovation is also increased when change is driven by an outside force or entity (Bradley and Nixon, 2011). US studies of resistance emphasise how career and bureaucratic interests have impeded change – self-interest, for instance, can motivate resistance on the part of both high and low-ranking officers (Wesiburd and Braga, 2006). Internal organisational relations should also be taken into account – higher-ranking officers may doubt the ability of their lower-ranking counterparts to take the lead in any reform process and top-down reforms may cause resistance from lower ranking officers (Skogan, 2008). Further, the shift toward soft approaches can be confusing to those used to relying on hard policing tactics (Innes, 2005; McCarthy and O’Neill, 2014). In response, it is necessary to note that soft policing was never meant to be the only tactic employed by police forces. There has been a sustained attempt to integrate ‘hard’ and ‘soft’ approaches to crime reduction with importance placed on its application through the policing organisation (Innes, 2005). Despite these challenges, considering that the public care more about procedural justice than

statistics (Hinds and Murphy, 2007), soft policing can have a large impact on public satisfaction (Weitzer and Tuch, 2005).

Applying soft power in policing practice in the UAE

Abu Dhabi's crime figures compare favourably with regions across the United Arab Emirates (UAE) (Abu Dhabi Police, 2013), an achievement which is further underlined by the fact that the UAE's own crime figures compare favourably with almost all other countries. Whilst this is in itself an impressive achievement, the changing demographics of Abu Dhabi, worries over public perceptions of the police, as well as the more globalised world, mean that new approaches to policing are necessary to consider. Abu Dhabi has already implemented numerous soft policing strategies, along with other Arab countries (Alaajel, 2006). In particular, a renewed commitment to the use of innovative community policing methods to tackle various forms of family violence, which has been part of the Ministry of the Interior's strategy, has seen the introduction of social support centres and increased community engagement (Buzawa et al., 2017). However, due to the literature highlighting possible challenges impacting on success of strategies (e.g. resistance through police culture - see Laycock, 2014), it is necessary to understand how soft policing has been implemented and what challenges are arising. Whilst it seems that ADP successfully integrated soft power into its national security policies (Ibish, 2017), there is currently no research on the impact the implementation of soft *policing* has had.

Aims of the present research

The engagement of police reform in the specific context of Abu Dhabi provides an ideal opportunity to explore the implementation of soft policing. This paper aims to explore the following issues through an exploratory framework:

- To explore the perceived role of soft power in the context of criminology, with specific focus on how soft power has been applied by ADP.
- To identify the main perceived successes and challenges of soft power policing in Abu Dhabi, and to provide insight into the future of soft power policing in this context.
- To understand the perceived effect of soft power initiatives rolled out by ADP and to identify 'what works'.
- To present a set of recommendations on how soft policing practices across the Abu Dhabi in particular, and the UAE in general, can be improved, with a view to maximising their long-term impact on both crime control and prevention

RESEARCH METHODOLOGY

Design

A simultaneous mixed-method design was implemented. Within, a quantitative descriptive design and qualitative phenomenological design were utilised. This was to provide a holistic exploratory overview of how soft policing is perceived by ADP officers.

Participants and ethics

For the quantitative study, 207 ADP employees were recruited using convenience sampling. They represented various ages ($M=33.75$; $SD=6.80$), genders (male, $n=159$; female, $n=48$), years of experiences ($M=12.22$; $SD=6.96$) and positions (from administrative staff, through lower ranking officers to high ranking officers).

For the second, qualitative study, 10 higher ranking officials were recruited through convenience sampling. This was done in order to understand the role and perspectives of this population as relating to soft policing. All respondents were male. They represented ranks of

Sergeant and higher. The mean age was 42.6 (SD=7.96), mean years of experience was 13.75 (SD=4.12)

The study had received University ethical approval, with information sheet and consent forms being provided to all participants to safeguard their voluntary participation, confidentiality and anonymity, right to withdrawal, and data protection issues.

Research instruments and procedure

Both quantitative and qualitative measures were developed by the researchers and were embedded in areas relating to soft policing in literature. These areas included: understanding of soft power; relevance to legitimacy, accountability, the public, and crime; successes and challenges of implementation; and specific soft power initiatives.

All participants were made aware of the study personally by the researcher and the questionnaires/interviews were undertaken in a confidential environment in ADP premises. All participants were informed of their rights prior to taking part and were debriefed afterward.

Data analysis

Quantitative data were input into SPSS and descriptive statistics were computed. As each question was analysed in its own right and therefore Likert-type data were analysed, Mode, Median and Frequencies were computed. Qualitative data were input into Excel. Thematic analysis was undertaken which allowed the researcher to describe participants' personal views from an organisational perspective of higher ranking police officers.

RESEARCH FINDINGS

Quantitative data analysis

Whilst each question was analysed in its own right, in order to be concise, only core findings are summarised, and they can be perceived in relation to: understanding of soft policing, the role of soft policing in developing communication and trust, issues in soft policing, perceptions of specific soft-policing measures.

The vast majority of survey respondents were aware of what soft policing is and attempt to implement it in their work. There was visible awareness of the need to combine hard and soft approaches in their work. However, 9.6% of respondents reported non-awareness of soft policing tools and 41% reported indifference regarding the effectiveness of these tools. None of the respondents have reported the disagreement with the effectiveness of soft policing tools. Similarly, the majority of respondents appreciated the impact soft policing can have on crime reduction (81% strongly agreed), 19% showed indifference to this impact.

ADP officers were overwhelmingly in support of statements surrounding the strong relationship between soft policing and trust development. They also agreed that trust is key in relation to public cooperation. However, 27% of officers showed ambivalence or disagreement relating to the importance of trust. There were contrasting findings relating to whether soft policing actually facilitated more contact with the public with 27% of officers unsure or disagreeing with such statement.

Some of the issues which arose through the questionnaires surrounded the need for better communication between different ranks of officers, the need for more training, and more efforts and resources being put into the successful implementation of soft policing. However, there seemed to be a positive response to the willingness of officers to actually use soft policing, though 41% of the respondents were unsure about this statement.

Familiarity with different 'soft power' initiatives being conducted in Abu Dhabi was observed. However, there were inconsistencies of awareness of different initiatives which needs to be explored further. Whilst 91% were aware of the initiative of Comprehensive police stations, 61% were completely unaware of the initiative of Youth police gatherings.

Generally, awareness of soft policing and its possible positive impact was high. Familiarity with different initiatives was also visible but this was not true for all initiatives implemented. However, there are important issues which need to be addressed in the future. There seems to be a lack of communication between management and lower-ranking staff, as well as a lack of training opportunities and the need for more resources. Inconsistencies within the answers suggest a lack of strategic cohesion which inhibits a successful implementation of soft policing.

Qualitative data analysis

Thematic analysis was undertaken in order to uncover core themes from interviews with higher ranking police officers in Abu Dhabi in order to understand the implementation of soft policing from an organisational perspective. Five core themes were prominent throughout the interviews: Understanding of soft power policing, Police legitimacy, Crime reduction and prevention, Constraints and limitations in the application of soft power policing strategies, and Improvements within the ADP since the implementation of soft power policing.

There seemed to be a shared understanding of what the concept of soft power entails, its core characteristics and its importance to policing in Abu Dhabi (e.g. *It is so important that we move away from the old style of policing because Abu Dhabi is no longer what it used to be*, #10). There was also a recognition of the limits of soft power – this suggests that the concept has been reflected on. The participants recognised the link between legitimacy and soft power and how this can improve the efficiency of police work (e.g. *soft power is the power of gaining the trust of the public to handle your services*, #7). This was noted in the recognition that police powers are ultimately rooted within society. Participants also noted a decrease in crime during the period when soft power initiatives have been implemented and cited examples of good practice (e.g. *more people had come out with intelligence about burglaries and drug crimes*, #9). Improvement in preventative policing capacity was also noted.

On the other hand, important information was uncovered which need to be addressed. There was no clear consensus on what soft power is and so specifics were scarce (e.g. *I am not sure I can properly define this term*, #1). Further, negative feedback was received in relation to some initiatives. In line with literature, resistance from more traditional elements within the force was observed, as it “[is] very hard and very stressful” (#3). There was also recognition of some of the demands (decentralisation, increased workload) associated with ‘soft power’ policing and issues surrounding successful implementation (e.g. communication across ranks). The interviews also showed that ADP have not been sufficiently proactive in promoting soft power policing.

Overall, participants seemed to have a good understanding of the importance of soft policing and its impact on policing more generally, citing examples of its effectiveness through recent years. On the other hand, a more thorough understanding of soft policing, better communication between ranks, further opportunities for training and better organisation of initiatives are necessary for soft policing to be effective in the long term.

DISCUSSION AND RECOMMENDATIONS

The key findings of the study all address the four research objectives set out earlier. The first objective was to examine the perceived role of soft power with reference to criminological literature and application in Abu Dhabi. Soft power, it was suggested, is relational and is concerned with co-opting and inducing others to select a particular type of behaviour (Drennan, 2013). It is presupposed to be characteristic of diplomacy, non-coercive policing and as being rooted in community engagement. It is through these ‘soft’ strategies that law enforcement agencies are able to obtain situational knowledge integral to the prevention of crime (McCarthy, 2014). Soft power works in unison with hard power which is necessary, for

example, when apprehending offenders (Drennan, 2013). This is why police officers continue to emphasise both elements as part of an integrated policing strategy.

In this respect, it was concerning that ADP officers struggled with awareness of the concept of soft power and most understanding remained superficial. This issue of defining soft power is not purely academic, as research has shown that officers who struggle to accurately describe their job roles experience pressure in their day-to-day performance (McCarthy, 2014). Reform also imposed new burdens by reallocating responsibility away from previously responsible agencies or by creating confusion about the responsibilities of officers (McCarthy and O'Neill, 2016). This is linked into the concern that 'community policing' somehow detracts from 'real police work' (Nall et al., 2014) by requiring officers to go beyond established parameters (Lurigio and Skogan, 1994). It is also superimposed on pre-existing internal tensions, as the reluctance among lower ranks to accept change is often a symptom of a perceived lack of support from upper management (Nalla et al., 2014). Crucially, however, this research identified that lower-ranking officers, in recognising the burdens associated with 'hard policing', were more receptive to reform than literature suggests. Although officers frequently evidenced a limited ability to define soft power, they were considerably clear on its potential benefits, including its communicative and relational benefits. Core tenets of the literature, such as the anticipated establishment of transparent, two-way interactions, also appeared in these responses.

The second and third objectives of the study was to identify the main perceived successes and challenges of soft power policing in Abu Dhabi, as well as exploration of specific initiatives. All participants voiced the opinion there is a strong link between legitimacy and soft power policing and regarded the community as an indispensable source in crime prevention (Hinds and Murphy, 2007). Various initiatives were perceived positively. Important innovations by the police department included Comprehensive Police Centres which were developed with the intention of adapting to ongoing social development, improving communication and defining tasks for the various community police branches that corresponded to the community's present and future needs (ADP, 2013). Community policing was felt to be particularly important in the context of Abu Dhabi because the community is made up of various nationalities; engagement therefore has a vital role to play in improving relations between police and residents and helping to break barriers down (*The National*, 2017). However, interestingly, officers lacked awareness of some initiatives and did not regard all of them as successes – this highlights the need for Abu Dhabi to engage in evidence based policing in order to use resources effectively, as the basis upon which success is claimed does not always appear to be clear – this is a problem with evaluations of soft policing more generally (Mulugeta and Mekuriaw, 2017). Although key achievements were noted and highlighted, it was also acknowledged that goals and objectives needed to be realistic if this progress was to be sustained so that disillusion does not set in and reform is not derailed.

The research, in engaging with factors that impede the implementation of soft policing in Abu Dhabi, diverged from the literature in a number of key respects. For instance, the research did not identify bureaucratic barriers (Skolnick and Bayley, 1988). On the contrary, it instead found that the advancement of the soft power agenda enjoyed considerable support across various levels of the police (Skolnick and Bayley, 1988) though it was still noted that better communication across ranks and with the public, and more opportunities for training are necessary in order to move forward.

Lastly, this research aimed to conclude with recommendations for practice. In building on the ongoing need for a proactive approach to policing, future interventions should seek to provide adequate training opportunities. ADP should work to organise internal training of small groups, as this will be more conducive to discussion and participation. Training in community policing is essential and it will attain even greater value if it is multi-dimensional. These

activities could conceivably engage with the principles and conceptual understanding of community policing, the use of civil regulations and code enforcement, utilisation of specific crime data in the analysis of neighbourhood problems and the organisation of community groups and mediation (Paoline et al., 2000). This will allow for a common understanding of soft policing to be achieved internally and externally.

Taking into account the fact that some participants expressed dissatisfaction with current policing methods, definitional issues are particularly pertinent as in many respects they precede the articulation and adoption of a new philosophy. Continuous officer training should be provided and should cover an array of special tasks, not forgetting about soft policing. These activities can be linked into international networks, enabling ADP to draw on international knowledge and experience. Internal communication processes should also be examined, and managers should encourage low-ranking officers to raise concerns about the implementation of soft policing in their department and its effect on their work. ADP should continue with investing in gaining evidence surrounding their policing practices as this research uncovered that much more research is necessary to truly understand the successes of challenges of soft policing – without evaluations, officials are relying on highly subjective experiences of a few individuals. For example, we do not know how effective strategies truly are, what the public actually think of them, or how training is perceived by ADP officers.

CONCLUSION

This study explored soft policing in the context of Abu Dhabi using a mixed-method approach. A multitude of positives, as well as challenges, have been identified. This first-of-its kind research which utilised a representative sample of officers is the first to shed light into this concept. Overall, soft policing was perceived as useful and beneficial with core successes identified. However, many recommendations for the future were identified, including: better cooperation and coordination between the different levels of the police hierarchy, more training opportunities and the need for further research. Through these innovations, ADP will be better-placed to confront the various practical challenges associated with soft policing implementation.

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12-BW14-6777

EXAMINING THE IMPACT OF POLITICAL EVENTS ON STOCK MARKET RETURNS IN TADAWUL, KSA

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ABSTRACT

An exploratory² framework, using the positivist approach, sought to develop explanations of the issue at hand. From previous research, it became clear a causal research, relying on statistical analysis was necessary.

The tested data was collected between 2000 and 2014. They represented the closing figures on the last day of each month. Regression analysis was conducted in order to find out the relationship between political events and changes in the stock market. The findings indicated that the Saudi Government attempted to control political unrest, thus prevent inconsistency in political events.

Finally, the study increases understanding of the stock market behaviour of the decision makers in order for them to predict any changes, where preventive measures against the risk involved in stock market behaviour can be taken by the authorities.

Keywords: Political uncertainty, Stock market behaviour, Saudi Arabia.

INTRODUCTION

The effect of political events on stock market performances has been a popular topic among academics for a long time. Thus, this study will be conducted in the developing country due to the lack of information that will be helped to understand this relationship based on the debate in the literature review to investigate whether a high risk will affect stock market return negatively or positively. Accordingly, this part of the paper focuses on identifying the aim of the study as well as giving brief information about its background.

Problem Statement

Many individuals, entrepreneurs, companies and governments are investing large sums of money in the financial markets. However, the majority of market participants are not well informed about how to deal with the stock market; and they have a tendency to act irrationally. The lack of information at the right time and the cost of obtaining new information can cause a state of imbalance in the performance of the market for investors. The movements of the stock market are difficult to understand and predict, and this creates the need for empirical analyses which can help for the understanding of the stock market and to help predict potential stock market prices. This study attempts to address the gap in the literature through the relationship between the stock market behaviour and influencing the political events in the Saudi stock market.

Research Aim

The aim of this study is to explain how political events affect the Saudi Arabian stock exchange. Therefore, the impact of political events on stock market return in Tadawul KSA are the main research questions of this study. In this study Saudi Arabia was chosen for two main reasons. The first one relates to the lack of research about the effect of the Arab Spring on stock market return specially in the developing countries. The second reason to understand the academic

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² Investigating the impact of the political incidents on the stock market return in Saudi Arabia was developed.

debate regarding the effect of political turmoil on the stock market and to understand whether such crises are constructive or destructive, since the Arab Spring highly affected the country.

LITERATURE REVIEW

Effect of Political events on Stock Exchanges

The higher the political risk in an economy, the lower the likelihood of potential investors entering the market. Doubt over the strength of a government may give rise to uncertainty over the economic policies existing in the country, as any change in the political set-up may give rise to newer, unknown policies that may hamper potential investments. Such an uncertain state of affairs may discourage investors from creating an investment portfolio in the emerging market and persuade them to look for better avenues in countries with a more stable government. This view is supported by Bilson, Brailsford and Hooper (2002) who believe that emerging countries need to have a stable government to boost investor confidence as political instability is a deterrent to good returns on investment.

On the contrary, according to a number of researchers (Drazen, 2002; Bordo, 2008), crises have the potential to create the opportunity for reforms that have been put off to be undertaken and in this sense; they make a positive contribution to growth in the long run. According to Drazen (2002), this perspective, which is referred to as the “crisis hypothesis”, has grown into the prevailing attitude within the political economy. Bordo (2008) suggests that crises can be beneficial in case the factors that support the economic reforms are preferred over the ones that are present. All in all, this perspective is prone to view crisis as an accepted and potentially advantageous factor for the course of growth.

It supports that countries can make use of crises as occasions for learning, transforming and enhancing their political and economic organisations just like teenagers do with crises in their lives (Cavallo and Cavallo, 2010). However, According to Chuang and Wang (2009) who had conducted one of the latest studies on this subject. In essence, the scholars intended to scrutinise the impacts of political developments those described in the study as the change of the political party having governmental authority in terms of prime minister or president positions – in developed countries’ securities markets. In order to realise this intent, the scholars employed the methodology of a panel data analysis, due to the fact that it is accepted that there are effects that are particular to a given country.

The scholars included the securities markets of FTSE 30, Dow Jones 30, Nikkei 225 and SBF-250 in order to evaluate the daily securities return data for separate country indices (Kongprajya, 2010). The panel data analysis technique usually involves two forms. These two forms have their own statements and they correspond with the data with varying features.

The fixed effect model assumes ‘country-specific’ as a stable term in the regression, which suggests that the phrase ‘fixed’ refers to the meaning that the country-specific term stays the same over time and does not demonstrate changes; whereas, the random-effect model takes that country-specific effects change in time, and therefore they are stochastic (Kongprajya, 2010). Moreover, Based on Ismail and Suhardjo (2001) who had conducted a remarkable research on the effects of political events within the country on the Indonesian securities market, by scrutinising the applicability of the Efficient Market Theory (EMH) and the impacts of the political developments on the total economy, as well as on a particular industry. This research covered the entire industry sectors in the Jakarta Stock Exchange (JSX). It used the data from day-to-day market indices closing prices which included the composite index and the indices of every single sector. Eleven political events from within the country were chosen in the period of November 1999 to February 2001 depending on the event identification measures. Yields of securities prior to and in the course of the chosen events were to be identified for testing the hypotheses. The research made use of the event study method to

investigate the market efficiency degree and the response of the securities market to political events in the country.

The outcomes derived from the results were diverse (Kongprajya, 2010). From the eleven cases investigated, only two cases showed that overall industries and the composite index demonstrated a reaction to the political events on the event day. Moreover, on three cases out of 11, the composite index and the overall industries responded diversely (Kongprajya, 2010).

A significant level of abnormal returns was observed for the overall industries in the event duration, whereas the composite index demonstrated considerable abnormal returns prior to the event day. The overall industries as well as the composite index did not reflect any response for other political developments. As a result of these diverse reactions from the overall industries and the composite index, it could be suggested that no definite declaration could be made depending on these results due to the semi-strong market efficiency structure within the JSX. Besides, the movements of abnormal returns in either the negative or positive direction showed that the political background in Indonesia was unpredictable (Kongprajya, 2010).

Stock market behaviour is considered as one of the best indicators of the economic development and the relationship between stock market development and political instability was a subject of number of scholarly articles (Wang and Lin, 2009).

Again, there are two different arguments with regards to this issue; first, the higher the political risk in an economy, the lower the likelihood of potential investors entering the market; second, political turmoil may be counterbalanced by the positive functioning of macroeconomic fundamentals and that may persuade potential investors to the region (Gavin, 2011). Contradicting empirical results were also obtained by the scholars in this issue.

For example, Wang and Lin (2009) found that the fluctuation in the securities markets intensified after the democratisation movement in Taiwan. However, Aktas and Oncu (2006) found that the investors were capable of mirroring varying systematic risk features of securities logically on the political event day in Turkey.

Therefore the final hypothesis for this study was set as ***H1: Political events will have a positive effect on stock market*** (Kongprajya, 2010; Goonatilake and Herath, 2007; Ismail and Suhardjo, 2001, Bilson, Brailsford and Hooper, 2002).

TIM SERIES ANALYSIS FROM 2001-2014

In this part, the crucial Saudi Arabian political events and the movements of the Saudi Arabian Stock Exchange in tadawul³ are evaluated. Time series analysis on the Saudi Arabian Stock Exchange covers the period between the years of 2001 and 2014. Changes in time series occur due to political reasons. Accordingly, the impacts of political events changes on the Saudi Arabian Stock Exchange were discussed.⁴

At the beginning of the Saudi Arabian Stock Exchange in 2001 the Exchange level was 2479. During the month of August, the stock market witnessed an increase in trading and closed at the level of 2605. However, it can be seen that following the unfortunate incident of the World Trade Centre on the 11th September, 2001, the Saudi Arabian Stock Market demonstrated a downward spiral.

At the beginning of 2002, Ron Jones, who was a British citizen, was taken into custody in Saudi Arabia. The British authorities claimed that he was tortured during his time in custody and that, under torture, he made a forced declaration. This event created a political tension between the UK and Saudi Arabia. thus, the Stock Exchange decreased from the level of

³ The closing price for tadawul stock exchange were collected via the following website
<https://www.tadawul.com.sa/wps/portal>

⁴ Political events mentioned in this part were taken from a number of sources, however all of those occurrences are also listed in BBC News, which can be accessed via the following link: <http://www.bbc.com/news/world-middle-east-14703523>.

2456.15 down to 2446.82 in February. The Exchange levels hit 2900 points in April and May (April, 2899 and May 2890). Moreover, The main political events in these months were the attack on Iraq and the declaration of the Saudi Arabian foreign minister that the United States will not use Saudi conveniences (BBC, 2016). The stock level declined from 2590.52 in October 2002 to 2446.92 in November 2002.

In November 2003, suicide bombings in Westerners' Riyadh killed 17 people and injured numerous others (Hegghamme, 2010). During this event the Stock Exchange continued increasing from 4003.92 to 4265.79.

In December 2004, four American workers were killed in Jeddah (Hegghamme, 2010). During this event, the Arab Stock Exchange level decreased from 8329.7 to 8206.23. Hence, the Saudi Stock Exchange started the year of 2004 at 4584 points and finished it at 8206, with the highest upper degree of 8329. Overall it was an excellent performance by the Saudi Arabian Stock Exchange during the calendar year of 2004. However, As a result of the Dammam clash, four men and three police officers were killed in September 2005. The Stock Exchange levels demonstrated an increase from 14857.22 to 15036.04 in the same month. In November 2005, the World Trade Organisation approved the membership of Saudi Arabia following negotiations of twelve years, in November 2005. During this event Saudi Arabian Stock Exchange level increased from 15616.65 to 16311.37. Overall, 2005 was another excellent year for the Saudi Arabian Stock Exchange. Moreover, An important agreement between Saudi Arabia and Al Yamamah dissolved due to the fraud in December 2006 (Al-Yamamah, 2014). During this event, the Stock Exchange balance fell, and in December 2006, it was only at 7933.29 points. When the overall performance of Saudi Arabian Stock Exchange is considered, it will be concluded that 2006 was a bad year overall for the Stock Exchange. During 2007, the Saudi Arabian Stock Exchange started to gain some sort of momentum. Trading started the year at 7041.22 points. After a few up and down fluctuations during the initial six months of 2007, the Saudi Arabian Stock Exchange managed to make a steady growth in the final months of 2007 and closed at 11175.96 points. In July 2008, a security problem was faced by the Saudi Arabia Government, and consequently the Saudi Arabian Stock Exchange level fell from 9352.32 in June to 8740.74. In December 2008, border line was finalised through the agreement between Qatar and Saudi Arabia (Heard-Bey, 2006). During this event the level fell from 7458.5 to 4802.99. For November 2009, border conflict was encountered on the border with Yemen. During this event the Stock Exchange points increased from 6268.55 to 6355.82. However, by the end of the year 2009, the balance of the Stock Exchange decreased 6121.76 points. During 2009, the Saudi Arabian Stock Exchange attempted to get some sort of momentum by slow but steady growth. From 4808.9 at the start of the year, the Stock Exchange closed at 6121.67 points at the end of calendar year 2009. However, In December 2010, as exposed by the WikiLeaks website, which was known for making hidden arrangements public, the US was alarmed to understand that Saudi Arabia was the most important financial source for the Sunni terrorists all around the world. In this month, the Stock Exchange level increased from 6318.5 to 6620.75 points. During 2010, the Saudi Arabian Stock Exchange faced small fluctuations but no major increase nor decrease was witnessed by the Saudi Arabian Stock Exchange. In December 2011, Saudi Arabia purchased huge combat jets from the US. During this event the Stock Market increased from 6104.56 to 6417.73 points. The same was the case in 2011 with the Saudi Arabian Stock Exchange, as it started the year with 6358 points and closed, at the end of the year, at 6417 points. In September 2012, Abdullah al-Hamid and Mohammad al-Qahtani, who were supporters of human rights, were found in an illegitimate group, and Mohammad al-Qahtani was consequently taken into custody. During this event the Stock Exchange level fell from 7139.01 to 6839.83. During 2012, the Saudi Arabian Stock Exchange showed an increment of 255 points by the end of the whole year. It started its operations from 6626 points and closed at 6881 points at the end of 2012. In December 2013,

30 women were selected to the membership of the Consultative Council. Before 2013, the Consultative Council was constituted of only male members. This was the first activity which showed the involvement of women in the society. For the first time in Arab history, women participated in political and social life (Fischetti, 1997). During this event the Saudi Arabian Stock Exchange increased from 7043.55 to 8535.6.

METHODOLOGY

In this research, positivist philosophy is chosen since the aim of this study is to explain how political events affect the Saudi Arabian stock exchange. Moreover, A deductive approach is regarded as a model for testing a hypothesis. Cooper and Schindler (2006) state that a deductive approach calls for a change in the viewpoint, from generalised to particular, which needs a hypothetical and notional configuration through testing. In this study, first the literature is reviewed and then the hypotheses are formed accordingly in order to test them in a particular setting—of Saudi Arabia. As per the research design, causal type of research is conducted as the main aim is testing of political events variable in regards to their effect on the stock market development in Saudi Arabia. Therefore, finding out the cause and effect relationship is the main aim of this study. However, as for data, the secondary data is collected to be used in the analysis. These data are numerical data and are available in the Saudi Arabian Stock exchange. In this sense annual data which covers the years of 2000-2014 were collected from the data sources. The closing figure of the last day of each year was collected to be analysed.

RELIABILITY AND VALIDITY

In this study several data sources were used to check whether the data collected was accurate or not. In this manner, The World Bank's database, Tadawol stock exchange and IMF's database and FITA.org database were used to check the reliability of the data. Therefore, it can be said that this research is highly reliable in terms of the data used. This research is also valid since highly specific analysis types were used and results obtained were based on these analyses. Therefore, the same study could be conducted and would get the same results for the period analysed in this study. Only secondary data was collected and those data were analysed through regression analysis.

Data Analysis

Regression analysis for the effect of political events on stock market returns.

A Time series analysis on Saudi Arabian Stock Exchange covers the period between the years of 2001 and 2014. Changes in time series occur due to political reasons. Accordingly, the impacts of political changes on the Saudi Arabian Stock Exchange were discussed.⁵ In determining the effect of political events, BBC News was used and the news was dummied as follows:

- 5=positive political event without security dimension
- 4=positive political events with security dimension
- 3=negative political event without security dimension
- 2=negative political events with security dimension
- 1=negative political events with security dimension and with victim

Dummy variables were allocated to each month and therefore, average dummy numbers were given to each month, following Zach's (2003) methodology on assigning dummy variables on a similar study linking political events.

⁵ Political events mentioned in this part were taken from a number of sources however all of those occurrences are also listed in BBC News which can be accessed from the following link: <http://www.bbc.com/news/world-middle-east-14703523>

Month	Closing price	Weighted score for political events for month	Month	Closing price	Weighted score for political events for month
01/01/2001	7055.69	1	Aug-04	6106.42	2
Feb-01	8279.03	3	Sep-04	6392.39	1
Mar-01	7731.62	4	Oct-04	6353.88	3
Apr-01	7478.11	4	Nov-04	6318.5	3
May-01	7502.02	4	Dec-04	6620.75	1
Jun-01	6973.57	1	Jan-05	6358.03	3
Jul-01	7475.35	1	Feb-05	5941.63	4
Aug-01	8188.53	1	Mar-05	6562.85	4
Sep-01	7813.12	3	Apr-05	6710.56	4
Oct-01	8478.99	4	May-05	6735.98	4
Nov-01	9389.71	4	Jun-05	6576	4
Dec-01	11038.66	4	Jul-05	6392.13	4
Jan-02	9559.87	4	Aug-05	5979.3	5
Feb-02	10146.16	4	Sep-05	6112.37	3
Mar-02	8992.53	4	Oct-05	6224.3	3
Apr-02	10066.16	1	Nov-05	6104.56	3
May-02	9529.34	1	Dec-05	6417.73	3
Jun-02	9352.32	1	Jan-06	6626.04	4
Jul-02	8740.74	4	Feb-06	7271.82	4
Aug-02	8757.04	4	Mar-06	7835.15	4
Sep-02	7458.5	4	Apr-06	7558.47	1
Oct-02	5537.82	5	May-06	6975.27	3
Nov-02	4738.14	5	Jun-06	6709.91	2
Dec-02	4802.99	5	Jul-06	6878.19	3
Jan-03	4808.9	5	Aug-06	7139.01	4
Feb-03	4384.59	5	Sep-06	6839.83	3
Mar-03	4703.75	5	Oct-06	6791.04	3
Apr-03	5625.51	5	Nov-06	6533.14	3
May-03	5893.34	5	Dec-06	6801.22	1
Jun-03	5596.46	-4	Jan-07	7043.55	4
Jul-03	5778.14	1	Feb-07	6998.33	3
Aug-03	5660.89	1	Mar-07	7125.73	1
Sep-03	6322.04	3	Apr-07	7179.8	1
Oct-03	6268.55	3	May-07	7404.12	1
Nov-03	6355.82	4	Jun-07	7496.57	1
Dec-03	6121.76	3	Jul-07	7915.11	4
Jan-04	6252.55	3	Aug-07	7766.52	4
Feb-04	6437.5	4	Sep-07	7964.91	4
Mar-04	6801.01	4	Oct-07	8044.47	3
Apr-04	6867.97	4	Nov-07	8325.28	4
May-04	6120.52	4	Dec-07	8535.6	4
Jun-04	6093.76	3	Jan-08	8760.62	1

Jul-04	6283.73	3	Feb-08	9106.55	1
Month	Closing price	Weighted score for political events for month	Month	Closing price	Weighted score for political events for month
Mar-08	9473.71	2	Oct-11	5979.3	5
Apr-08	9585.22	2	Nov-11	6112.37	3
May-08	9823.4	2	Dec-11	6224.3	3
Jun-08	9513.02	2	Jan-12	6104.56	3
Jul-08	10214.73	3	Feb-12	6417.73	3
Aug-08	11112.12	2	Mar-12	6626.04	4
Sep-08	10854.79	1	Apr-12	7271.82	4
Oct-08	10034.92	4	May-12	7835.15	4
Nov-08	8624.89	4	Jun-12	7558.47	1
Dec-08	5537.82	4	Jul-12	6975.27	3
Jan-09	4738.14	4	Aug-12	6709.91	2
Feb-09	4802.99	5	Sep-12	6878.19	3
Mar-09	4808.9	5	Oct-12	7139.01	4
Apr-09	4384.59	5	Nov-12	6839.83	3
May-09	4703.75	5	Dec-12	6791.04	3
Jun-09	5625.51	5	Jan-13	6533.14	3
Jul-09	5893.34	5	Feb-13	6801.22	1
Aug-09	5596.46	4	Mar-13	7043.55	4
Sep-09	5778.14	1	Apr-13	6998.33	3
Oct-09	5660.89	1	May-13	7125.73	1
Nov-09	6322.04	3	Jun-13	7179.8	1
Dec-09	6268.55	3	Jul-13	7404.12	1
Jan-10	6355.82	4	Aug-13	7496.57	1
Feb-10	6121.76	3	Sep-13	7915.11	4
Mar-10	6252.55	3	Oct-13	7766.52	4
Apr-10	6437.5	4	Nov-13	7964.91	4
May-10	6801.01	4	Dec-13	8044.47	3
Jun-10	6867.97	4	Jan-14	8325.28	4
Jul-10	6120.52	4	Feb-14	8535.6	4
Aug-10	6093.76	3	Mar-14	8760.62	1
Sep-10	6283.73	3	Apr-14	9106.55	1
Oct-10	6106.42	2	May-14	9473.71	2
Nov-10	6392.39	1	Jun-14	9585.22	2
Dec-10	6353.88	3	Jul-14	9823.4	2
Jan-11	6318.5	3	Aug-14	9513.02	2
Feb-11	6620.75	1	Sep-14	10214.73	3
Mar-11	6358.03	3	Oct-14	11112.12	2
Apr-11	5941.63	4	Nov-14	10854.79	1
May-11	6562.85	4	Dec-14	10034.92	4
Jun-11	6710.56	4	Jan-15	8624.89	4
Jul-11	6735.98	4	N/A	N/A	N/A

Aug-11	6576	4	N/A	N/A	N/A
Sep-11	6392.13	4	N/A	N/A	N/A

Accordingly, regression analysis was conducted with the closing dates of the Tadawul in each month. Regression Analysis / Stock Market – Political Event

<i>Regression Statistics</i>	
Multiple R	0.27755
R Square	0.077034
Adjusted R Square	0.067319
Standard Error	1455.015
Observations	97

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	16786373	16786373	7.929066	0.005916
Residual	95	2.01E+08	2117068		
Total	96	2.18E+08			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	6434.544	365.4356	17.60787	1.13E-31	5709.062	7160.025	5709.062	7160.025
X Variable	323.7388	114.9698	2.81586	0.005916	95.4949	551.9826	95.4949	551.9826

According to the above table, there is a significantly positive effect of political events on the stock market

DISCUSSION AND CONCLUSION

The evidence in this paper demonstrates that the performance of the stock market is indeed affected by the political events and the relationship between stock market development and political instability was the subject of a number of scholarly articles (Aktas and Oncu, 2006; Wang and Lin, 2009). There are two different arguments with regards to this issue: one, that the higher the political risk in an economy, the lesser the likelihood of potential investors entering the market; and; two, that political turmoil may be counterbalanced by the positive functioning of macroeconomic fundamentals, and that may in turn persuade potential investors to the region (Gavin, 2011). Contradicting empirical results were also obtained by the scholars in this issue. For example, Wang and Lin (2009) found that the fluctuation in the securities markets intensified after the democratisation movement in Taiwan; however, Aktas and Oncu (2006) found that investors were capable of mirroring varying systematic risk features of securities logically on the political event day in Turkey.

The result obtained in this study supported the findings of Wang and Lin (2009) and (Drazen, 2002; Bordo, 2008), because it seems that positive political steps and reforms which were implemented by the Saudi Arabian government which were taken by the government, did indeed boost the performance of the Saudi stock market. Therefore, the findings of this study lead the researcher to find favour with the argument that “crisis makes governments put positive reforms in place which make the stock market perform better”.

Practical Contribution

Since the results showed that crises create opportunity for positive stock market performance, the government should continue to make necessary reforms in Saudi Arabia to make the investment environment better and to make the stock market perform better. In addition, if the country is faced with economic crisis in the future, it can be said that reforms may help in minimising the effects of turmoil on stock market performance. This means that this study contributes to practical knowledge by claiming governmental reforms should be implemented in order to decrease the effect of the crisis and to create positive future outlook

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19-BU20-6638

HOW CAN PHILOSOPHICAL INQUIRY BE USED AS A MEANS OF ENGENDERING SPIRITUALITY

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ABSTRACT

The study investigates a relatively unexplored educational aspect of linking philosophical and spiritual understanding for students' deeper religious knowledge and spiritual beliefs. The investigation leads to review the on-going debate between faith and reason among various philosophers and educators of the past and current times. Religious traditions historically uphold arguments to focus on the cognitive dimension of religious belief. Therefore, some religious educators argue for the inclusion of discerning materials in the RE curriculum for the critical examination. To assess this argument, the study analyses the IIS's² MDEL Module³ and examines the potential of the philosophical and spiritual ideas reflected in its selected literary pieces. A hermeneutical and interpretive approach is adopted to analyse texts; the outcome appears to demonstrate an unbalanced emphasis on philosophical and spiritual aims. The study is significant as it offers the basis for a philosophical approach for an intellectually engaging learning directly relevant for the teaching of spiritual and religious education.

Keywords: Spirituality, Philosophy, Religious education.

INTRODUCTION

This research was undertaken as part of the STEP⁴ Programme conducted by IIS. The impetus driving the research stems from one of IIS Curriculum's aim to nurture within students an intellectual and ethical commitment in their own beliefs while also encouraging them to become consciously reflective of the spiritual dimension to find meaning and inspiration from their faith (IIS, 2013). This captured my sense of critical inquiry to investigate the use of philosophical reasoning for the religious and spiritual understanding of students. Based on inquiry, the study analyses selected literary texts from the IIS's MDEL Module to examine the underpinned philosophical and spiritual characteristics.

Since the study is library-based, it examines various theoretical claims of philosophers and religious educators and also draws upon theoretical links between past and present philosophical traditions. It primarily attempts to examine the place of philosophy within religion by highlighting the existing debate over the compatibility of philosophy and religion. The debate continues to invoke responses from two opposite sites: those who refuse outright the viewpoint and possibility of a compromise between religion and philosophy, and those who see a compromise as not only reasonable but essential if a balance of values is to be kept in perspective. However, the hypothesis held here is that the philosophical understanding is inclusive not only of traditional knowledge but also of intellectual knowledge for the deeper understanding of religion, which in turn helps in spiritual understanding.

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² IIS-Institute of Ismaili Studies

³ Muslim Ethical and Devotional Literature Module

⁴ STEP- Secondary Teacher Education Programme which results in the awarding of two Masters Degrees (MA /MTeach) from the Institute of Education and IIS. STEP graduates teach IIS curriculum in religious education classes

The debate between philosophy and religion

Whilst identifying the basic points of tension, a review of opinions in Western and in Muslim scholarly circles is worth exploring. The relationship between faith and reason has persistently been argued by philosophers. Like the leading philosopher Hume (1993), maintained that beliefs are not based on reason; and the premises for religious arguments are, irrational and uncertain. Kant in his famous *Critique of Pure Reason* remarked that he, ‘found it necessary to deny knowledge in order to make room for faith’ (1965, p.30). Even implicit in Hirst’s (1976) philosophy, religion is separate and needs to be isolated from all other forms of knowledge. In contrast, Mitchell (1957) argues that reason alone cannot discover truth; in religion reasoned arguments are ultimately traced back to God, or discovered by some revelation. A contemporary Muslim scholar, Esmail (1982), affirms that this contradiction of reason as against faith is hardly perceived within a religious tradition, yet it is by no means absent. Hence, there appears to be some confusion at times as both religion and philosophy wrestle with fundamental issues of what is good and most essential in life.

Historical support for the argument

Esmail (1994) supports this argument of reason and faith by relating it to the history of religions, especially Judaism, Christianity and Islam, where sections of the believers were influenced by Greek logic and assertively believed that the dispassionate use of reasoning was a sufficient ground for religious belief. Carr (1995) also refers to the Greek philosopher Socrates, who once argued of knowing nothing. Carr contends that people have not understood Socrates’ ‘inner voice’ concerning the ‘examined life’ about the search for purity of conscience, which Carr reasons as indeed possessing the ‘spiritual’ dimension. On the other hand, Esmail (1998) relates his argument to Ibn al-Arabi’s⁵ thoughts which show constant amalgamation between concepts and imagery since his thinking was logical as well as poetical. He adds that these insightful thoughts of Ibn al-Arabi enriched the entire mystical tradition after him. Similarly, classical Ismaili doctrine also conceives of the principles of the spiritual and physical worlds in Neoplatonic terms (Nanji, 1987). Hunsberger points: ‘Nasir Khusraw⁶ merges philosophy and religion, the larger medieval goal of combining the two ‘wisdoms’, particularly of Greek philosophy and Islam. Nasir not only attempts to fill the methodological gap, but explains that the two are in essence the same’ (2000, p.14).

The literature reviewed reveals how philosophical perspectives influence spiritual life, and how religious traditions understand philosophical and spiritual aspects as interlinked. Now, can this philosophical inquiry be undertaken in religious education? Can children philosophise on issues of human life?

Philosophy and children

The philosophy that children need to learn is not the study of Aristotle or Kant’s ideas; it consists rather in engaging students to think and discuss profound issues of direct interest and relevance to them. This is helpful in undertaking a deeper study of religion. Lipman thus contends; Philosophy is a genuine inquiry for children, rather than a closed procedure with ‘right’ answers. In claiming this, Lipman elucidated, ‘the role of critical thinking is defensive: to protect us from being coerced into believing what others want to compel us to believe’ (1991, p. 144) which is very important in today’s time. Lipman pioneered philosophy for children and this philosophy was promoted by Robert Fisher and others. Lipman’s (1980) research on young children’s ability to reason leads him to suggest that children have a pre-disposition for

⁵ Ibn-Arabi- Muslim mystic, poet, and philosopher of 11th century

⁶ Nasir Khusraw-Medieval Ismaili Muslim thinker and philosopher

questioning and wonder, also affirmed by Cole (1990) and Hart (2003). Thus, challenging the assumption that thoughtful reason is not accessible to young children.

Critical inquiry in religious education

Review makes it clear that philosophy and religion, as separate disciplines, both address the key questions of what is real, and right. They differ however in where they find the answers; philosophers develop human thinking and believers accept a tradition of revealed truth. Merging both together, students can make powerful connections between the issues raised and their real-life experience, leading them to get a more thorough understanding of their faith. However, when we come to understand approaches to religious and spiritual education, it is surprisingly difficult to find a balanced approach. However, Wright (2007, p. 236) asserts that critical pedagogy ‘retains a fundamental openness to a range of different theological, philosophical and disciplinary perspectives and seeks to function heuristically by drawing such perspectives into a mutually beneficial conversation’. Similarly, Hay and Nye confess that ‘reason plays an important part in the process of coming to hold a religious belief’ (2006, p. 170), and that experiential approach can be combined with a ‘genuine debate about the truth or falsity of religious belief’ (2006, p. 170), as required by Wright’s critical pedagogy.

Correspondingly, De Souza et al. (2009) found that majority of educational theorists; promote the inclusion of philosophical questions with strong ethical dimensions at the centre of the curriculum further theorists’ view that ‘we’re selling our children short when we believe that grappling is beyond them (p.155). Jack Priestley (argues that spirituality underpins curriculum and offers constancy and strength to the uncertain material world. He suggests a mystical metaphysics, perceived through the solitary spiritual experience or ‘the original vision’ as the ‘proper point of reference for education’, because it is ‘the essence of education’ (2000, p. 126-132). Similarly, Carr points to the need for ‘greater analytical clarity’ (1995, p. 83) in the discussion of spiritual education and puts forward the notion of spiritual propositions suitable for objective inquiry. Moreover, Slee suggests that ‘one has to, move beyond an objective study of religions to an exploration of inwardness, a grappling with existential question of inwardness, a search for spiritual identity, an encounter with mystery and transcendence’ (Slee as cited by Wright (1998, p.42). This means along with critical pedagogy; a prerequisite curriculum explores a subject deeply to attain the desired inquiry.

METHODOLOGY

This qualitative study examines selected texts of the literature module by an interpretative and hermeneutic approach in order to investigate its potential for philosophical and spiritual ideas. Hermeneutic interpretation is indispensable when there is neither a rational method of confirming the truth of a meaning, nor an empirical method for verification of the text (Bruner, 1991). Within this framework, it uses a content analysis method which usually follows a logical and comparatively straight forward procedure (Denscombe, 2007) and offers an investigational basis for examining different ideas (Weber, 1990). However, choice of qualitative method is confronted by personal biases. As the methodology is reliant on researcher interpretations, bias is an unavoidable constraint. Yet this also allows the investigator to undergo a process of self-reflexivity which shows an involved rather than a detached investigator.

The texts first selected were broken down into convenient categories at a variety of levels, such as phrases, sentences or themes and then were analysed in terms of concepts and ideas. The texts selected were only small segments of the curriculum, and therefore the generalisability of the study is limited. The content analysis method also provides key analysis, which does not support broader level of interpretation which might include examining the concepts from a number of relational perspectives to arrive at positive or negative arguments. Keeping these limitations, the study generalised the findings according to the concepts and

themes of the investigation. To cross-reference the findings the study referred to different theoretical claims and multiple viewpoints that provided a broader context for the inquiry.

FINDINGS AND ANALYSIS

The secondary curriculum aims to promote the philosophical and spiritual understanding of the students. To assess this claim, the research intends to examine the extent to which the philosophical aspect has been taken care of and whether it promotes philosophical inquiry for an in-depth analysis of the core religious ideas to enhance spirituality or not. The study investigated two selected pieces from the MDEL module one of which is *The Conference of the Birds* and the other is *The Ahd document* (IIS, 2015).

The Conference of the Birds is one of the most significant Sufi literary texts written by Farid al-Din Attar.⁷ It is an allegory, rich in literary devices with many parables, thus inviting readers to go into deeper analysis process. There is an underlying philosophical system that prompts readers to a consideration of mystical ideas and reveals many perspectives on the metaphysics of Sufism. To begin, let's undertake a brief analysis to uncover the structure of this allegorical poem. Though it does not aim for a complete literary examination, the analysis has implications for the text as a whole and one can also extract broader inferences from it. '*The Conference of the Birds* offers many philosophical views. The symbol of the soul bird's journey to its final abode is ingeniously developed. The metaphors used are rich with symbols; an important teaching tools which help ground and communicate the thoughts better. Also noticeable is the figurative language used which is fairly clear; for example: 'How could a spider or tiny ant tread the same path as some huge elephant? Each pilgrim's progress is commensurate with his specific qualities and state' (Attar as cited in IIS, 2015 p.108).

The story revolves around a variety of birds that embark on a journey to search for their king, the *Simurgh*. As each bird hesitates to continue as the journey becomes more challenging, their leader inspires them to carry on with their quest by narrating parables and exemplary stories, including numerous references to some of the early Prophets: 'When Noah's ark rode out the rising tide; [...] When Jesus saw Truth's hidden mystery; As many souls endured their wretched fate before Muhammad rose to heaven's gate' (Attar, as cited in IIS, 2015 p.108). The whole story invites reader to think and analyse the underlying philosophical ideas. In the story, different birds symbolise different sorts of personality, as well as the complex characteristics to be found among humans. This journey ultimately is the soul's progression towards inner perfection. The different stages may take a different progression in different individuals along this spiritual journey. Attar has represented the stages on this journey as seven valleys. In fact, these philosophical as well as mystical thoughts signify readers that their spiritual journey is not that of a single ascension but occurs in stages. Again, there are clues from a literary analytical point of view; the poem says 'they ask (but inwardly, they make no sound)' (Attar, as cited in IIS, 2015 p.112). The way in which the conversation is framed with great silence leads; the reader has to go beyond the literal to find the philosophical understanding of the transcendence which in essence is its spiritual understanding. The story ends with the ultimate sought after state of *nothingness* – when the seeker finds his destiny in the ocean of his own soul, all yearning ends. However, this is not the end. When the soul has finished its journey to God, the journey in God begins. Here one arrives at the clear mystical conclusion. 'A new life flows towards them from that bright Celestial and ever-living Light – Their souls rose free of all they'd been before' (Attar, as cited in IIS, 2015 p.112) It is thus the quality of this text with its philosophy-laden nature that invites exploration of more novel interpretations of its underlying spiritual ideas. The poem allows the reader to focus on specific parts as well as on

⁷ Persian poet and mystic of 11th century

the work in its entirety, as the connections are revealed in the text itself as a result of its structure.

Choosing specific passages of the *Ahd Document* for analysis, I realised that it is an excellent example of showing students a historical and political understanding of Imam Ali's Caliphate (656-660 CE).⁸ It is a literary piece regarding the qualities of an ideal ruler, which Imam Ali communicated in the form of advice to one of his governors. However, unlike *The Conference of the Birds*, the text is tedious and difficult to comprehend in its literary aspect especially for grade VII students, who are of 13-14 years, and there are no imageries or pictorials to stimulate young readers. For example, the text states, 'let the delight of your eyes be in abstemiousness and good deeds, for it is more excellent than the delight of those who hoard treasure [...] do not look for an excuse where there is none, or follow passion, leading you to the abyss of perdition' (al-Numan, as cited in IIS, 2015 p. 41). The diction used, including the flowery words, is tricky for students to decode and the factual description becomes a monotonous reading. As a result of this kind of language, it is difficult to capture the underlying meaning.

Although the text does not arouse deep and mystical analysis which is the focus of this study, it offers a way of schooling our abilities at exercising judgment and critical thought about legal matters as purely rule-governed. The content refers to an important subject of moral and political philosophy which informs about the ultimate human endeavour to attain the highest moral values for living in a political society. So, while it may not directly be related to spirituality, exploring a moral philosophy is essential in striving to become a better person – an integral aspect of spiritual development. Yet, it makes no overt attempt to articulate the relationship to matters of spirit and issues of spirituality.

On the other hand, given that this document was written in the early history of Islam, it is difficult to relate in its totality to modern day time unless the teacher has the skill to unpack its implicit meanings. The sub-heading related to tax payers' states: 'you should therefore, look after the cultivation of their lands and the improvement of the means of their livelihood more than the levy of their dues' (al-Numan, as cited in IIS, 2015 p. 43), this agricultural context has no bearing for the present-day situation. However, the whole analysis on the subject of moral and social justice totally relies on the teacher to make students alert and thoughtful. The text also reveals the challenges that Muslim societies faced in the past, and questions of critical challenges students are facing in present.

It is also important to keep in mind that societies have a powerful influence on the moral order of individuals, and yet each person's way of thinking differs from one culture to another. As some cultures place great moral emphasis on the family, while others stress the importance of individual freedom. These differences may become problematic when communities have radically different viewpoints about what is virtuous, what is right, and how to deal with moral conflicts. This reference on moral issues can itself raise problems and slip easily into an open-ended controversy.

Similarly, the text states: 'Take heed for the future by [considering] what happened in the past' (al-Numan, as cited in IIS, 2015 p.41) and invites the reader to the process of historical investigation, which is equally important for the critical thinking and imagination of the past. However, it is imperative for children to differentiate between historical moral analysis and judgments of the past and the present. As living in a contemporary political milieu, students need to understand social justice, the idea of living with and in a political society. Nonetheless, it is essential to guard them against judging the past either as a golden age of civility or as having less progressive social arrangements than their own.

⁸ First Imam of the Shia Muslim Followers and 4th Caliph of the entire Muslim Ummah.

Therefore, if the content of the module had an additional passage regarding a contemporary issue, a good comparative analytical text would have emerged; the provision of current information expands students' horizons, challenging them to identify and evaluate their arguments. In addition, although many activities and approaches on conducting the lessons have been included in the units, yet philosophical inquiry still needs space. What is envisaged throughout the argument regarding the focus of the study is a missing conception of spirit and spirituality as a catalyst for religious certainty. If one analyses the political philosophy as such, there is no explicit concept of the mystical ideas nevertheless it could be a base for ethical and moral philosophical enquiry.

DISCUSSION

The literature survey revealed various debates on themes such as faith and reason. It also showed that the different attitudes of philosophers regarding the relationship of religion to philosophy is highly polarised; some eager to see it buried while others insisting on its defensibility. Likewise, the dichotomy between rationality and spirituality reflects the same outcome. This dichotomy was also noticeable in my experience of interacting with religious education teachers, where I found that the biggest problem is holding a discussion with a critical believer on matters of faith. The teachers' recurrent argument is how to be rational and critical on the one hand, and religious and spiritual on the other? They argue that one can be either intelligent or spiritual, but never both because they think that they might lose faith or are afraid of losing their freedom for debate. This is also a way of showing opposition between rationalism and fundamentalism in religion.

This appears to be a huge challenge to tackle rationalism and fundamentalism in the religious education context; however, it seems significant to see both the challenges – of excessive reasoning and overstated fundamentalism, arising often as a response to each other. Though both are uncertain in the context of religious education, it is important to pay equal attention to a person's intellectual and spiritual needs. Based on this point, the investigation of religion in its entirety as suggested by several religious scholars seems sensible. As Wright (1998, p. 29) stresses: 'If pupils were to learn "from" rather than merely "about" religion then they must pass beyond the external into its experiential heart'. However, suffice it to say that the essence in the Ismaili philosophical sense speaks of not only religious integration of subjects, but also the deeper penetration of the subjects, thus challenges us to broaden our view of curriculum that Hirst (as in literature review) and others have tended to see only through secular lenses.

Let's return to the focus of the study whether the IIS's curriculum responds to the reality of the spiritual dimensions. If so, then how is the curriculum's response to be understood in the light of the above discussion?

Analysis reveals that there are some excellent examples of the themes which include ideas that are through and through philosophical and spiritual; one of these is *The Conference of the Birds* while the other text *The Ahd document* is underpinned by political philosophical ideas which are critical but it shows no explicit attention to issues of spirit and of spirituality as such unless the teacher goes into the critical inquiry. This means, the discerning curriculum is significant to allow the mind to focus on topics worthy of consideration which can be classified as philosophical, existential or religious, for example: What is the source of our origin? What does it mean to be human? However, for genuine inquiry to develop; curriculum should give a preliminary account of a philosophical inquiry method that has the potential for fostering young people's growth in wisdom, develop critical, and self-reflective skills. Which are more required in the period of adolescence when existential inquiry concerns them most and they seek for the answers to understand the ultimate purpose and meaning of their life. (IIS, 2013 p. 12).

Theological foundations for teaching the curriculum philosophically

This idea of fostering wisdom through religious education is an ancient idea itself. I reiterate that it is not to introduce anything new but it resembles what Hadolt (quoted by Carr, 1995) has explained about the Hellenistic tradition of philosophy, and Nanji (1987) about Classical Ismaili doctrine; while, Esmail (1992) also confirms that in the formative period of Islam, Shii theology drew freely on the intellectual tools of Greek philosophy to articulate its Islamic insight and vision.⁹

Consequently, Esmail advocates that a philosophical reconstruction suitable to the twenty-first century would thus be in the spirit of an example set from the earliest period (1992). This suggests us to give value to the interconnectedness of life, and to learn critically an insightful dimension of human life. A way forward is to take inspiration from the past as Nanji (1987) explains that the philosophical methodology in Ismaili thought is best brought out by Nasir Khusraw, who explored the nature of revelation and by inference, religion. Similarly, Kirmani,¹⁰ indicates that the spiritual aim of the intellectual exercise in essence comes to the human mind in its proper relation with revelation, rather than through mere justification of the power of the rational ability as against revelation (Nanji 1987, p. 8).

In summing up I would clarify that the purpose of the retrospective look at religion and philosophy in the study aids in considering the place of philosophical understanding in the area of religious studies. Yet that consideration would be too narrow without an equivalent glance at how the larger world of philosophers and educators treat religion (as discussed above). The study explained; for the alleged secularists, critical education can never be religious, and for professed believers' religious education can never be critical. However, for a scientific mentality these unfavourable circumstances can be discouraging. For that reason, one may ask, why is a critical discussion on religion, spirituality and faith so difficult? What kind of religious education could then address these worries? Also, we have seen in the debate that the confusion that appears tends to misconstrue the relationship between the philosophical and spiritual understanding of religion. Religious educators simply label philosophy and spirituality as too abstract to deal with in religious education class; nonetheless it is argued that this relationship forms a fundamental aspect for understanding religion which should not be ignored for being too vague. This actually demands thoughtful consideration and sophisticated reflection to deal with wisely (Esmail, 1992).

CONCLUSION AND RECOMMENDATIONS

The research has provided an overview of the relationship between philosophy and religion, and has argued that the former can foster student's capacity to think on the meaning and purpose in life and this idea is at the heart of spiritual development.

Although my research is in its early stage, I was encouraged by the investigation and the findings which have given me considerable insight into the process of linking both the dimension of religion. The IIS curriculum by focusing on the spiritual dimension could create space for a critical dialogue on religious and spiritual issues, and in turn help reduce the conflict between rationality and religious experience. Religious educators also have to find the middle ground between the extremes of objectivity and subjective experience in the curriculum. The preceding discussion in the study on matters concerning relationship of faith and reason, philosophy and spirituality, rests on an attempt at integration. The whole argument explains how a philosophical approach integrates the distinct areas of our experience which include our emotional and intellectual aspects, linking the practical and the theoretical; thus, it encompasses our inner self-reflection as well as our outer experience of the world.

⁹ Shii- Shia(followers of Imam Ali).

¹⁰ An Ismaili thinker of medieval time.

Accordingly, and in the hope of furthering the investigation, the study can help teachers in showing them the importance of philosophical approach and to carry a message that there is a need to consider this crucial aspect of children's spiritual and intellectual development and to attain the vision ahead by giving it a real expression.

Although the research is library-based with several theoretical claims put forward, it is still exploratory due to number of limitations. As findings are confined to a minor segment of the curriculum, an additional study into this subject area is essential before the study can generalise the findings to the entire curriculum. However, it makes some fuzzy generalisations as the finding of the research has implications for the religious education context. Additionally, with the study being theoretically grounded in relationship to the curricular content, clearly more research is needed both on the curriculum and its practical usage. This shift in research focus might be even more useful in the light of the importance that has been emphasised in the current study.

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1-BU15-6744

THE POLITICS OF INCLUSION/EXCLUSION IN FRAMING CONFLICT: THE MIDDLE EAST CRISIS IN POLITICAL DISCOURSEDR. KHALED AL-ANBAR¹

In contexts of escalating conflict such as the one in the Middle East, it is necessary in the interest of pursuing a peaceful resolution to avoid constructing controversial assumptions about certain groups of people as much as it is important to use linguistic tools in ways that encourage various political actors (and discourse recipients) to cooperate on national and global scales. Departing from a particular understanding of the nature of politics and the crucial role that language plays in political communication² (Fowler et al. 1979), this paper aims at critically investigating the political discourse of the Israeli Prime Minister, Benjamin Netanyahu to demystify how language was utilised to formulate arguments that depict certain political actors in ways that serve a political agenda. Reflexive and multilayered analyses capture illustrative examples of how patterns of positive/negative representation have been actualised across different discourses.

The present paper also aims to illuminate a discursive perspective of constructing ideologies around the much-debated Middle Eastern political conflict which continues to capture global public concern. Embracing a discourse-analytical approach and informed by a number of critical social theories, the paper delves into how the PM uses language to legitimise the Israeli government's perception of reality, how the wider universe should view the conflict, and what solutions are best at times of peril. Using the Critical Discourse Analysis triangulation framework developed by Wodak and Meyer³ (2009), this paper examines four levels of context: (1) the text-internal context, (2) the intertextual and interdiscursive relationships, (3) the context of situation, and finally (4) the socio-political and historical context. Analyses along these lines unravel ideologies which are synchronously recontextualised by topics and sub-topics to commitment to a political project.

2-BW08-6422

CSR ACTIVITIES AND THEIR IMPACT ON EMPLOYEES' INTENTION TO QUIT IN SMES OF PAKISTANDR. ATIF BILAL⁴ AND FATIMA KHAN

The purpose of study was to investigate the relationship between corporate social responsibility (CSR) and intention to quit with the mediating role of organizational commitment and employee engagement. The data has been collected using survey based questionnaire from 203 employees of SMEs in Islamabad and was analyzed through different statistical tests. The results of the study show a positive relationship of CSR on organizational commitment and employee engagement that together produce a negative impact of intention to quit. It has been observed that the CSR acts as a tool of attraction for employee's engagement and commitment at work place. Organizational commitment has been observed as the most important variable among the proposed relationship, as it raises the major negative impact of corporate social responsibility on intention to quit. The study highlights corporate social responsibility as an important driving force for employees in the workplace, if used with the right combination of

¹ Dr. Khaled Al-Anbar, Doctoral Researcher and Teaching Assistant, University of Southampton.

² Fowler, R., Hodge, B., and Kress, G. (1979) *Language and Control*. London: Routledge and Kegan Paul.

³ Wodak, R. & Meyer, M. (2009) *Critical Discourse Analysis: History, agenda, theory and methodology*. In: R. Wodak and M. Meyer (eds.) *Methods of Critical Discourse Analysis*. London: Sage, pp. 1-34.

⁴ Dr. Atif Bilal, Assistant Professor, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology.

activities. The effective design and use of CSR activities can help the organization to increase the level of commitment among the employees. The study concludes for managers that if employees are both committed and engaged at the same time than the chances that they will have intention to quit is very low. The future perspective will allow researchers to study corporate social responsibility along with organizational commitment as a motivational tool to tackle down other workplace issues related with intention to quit.

3-BU10-6709

CRITICAL EXAMINATION OF THE ARAB UNDERGRADUATE STUDENTS' PERCEPTIONS OF THEIR COMPETENCE IN ACADEMIC ARABIC LANGUAGE AND THEIR IDENTITY IN THE LIGHT OF STUDYING IN EMI UNIVERSITIES IN THE UAE

MRS. TAGHREED MASRI⁵

The use of English as language of instruction has been naturalized and taken-for-granted without questioning. Because of English, Arabic is educationally marginalized, and “is currently being pushed back to play a minor role in postsecondary education” (Troudi, 2009, p. 3). This study aims to problematize the use of English as medium of instruction at three universities in the United Arab Emirates. The study aims to critically explore the perceptions of Arab university students who were in Arabic medium instruction schools, of their Arabic proficiency and their Arab identity after studying at university. It also aims to examine the psychological, academic and social transitional changes that accompanied the change of language of instruction from Arabic to English. Based on critical theoretical framework and approached from interpretive and critical paradigms, the study used a mixed-methods approach of quantitative and qualitative data collection. 268 surveys and 20 semi-structured interviews showed that students were aware of the decline in their Arabic proficiency due to studying via English. Results also indicated that students showed symptoms of Academic language attrition. They also reported psychological, academic and social suffering. Results also reported that students believe Arabic language as an essential part of their identity that cannot be wiped away.

4-BU17-6674

PHYSICAL ACTIVITY AND DIETARY HABIT AMONG A SAMPLE OF KUWAITI UNIVERSITY STUDENTS: A SCIOCULTURAL STUDY

DR. MAHA ALSEJARI⁶

Kuwait society had experienced a major life style changes since oil excavation, the populations' life style has been altered from active daily movement and healthy diet consumption to sedentary and inactive mobility and high fat and sugar intake. This study aims to examine the association between Kuwaiti university students' physical activity and dietary habits and their socio-demographic characteristics. A self-administrated questionnaire was distributed among 466 students. The questionnaire consisted of three sections, containing closed-ended questions to measure the identified variables (socio-cultural information, dietary habits, and physical activities). A statistical significance was found between the participants' age, sex, marital status, social sector, and religious affiliation and their dietary habits ($p < 0.05$).

⁵ Mrs. Taghreed Masri, Lecturer, Canadian University of Dubai.

⁶ Dr. Maha Alsejari, Associate Professor, Kuwait University.

Also, a statistical significance was found between the participants' sex, marital status, BMI, social sector, and religious affiliation and their physical activity ($p < 0.05$).

5-BU14-6712

THE BELIEF IN FREE-WILL AND RISK-TAKING: AN INVESTIGATION OF COMPETING HYPOTHESES ACROSS EASTERN AND WESTERN CULTURE

MR. SUBRAMANYA PRASAD CHANDRASHEKAR⁷

The present investigation examines the relationship between individuals' belief in free will (BFW) and risk-taking and sensation seeking preferences. BFW is the general belief of a person that their behavior is free from internal and external constraints across situations, and thus, likely promotes an individual's view of the self as the most important determinant of behavior outcomes. BFW is likely to promote the perceived controllability of outcomes of risky behaviors. However, researchers taking the "action-and control" perspective of BFW, argue that concept of free will has evolved to override inherent immediate biological urges that mainly focus on the self, allowing for prospection, long-term planning, action control, and coordination with others in society, and thus, BFW may be negatively correlated with the preference toward risk-taking. Separate mini meta-analyses for studies with participants from Hong Kong ($N = 1008$), and participants from USA ($N = 3005$), suggested that participants in Hong Kong indicate a positive correlation between BFW and risk-taking (mini meta-analysis effect $d = 0.21$, 95% confidence interval = $[0.15, 0.27]$), whereas the USA participants indicate negative correlation (mini-meta-analysis effect $d = -0.09$, 95% confidence interval = $[-0.12, -0.05]$). The mini meta-analysis finds support for competing hypotheses between BFW and risk-taking preferences, which suggests cultural context as a meaningful moderator of the relationship.

6-BU21-6757

INTERNATIONAL SANCTIONS POLICIES: HOW THE EU AND USA SANCTION RUSSIA'S ACTIONS

DR. SURDU ILEANA-CINZIANA⁸

Both the European Union (EU) and the United States of America (USA) aimed to impose costs on Russia after its use of force in Ukraine. This has been done through imposing sanctions in areas, such as: economic, cooperation, infrastructure, diplomatic etc. While not necessarily coordinating their actions, the EU and the US have both acted to impose sanctions, after the 2014 Russian annexation of Crimea.

As a result of Russia's actions in Ukraine, the European Union offered assistance to the latter country aimed at economic recovery, combating corruption and judicial reform, by, for example, sending a civilian CSDP mission (EUAM) aimed at supporting civilian security sector reform and by lifting visa requirements for travel. Furthermore, soon after the assumption of power by the Poroshenko regime, Ukraine signed the Association Treaty with the Union.

The European Council has first agreed upon a series of diplomatic measures against Russia's intervention in Ukraine, in March 2014, when travel bans and asset freezes have been implemented against entities and persons who acted against Ukraine's integrity. This included 155 persons who were banned in the EU member states, 44 institutions which had their assets

⁷ Mr. Subramanya Prasad Chandrashekar, Research Assistant Professor, The Open University of Hong Kong.

⁸ Dr. Surdu Ileana-Cinziana, Researcher, The "Mihai Viteazul" National Intelligence Academy.

held in the EU frozen, a ban on non-Ukrainian imports from Crimea and Sevastopol, a ban on investing in Crimea, the prohibition to offer travel services to Crimea or Sevastopol, the ban to support the infrastructure, the telecommunication services, and the energy sector in Crimea. The actions have been followed by excluding the possibility of Russia's joining the OECD and the International Energy Agency in June 2014, economic sanctions in July 2014, and the suspension of any bilateral talks or agreements. Alternatively, the European Union also claimed that reengagement with Russia is possible if a cooperative partnership for solving the Ukraine crisis is re-established.

In response to the assassination attempt of March 2018, against the former Russian intelligence officer, Sergei Skripal, and his daughter, the US Congress proposed new sanctions on Russia in the field of import-export, banking, diplomatic relations, loaning, or air carrier landing. According to the terms of the law, if there are no assurances from Russia that it will no longer use chemical weapons, three types of sanctions would be triggered, leading to a strong long-term effect on the Russian economy.

In order to assess the effectiveness of the EU's and US sanctions against Russia, the paper proposes an analysis of the statistical data covering the most targeted fields. Indicators such as levels of trade and foreign direct investment between the three major blocs will be analyzed, with the aim of mapping the way sanctions affected this connection.

7-BU13-6529

THE EFFECTS OF POSITIVE AUTOMATIC THOUGHTS AS A MEDIATORS OF THE RELATIONSHIP BETWEEN POSITIVE AFFECTS AND MEANING IN LIFE

DR. BAGUS TAKWIN⁹ AND RIDWAN FAISAL

Various studies show the relationship between positive affect and the meaning in life but there is no conclusive explanation regarding the mechanism of the relationship between the two. One explanation found in previous studies states that positive affect encourages individuals to seek positive meanings in life through flexibility and positive mental states produced by positive emotions (Fredrickson, 2000). Another explanation adds that positive affect can achieve this effect through mediation of cognitive factors that increase sensitivity to the context of meaning that corresponds to self and the information needed (King, Hicks, Krull, & Gaiso, 2006). These two explanations provide insight that the meaning in life can be influenced by positive affect through mediating cognitive factors. More specifically found that the high positive affect can help individuals bring positive thoughts in memory through automatic cognitive processes (Lightsey & Boyraz, 2011; Lightsey, Richard, Johnson, Freeman, 2012). In addition, positive automatic thoughts have a contradictory relationship with negative affect (Lightsey, Richard, Johnson & Freeman, 2012). On that basis, this study aims to determine the role of positive automatic thoughts in mediating the relationship between positive affect and the meaning in life. Participants in this study were individuals who were classified as young adults aged 20-40 years (N = 68). This study uses experimental methods with between-subjects design, which assign randomly participants into two groups of participants, each of which gets different treatment (positive mood induction X negative mood induction). Positive automatic thoughts are measured using the Automatic Thought Questionnaire (ATQ), while the meaning in life is measured using the Meaning in Life Questionnaire (MILQ). The results showed there were differences in meaning in life between the groups induced with positive mood and those induced with negative moods ($t(65.8) = -2.84, p < 0.01$). That is, there is an effect of positive affect on the meaning in life. From the results of the mediation analysis found that positive

⁹ Dr. Bagus Takwin, Associate Professor, Universitas Indonesia.

automatic thoughts have a mediating effect, it was found that the effect of positive affect on the meaning in life is mediated by positive automatic thoughts. The implications of the research results and the differences with previous studies are discussed.

Keywords: Positive affects, meaning in life, positive automatic thoughts, mood induction

9-BU04-6620

EFFECTS OF PSYCHOSOCIAL FACTORS ON PERCEIVED WORKPLACE STRESS AMONG FEMALE EMPLOYEES IN OGUN STATE, NIGERIA

MR. OLAITAN AKINLEKE¹⁰

This aim of this study was to examine the extent to which female employees attribute the stress they experience in their workplace to psychosocial factors. Five hundred and twenty two female employees were randomly drawn across the various ministries of Ogun State government, Nigeria. A questionnaire that was divided into four sections was used to gather information for this study. Using a three-way factorial statistical analysis, it was concluded that people who have Type B personality are less disposed to work stressors than Type A personalities. Also, happily married people tend to be less affected by work stress than those who are not happily married or single. Furthermore, internally oriented women seem to have control over their job worries than externally oriented ones. These findings imply that psychosocial variables are important and relevant in understanding the processes and outcomes of job tension, hence, there is need for organizations and human resource managers to include an assessment of personal variables in the design and specification of work with a view to reducing job tension so that organizational effectiveness and efficiency would be enhanced.

Keywords: Workplace stress, Psychosocial factors, Type A/B personality, Locus of control, and Marital status.

11-BU19-6643

KUWAITI SOCIAL WORKERS' ORIENTATION TOWARD EVIDENCE-BASED PRACTICE (EBP)

PROF. HEND ALMASEB¹¹

This study evaluated Kuwaiti clinical social workers' orientation toward the evidence-based practice (EBP) process and investigated the variables associated with it. A convenient sample of 300 clinical social workers was selected to participate in the study. The findings showed a high overall level of orientation toward the EBP process. The results showed that the female participants express more positive attitudes toward the EBP process than the male participants do. In addition, social workers who are not recent graduates and who have years of practical experience in the field are more likely to adopt the EBP into their practice than the social workers who are recent graduates. Moreover, the social workers who reported that they do not need to attend workshops on the EBP process were familiar with EBP and had more positive attitudes toward it than did those who reported that they need to attend workshops on the EBP process.

¹⁰ Mr. Olaitan Akinleke, Principal Lecturer, Federal Polytechnic Ilaro.

¹¹ Prof. Hend Almaseb, Associate Professor, Kuwait University.

14-BW03-6583

EMPOWERING CUSTOMER AND SERVICE PROVIDER RELATIONSHIP IN WELLNESS TOURISM IN INDIA USING SENTIMENT ANALYSISMR. DIBYA NANDAN MISHRA¹² AND DR RAJEEV KUMAR PANDA

Wellness tourism possesses enormous potential for the economic development of any country. Globalization, development in communications and obedience to international quality standards has resulted in significant rise in the movement of health-conscious individuals across national boundaries. With the change in life style and habits of livelihood, tourists are shifting towards a more wellness treatment that focuses on mind, body and relaxation. This has been indicated across developed countries such as United States of America (USA), Canada, Western Europe, Australia and United Kingdom (UK). Patients are preferring India as a medical tourist destination because of its indigenous medical care in form of Ayurveda, Yoga, Unani, Sidha, and similar system of health care. Wellness health care creates an opportunity by combining vacation with treatment while maintaining privacy and confidentiality.

The value and importance of healthcare and education have grown in the last couple of years owing to the above reasons. The economic development of India is closely dependent on the health care sector. With rising demand for indigenous healthcare facilities, Indian wellness health services has shown a steep rise in past few years. Ministry of AYUSH is actively involved in developing wellness care services in the country. The policy makers have also raised disquiets regarding the service quality provided by the organisation. Our study is going to focus on the development and betterment of relations between the wellness service providers and tourists by viewing their concerns and past experiences. The study will emphasise on the service provider's personality and behavioural traits, service quality, physical environment and other factors which affect the customer's trust, satisfaction and commitment level. Past researchers have shown that customer loyalty is highly affected by the service quality and service provider's attributes.

This study will make use of netnography methods. Lexicon and machine learning based sentiment analysis will be implemented to understand customer experience in wellness tourism sector. The result will further be processed with RIDIT, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) for validation of the proposed hypothesised model.

The results of this research may be useful to therapists to assist them in developing their personalised skills and interaction quality with customers. Make service providers aware of the value of service quality and its importance in increasing customer re-visits. The study may help business development managers to create training programs to meet future market competition. The research study may help policy makers to identify relevant skills and knowledge required for developing relationship quality and increase tourist re-visits. The study may assist government organisations to refine and reform decision making by identifying service quality gaps as an area of improvement. The results may provide insight to wellness tourism managers as to how they can improve their service quality to match customer expectation and improve wellness centres performance.

Keywords: relationship quality; service quality; customer retention; loyalty; tourism; Wellness; sentiment analysis; machine learning.

¹² Mr. Dibya Nandan Mishra, Research Scholar, National Institute of Technology Rourkela.

15-BU16-6704

EVOLVING INDIAN POST-PARTUM CARE THROUGH SERVICE MODEL: QUALITATIVE STUDY OF EXPERIENCE AND SATISFACTIONMRS. REKHA CHAUDHARI¹³ AND DR NEHA SHARMA

Traditionally, postpartum care in India has been extinct with changes in social and family forms. Therefore, postpartum care has been drastically affected or destabilized by time. Postpartum care requirements have received more attention due to changes in family structure and working culture in modern society, giving rise to various new forms of postpartum care services and providing women with an expanded choice of postpartum care methods. Three types of postpartum care were introduced in modern India society: (1) assistance provided in house; (2) postpartum care centres; and (3) day care service.

This study conducted a survey among mothers participating in the Postpartum Home care Service program of Mothers Touch, India. The effective sample included 92 participants and their health care providers. The results were found to have a positive effect on participants experience and satisfaction ($p < 0.001$). The postpartum care personnel provided mothers with assistance in food, house chores, mothers and new-born care, and professional child observation, immediately solving mothers' needs. This provided mothers with a sufficient level of rest and the feeling of comfort, which directly affected their overall emotional and functional experience with the service. The professionalism demonstrated by the personnel during the provision of the postpartum home care service made women feel safe when receiving their assistance. Moreover, family members' approval of the postpartum care personnel made women feel that their decision to receive the postpartum home visiting service was right, which affected their overall satisfaction. Regarding practical implications, the results provide postpartum home care service providers with a better understanding of consumers' feelings and, thus, put them in a better position to improve experience through appropriate service methods.

16-BU05-6384

NATIONAL IDENTITY AND POSTCOLONIAL ANXIETY IN THE COMMERCIALIZATION OF ARNIS DE MANODR. REY CARLO GONZALES¹⁴

Beginning in the 1970s, the Philippines has made a conscious effort to nationalize the Filipino martial art of Arnis de Mano (also known as Eskrima and Kali) as a beacon of Filipino national identity. Over the last four decades, it experienced a colourful rise in popularity both locally and internationally, and has been featured in Hollywood films such as 'The Bourne Identity' (2002) and '300' (2007). In 2009, the national government passed Republic Act 9850 which recognized Arnis as the Filipino national sport and national martial art. At the heart of this intercourse between the nation and Arnis are the various teachers and practitioners of the martial art who understood the articulation of Arnis as a national symbol as an expression of nationalism. The nationalization of Arnis reflects what Partha Chatterjee has argued as the nation's way of 'culturally re-equipping' itself as a form of postcolonial self-regeneration by drawing from what Anthony Smith described as a 'mythical golden age' which celebrated the nation's idealizations about itself. The great irony in its nationalization and popularization,

¹³ Mrs. Rekha Chaudhari, Managing Director, Mothers Touch Foundation.

¹⁴ Dr. Rey Carlo Gonzales, Assistant Professor 5, University of the Philippines Visayas.

however, is that Arnis is also being marketed abroad to a host of foreign practitioners. This paper analyses how Arnis teachers of one martial arts club (Modern Arnis) rationalize their commercialization of Arnis abroad. It argues that such practice reinvigorates the very postcolonial anxieties its nationalization has sought to address in the first place, and has led to a reformulation in the way it is perceived as an expression of nationalism.

17-BU07-6504

THE BENEFITS OF COMPASSION: A DEVELOPMENT OF COMPASSION EMOTION REGULATION MODEL BASED ON BUDDHISM

MS. HUEI-LIN JUANG¹⁵

Over the past 30 years, a growing number of psychotherapists, counsellors and mental health workers have been engaged in various forms of Buddhist compassion psychotherapy. Many empirical studies have focused on compassion and its effects, such as increased emotional stability, heightened positive emotion, mindfulness and improved attention. However, there are few studies on theories to elaborate how compassion itself might regulate emotions leading authentic-durable happiness fully based on Buddhist doctrines. Humans were born with desire of pursuing happiness. In Western psychology, happiness is mainly to satisfy desire based on the hedonic principle. Positive emotion is considered to be subjective to the levels of desire satisfaction. However, based on Buddhism, desire is the major cause of suffering. The core of Buddhism doctrines is to free from suffering and leading to authentic-durable happiness. The ultimate aim of Buddhism is to overcome the pain and emotional disturbances caused by life's difficulties, challenges and stressors. Especially, compassion is the best medicine to cure emotional disturbances. Compassion involves taking a serial of actions to eliminate emotional suffering. In the present study, I will propose a framework elucidating that compassion would bring stable emotion through the self-cultivation process to regulate our emotions aroused by the external stimulus. The purpose of this study is to develop a theory, the Compassion Emotion Regulation Model (CERM), based on a full consideration of Buddhist teachings. There are two types of principle to deal with desires: Compassion-focused and Desire-focused. Psychological functioning and underlying processes of these two paths are compared, drawing on two concepts: self-centeredness and selflessness. Different emotional adjustments process are from different self-states, including Meaning/self-beliefs, Psychological activities/self-experiences, Responses/self-regulation and Emotion results. The end goal of compassion is to attain authentic-durable happiness. This study attends to construct a theoretical model that provides the mechanism to explain how the compassion could attain authentic-durable happiness. This study is of academic interest to link Buddhism to psychology and hope to offer the theory to guide future and innovative research into the potential mutual enrichment of Buddhism and current psychological theory, research, and practice.

¹⁵ Ms. Huei-Lin Juang, Doctoral Candidate, National Kaohsiung Normal University.

18-BU06-6491

INNOVATION POLICIES AND THE STRATEGIC AGENDA FOR HIGHER EDUCATION IN BRAZIL: POSSIBILITIES AND LIMITS FOR NATIONAL DEVELOPMENT

PROF. SUSANA MESQUITA BARBOSA¹⁶

The aim of this article is to analyze the Brazilian State's innovation policies in the light of Brazilian constitutional principles and principles of development and the primacy of Science and Technology for educational training. Innovation policies formulated in the last twenty (20) years, under the aegis of the Ministry of Science and Technology of the Brazilian Government, present structural contradictions generating a mismatch between the scientific agendas and technological agendas of the country and, above all, as the project of higher education in Brazil. The research developed has demonstrated that the reconstruction of the theses on national development and the constitutional purposes of Science and Technology, are elements that leverage the development of a new strategic agenda for Higher Education in Brazil.

In the document of the Brazilian government "National Strategy for Science, Technology and Innovation 2016-2019", the "Expansion, Consolidation and integration of the National S & T System is highlighted as the Structuring Axis, having as fundamental pillars: (1) Promotion of basic scientific research and technological; (2) Modernization and expansion of the ST & I (CT&I) Infrastructure; (3) Expansion of funding for the development of ST & I; (4) Training, attraction and fixation of human resources and (5) Promotion of technological innovation in companies.

As can be seen, the scientific research carried out in the years of training in higher education is listed as the axis of support of the Strategies, particularly as a possibility to strengthen its base to help overcome the challenges identified by Brazil in relation to National Development. However, even if these policies are listed as Strategic for Development, the discussion on Science and Technology requires the revision of the Educational Strategy for Higher Education, with a more systematized and illuminating view of its possibilities and limits under the aspect of national development.

Thus, what we observe from the standpoint of the public policies directed to research, which are under way in Brazil, we can observe that they focus on the structural financing aspect (research grants, equipment acquisition, laboratories), observing only the minimum conditions for development, and also linking part of the success of the venture to the individual efforts of researchers. As a rule, these measures are proposed by the State, whose implementation is in charge of the Ministry of Education (in a more general way) and the Ministry of Science and Technology (with regard to the financing of specific processes).

Public policies for research in Brazil are characterized by the eminently complementary nature of educational policies, especially those developed in the postgraduate context, leaving aside the prediction of the achievement of research at all levels of school (basic education, fundamental and higher education).

In this way, we envisage the need for a more in-depth reflection on the State, based on Public Policies, as an institution that promotes development. We chose as a way for this reflection, the analysis of Scientific Research, outlined as an element of the Constitutional Social Order, allowing the understanding of the Brazilian State as the director of a policy of continued development.

¹⁶ Prof. Susana Mesquita Barbosa, Assistant Professor, Universidade Presbiteriana Mackenzie.

20-BU11-6669

DEVELOPMENT OF CULTURAL TOURISM MANAGEMENT IN TOURISM RESOURCES IN CENTRAL REGION OF THAILANDDR. WANNAWEE BOONKOUM¹⁷

This research aimed to study cultural tourism situation in the central region of Thailand, examine the management model of cultural tourism in, and to find suggestions for cultural tourism management in the central region of Thailand. Tourism resources in four provinces, namely, Kanchanaburi, Nakhon Pathom, Ratchburi, and Suphan Buri which located in the central part of the country were studied. A Research and Development methodology was used in this study. The samples, who were collected data with questionnaires, were 400 tourists, and 20 key informants in the four provinces were given an in-depth interview, joined focus group discussion, and group meeting. The key informants from each studied area included the representatives of people, government organisation, private organisation, and community leaders. The data were analysed by frequency, percentage, mean, standard deviation, and content analysis.

The findings showed the situation of tourism in the central part of Thailand were trends of increasing tourists. The majority of the tourists visiting the areas 2-3 times with 2-3 members of families or friends. The purpose of their visiting was to travel during festivals of traditional fairs. The overall motivation of the tourists in cultural tourism in these four provinces was at the high level; when each aspect was considered, the findings showed the order of the motivation as the tourist attraction, public relations, facilities, and services, respectively. For the cultural management model, the DVARATI model was presented: 1) D means development for sustainability, 2) V means variety of activities, 3) A means aim at standard, 4) R means relationship, 5) A means attendance, 6) V means vision of entrepreneur, 7) A means awareness, 8) T means transparency, and 9) I means innovation. Last, the major directions for cultural tourism management in the four provinces were building cooperation with government sectors, private sectors, community and involved people in tourism development and administration management; increasing public relations and preparing the travel calendar for both Thai and foreigner tourists; and having more connection of tourism with business alliances.

Key words: Tourism management model / cultural tourism / central region of Thailand,

21-BW13-6761

CONSUMER BEHAVIOR IN CONTEXT OF CIRCULAR ECONOMYMS. JANA SVECOVA¹⁸

The concept of “circular economy” has been frequently discussed over few past years and has been first raised by two British environmental economists Pearce and Turner (1990) in their work “Economics of Natural Resources and the Environment” (Barbu et al., 2018). Facing existing environmental problems and resource scarcity, when traditional model of economy treats the environment as a storage of waste, they call for necessity of change and need to contemplate earth as a closed economic system, in which relationship between economy and ecology is not linear but circular (Su et al., 2013). Thus, an idea of circular economy has become competitive environmental strategy and its goal is to minimization of waste, environmental protection, energy efficiency, business development and sustainable economy

¹⁷ Dr. Wannawee Boonkoum, Assistant Professor, Silpakorn University.

¹⁸ Ms. Jana Svecova, PhD Student, Masaryk University.

(Muranko et al., 2018). In this light, some of major business leaders have been wondering about how this change of the new running economy will be accepted by their end-users.

According to Planning (2015) the development of a circular economy model and its successful and sustainable running will require a major change in consumer behavior, not only in terms of returning the purchased goods to producer, but also consumption practices, for example, moving from buying new products to rebuilt or remanufactured products. In addition, the latest studies, focused on consumer behavior, showed that consumer perceived rebuilt or remanufactured product to be less quality compared to new products (in the broadest sense), it is clear that they are not for this change ready, as the case may be question of how much they are willing to accept. Therefore, to the successful transition to the circular economy model, it is necessary to better understand the behavior of end-user and identify their attitudes, motives and values that are reflected in their consumer behavior patterns. This is the only way for this model to function successfully and sustainably in the future.

Following the above mentioned, the main objective of this research proposal is to deeper understand the consumer behavior in context of the circular economy. For this purpose, different consumer behavior models and theories will be compared, with special attention to the suitability to the pro-circular behavior. Moreover, another appropriate factors for expansion of consumer behavior model will be identified, which contributes to determine the main motives and barriers leading to the purchase of refurbished products taking into account the cultural differences of the end-users.

22-BW02-6311

MARKETING TO CHILDREN

MS. AFRAH ZURAIJ¹⁹

The citizens of any country in the world dream of living in a prosperous country, where the high level and quality of life of all its inhabitants, not just the rich. In Russia, ordinary people have small requests: to have a favorite job and earn well, have a roof over their heads, get education, raise children, go to resorts every year to improve their health, etc.

The Russian political leadership is aware of these aspirations of the population and is trying to change the situation for the better: "It is investments in people that are the priority of public policy and the priority of state budget expenditures: improving the effectiveness of education systems, health care, pensions, creating incentives and tools for improving living conditions. It is these sectors that should become generators of domestic demand, causing growth in many other sectors - in science, research and development, in industry and infrastructure," - is recorded in the government's anti-crisis program. However, in modern Russia, the words of political leaders do not always coincide with the specific organizational work, financial resources, which are directed to achieve the stated goals and objectives. They report on the results of their work on achieving the goals in the economy and the social sphere in an interesting way - on notify new plans for the future. A concrete example: not fulfilling the goals and tasks announced by the May 2012 (presidential) decrees of the head of state, six years later a new decree with other goals and tasks is born. It should be noted that these decrees (2012 and 2018) are united by a common goal - the social and economic development of Russia. However, the facts presented in this article indicate that there are a lot of unresolved problems in the economy and in the social sphere. So, for nominal GDP, the Russian Federation is in the second ten countries (according to various estimates, at 13-15 in the world). In the country there are, according to official figures, more than 20 million people living below the poverty line. And this is in a country that has huge natural resources.

¹⁹ Ms. Afrah Zuraij, Student, Maastricht University Kuwait.

In this article, the authors have attempted to show why Russia can not yet become a prosperous country, which prevents it from developing the economy and the social sphere in such a way as to meet the criteria of a developed state.

23-BU23-6469

PERFORMANCE EVALUATION OF TAX ADMINISTRATION UPON SEPARATION OF ACCOUNT REPRESENTATIVE FUNCTION

DR. MILLA SETYOWATI²⁰ AND RICKY GARRY GURNITA

Change on tax administration which frequently commenced in Indonesia was not yet highly contribute to Directorate General of Taxes (DGT)'s primary goal in increasing tax revenue. DGT has implemented a significant step of such change by maximizing the function of taxpayers monitoring and consultation among the scarcity of Account Representative (AR) as human resources, toward function segregation of AR as regulated by Minister of Finance Regulation Number 79/PMK.01/2015. Based on the facts as briefly explained above, tax administration performed by AR should be affected after implementation of such segregation, which is, in this research, the effects will be analyzed by using several indicators of Integrated Assessment Model for Tax Administration (IAMTAX) within the dimension of operational performance. Such indicators consist of effectivity, efficiency, taxpayer services and external communication, and control. This research is performed by implementing post-positivism paradigm, quantitative method, and descriptive-type with deductive thinking approach. Additionally, this research is a case study in Medium Tax Offices (MTOs) within Jakarta Administration Area, the main sites consist of five MTOs, along with deep-interview and literature research as part of performed data collection techniques. Research result shows that each of such MTOs has different performance depend on each indicator observed. One significant difference is effectivity of performance of tax administration based on increase/decrease of tax revenue as a consideration factor. Another significant difference is efficiency of such performance based on taxpayers' satisfaction.

Keywords: Tax Administration, Account Representative, Performance of Tax Administration, IAMTAX.

24-BU02-5890

THE EFFECT OF SIMILARITY AND RANKING ON COMPETITIVE PERFORMANCE

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Natural selection involves a competition amidst scarcity among species. Thus, organisms tend to engage in competitive behaviors, and humans are no exception to this. Social comparison influences competitive behavior such that people are motivated to perform better than others. The social comparison model of competition identifies individual factors and situational factors as important determinants of competitiveness. The study aimed to determine how similarity between competitors (individual factor), ranking (situational factor), and the interaction between them influence competitive behavior. The experiment was conducted using a 2

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(similar or dissimilar) x 3 (undisclosed, top, or bottom) between-subjects factorial design. Using convenience sampling, 120 undergraduate students were recruited to compete against a confederate in two motor-based games. Results revealed that the main effects of both factors and their interaction were not statistically significant. Nonetheless, the study sheds light on the attitudes of Filipino college students in the face of competition and how the interplay of subjective and cultural values and situational factors shape their behavior.

Keywords: similarity, ranking, competitive performance, competition, values _x000C_

25-BU12-6691

WHO IS IN CHARGE REGARDING GENDER SEGREGATION IN SAUDI ARABIA: CULTURES AND TRADITIONS OR RELIGION?

MS. HANAN ALENAZY²²

The upper ranking positions in the higher education sector are predominantly always held by Saudi male academics who dominate all higher-level decision-making, planning, and policy-making, including the roles of Minister of Education, Deputy Ministers, University Chancellors, and Vice-Chancellors. In contrast, Saudi female academics are allocated only a tiny space in decision-making. With a single exception (Princess Noura University), there is no balance of control between men and women in positions of power. despite the great increase in women's education. Such under-representation of Saudi women is mainly owing to culturally-derived stereotypes, social values and expectations towards women and their traditional role in society. The core objective of this paper is to investigate the existing patterns of gender segregation and under-representation of female faculty members in the upper echelons of the leadership hierarchy in the HES in Saudi Arabia. It also seeks to explore what exercises control over gender segregation in Saudi Arabia, cultures and traditions or religion. The research methodology utilised a qualitative approach in the form of case study. The study was conducted at five sites and performed from a feminist standpoint. The research sample comprised purposively selected 25 female academics from five Saudi state universities. The data collection involved both face-to-face and telephone-based semi-structured interviews as well as documentary analysis. A thematic analytical approach was employed to analyse the qualitative data gathered. The research findings attempt to capture a clear picture of the target phenomena and the manner in which sex-segregated work and Saudi culture impact how gender is constructed in Saudi Arabia, shape educational leadership in higher education, and perpetuate gender inequality. The findings establish that the barriers Saudi female academics encounter within university settings reflect the influence of the power structure in general, religion, culture, social discourses, and traditions on their professional roles and career progress, especially as regard to top posts.

Keywords: Female Leaders, Gender, Leadership Religion, Culture.

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26-BU12A-6700

GENDER ISSUES IN LEADERSHIP: CULTURAL PERSPECTIVES AND RELATED POLICIES (MACRO)MS. HANAN ALENAZY²³

The argument for the importance of cultural perspectives to organisations is that their context involves history, ideology, culture and policies, which lead to features such as, for example, lack (or presence) of women leaders in high posts. Institutions are located within societies and, thus, affected by certain ideologies, societal and structural practices, and stereotypes, which help determine the most appropriate behaviours and roles for both men and women. These factors can, in turn, massively influence institutional processes (Fagenson, 1990). In fact, women have been socialised into being in charge of most obligations and duties of the household, thus fulfilling gender stereotypes (Abu-Tineh, 2013; Michailidis et al., 2012). This constitutes a cultural obstacle (Fuller, 2013b). Abdulla (2014) stated that the “lack of culture fit at the executive suite” is a core obstacle for the career progress of women in the Gulf region, but not so much in the West (p. 227). Culture has been conceptualised by Hofstede (1980, p. 43) as follows: “When we speak of the culture of a group, a tribe, a geographical region, a national minority, or a nation, culture refers to the collective mental programming that those people have in common, the programming, that is different from that of other groups, tribes, regions, minorities or majorities or nations.” Thus, culture is not a characteristic of individuals; rather, it encompasses groups of people conditioned by the same education and life experience. The research methodology utilised a qualitative approach in the form of one single case study regarding the issue of Saudi female faculty members’ advancement to senior leadership positions. The findings suggested that the expectations placed on Saudi women fundamentally involve subordination and dependency on men and that this is a key feature that promotes the dominance of Saudi men through gendered institutions, thus producing stereotypical thinking, a gendered leadership hierarchy and the production of male senior executives in universities; concomitantly, this is accompanied by the exclusion of female academics from decision-making processes and networking. Unfortunately, according to the current findings, even though the overall national number of female staff and students is higher than that of men in some Saudi universities, there is no female representation on the scientific council.

Key words: Gender, leadership, Cultural Perspectives

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