

MYKOLAS ROMERIS UNIVERSITY  
DOCTORAL CANDIDATES' ASSOCIATION



International Scientific Conference for Young Researchers

**SOCIAL TRANSFORMATIONS  
IN CONTEMPORARY SOCIETY  
2018**

Abstract book

7-8 June, 2018, Vilnius-Net

Conference is organized by:



Doctoral Candidates'  
Association

Conference partners:



Mokslo Lietuva

Editorial board of the issue:

*Chairwoman:*

Prof. dr. Agota Giedrė Raišienė, Academic Association of Management and Administration, and Mykolas Romeris University, Lithuania

*Members:*

Dr. Michele Albano, CISTER (Research Centre in Real-Time Computing Systems) Research Unit, School of Engineering (ISEP) of the Polytechnic Institute of Porto (IPP), Portugal

Prof. dr. Mantas Bileišis, Academic Association of Management and Administration, General Jonas Žemaitis Military Academy of Lithuania, and Mykolas Romeris University, Lithuania

Dr. Norbert Bozsik, Károly Róbert College, Hungary

Dr. Lynn Clark, The University of Manchester, United Kingdom

Prof. dr. Gediminas Černiauskas, Mykolas Romeris University, Lithuania

Prof. dr. Gintaras Černius, Mykolas Romeris University, Lithuania

Dr. Daiva Daukantaite, Lund University, Sweden

Assoc. prof. dr. Aistė Dromantaitė, AVADA, Mykolas Romeris University, Lithuania

- Assoc. prof. dr. Teresa Fayos, University of Valencia, Spain  
 Assoc. prof. dr. Stanislav Filip, School of Economics and Management in Public Administration, Slovakia  
 Dr. Marc Oliva i Franganillo, University of Barcelona, Spain  
 Prof. dr. Ineta Geipele, Riga Technical University, Latvia  
 Dr. Ilona Kajokienė, Žemyna clinic, Mykolas Romeris University, Lithuania  
 Dr. Marius Laurinaitis, Mykolas Romeris University, Lithuania  
 Dr. Tomasz Lewandowski, SWPS University of Social Sciences and Humanities, Faculty in Poznan, Poland  
 Prof. dr. Ilídio Tomás Lopes, University of Lisbon, Portugal  
 Dr Frédéric Marty, Research group on law, economics, and management, University of Nice Sophia Antipolis, France  
 Assoc. prof. dr. Teri McCarthy, Lithuanian University of Educational Sciences, Lithuania  
 Dr. Natalija Norvilė, Mykolas Romeris University, Lithuania  
 Dr. Jaromír Novák, University of Economics in Bratislava, Slovakia  
 Dr. Avelino Oliveira, Centre for Public Administration & Public Policies, Portugal  
 Assoc. prof. dr. Bulent Ozel, Istanbul Bilgi University, Turkey  
 Dr. Irene Pellizzone, University of Milan, Italy  
 Assoc. prof. dr. Paulo Alexandre da Silva Pereira, Mykolas Romeris University, Lithuania  
 Assoc. prof. dr. Cristian Pettinari, University of Milan, Italy  
 Dr. Andrius Puksas, Mykolas Romeris University, Institute of Lithuanian Scientific Society, Lithuania  
 Prof. Dr. Aelita Skaržauskienė, Mykolas Romeris University, Lithuania  
 Dr. Katarina Stachova, School of Economics and Management in Public Administration, Slovakia  
 Dr. Silvia Svecova, School of Economics and Management in Public Administration, Slovakia  
 Dr. Rūta Tamošiūnaitė, Academic Association of Management and Administration, and Mykolas Romeris University, Lithuania  
 Dr. Loreta Tauginienė, Mykolas Romeris University, Lithuania  
 Assoc. prof. dr. Agnė Tvaronavičienė, Mykolas Romeris University, Lithuania  
 Assoc. prof. dr. Aurelija Ulbinaitė, Vilnius University, Lithuania  
 Assoc. prof. dr. Akin Savas Yildirim, Istanbul Bilgi University, Turkey

**Organizational committee of an International Scientific Conference for Young Researchers “Social Transformations in Contemporary Society 2018”**

*Chairwoman:*

Dalia Karlaitė, Mykolas Romeris University, Lithuania

*Member:*

Mykolas Simas Poškus, Mykolas Romeris University, Lithuania

## Table of Content

CONTEXTUAL FACTORS OF FAMILY REUNIFICATION AND SOCIAL ADAPTATION .....	6
THE ORIGIN OF INTERNET INTERMEDIARIES’ LIABILITY FOR OFFENSIVE COMMENTS .....	8
ANALYSIS OF THE CONSUMPTION EXPENDITURE OF THE EUROPEAN UNION MEMBER STATES WITH REGARD TO THE QUALITY OF LIFE .....	10
SOME ASPECTS OF SOCIAL INNOVATION AND LEGAL STATUS OF SOCIAL ENTERPRISE .....	12
HEALTH AS A COMPONENT OF HUMAN CAPITAL .....	14
THE COMPLIANCE OF LITHUANIAN VOCATIONAL AND HIGHER EDUCATION SYSTEMS WITH THE NEEDS OF UNIFORMED (STATUTORY AND MILITARY) SERVICE .....	16
THE IMPORTANCE OF FOOD QUALITY ASSURANCE FOR COMPETITIVENESS AND SOCIAL RESPONSIBILITY OF BUSINESS .....	18
CYBERATTACKS AS “ARMED ATTACKS” ON THE OBJECTS OF CRITICAL INFRASTRUCTURE IN LIGHT ARTICLE 5 OF NATO TREATY .....	19
HUMAN-CENTRIC INNOVATION ECOSYSTEMS THEORIES .....	21
USERS ELECTRONIC DATA PROTECTION FEATURES .....	23
SOCIAL TRANSFORMATION OF PAKISTAN UNDER THE SPEECH OF MUHAMMAD ALI JINNAH ON 11 <sup>TH</sup> AUGUST 1947 .....	24
A BIBLIOMETRIC ANALYSIS OF SEXUAL HARASSMENT IN WORKPLACE ENVIRONMENT .....	26

INCLUSIVE EDUCATION MANAGEMENT.....28

EXPRESSION OF ENGAGEMENT IN GAMIFIED STUDY SUBJECT .....30

IMPLEMENTATION OF HYBRID (INTEGRATED) METHODS FOR PLANNING  
PROCESS OPTIMIZATION .....32

THE RELATIONSHIP BETWEEN HELP-SEEKING AND POSTTRAUMATIC GROWTH  
IN THE SAMPLE OF WOMEN SURVIVORS OF INTIMATE PARTNER VIOLENCE...34

INFLUENCE OF FATHERS ON CHILDREN DEVELOPMENT .....36

CAREER PROSPECTS FOR FOREIGN GRADUATE STUDENTS IN NON-ENGLISH  
SPEAKING COUNTRIES.....40

NEOLOGISMS AND SOCIAL TRANSFORMATIONS IN THE 21<sup>ST</sup> CENTURY:  
LANGUAGE AS A DRIVING FORCE FOR SOCIETAL CHANGES .....42

BRANDING RELIGION IN THE AGE OF CONSUMERISM.....44

THE PECULIARITIES OF IMPLEMENTATION OF SOCIAL IMPACT ASSESSMENT  
IN SOCIAL ENTERPRISES .....46

## CONTEXTUAL FACTORS OF FAMILY REUNIFICATION AND SOCIAL ADAPTATION

Dr. Giedrė Blažytė

*Lithuanian Social Research Centre, Institute for Ethnic Studies, Lithuania  
giedre@ces.lt*

### Abstract

**Purpose** – to discuss about the role and potential impact of contextual factors of destination country for family reunification and family migrants’ social adaptation.

**Design/methodology/approach:** secondary data analysis of and qualitative research.

**Findings:** Sociological analysis of ethnic minorities’ and migrants’ social adaptation suggests taking into account the relevance of social context of the receiving society. In order to explain the concept of social context, it is suggested to apply segmented assimilation theory. According to the theory social context of the receiving society consists of three items: migration and migrants’ integration policies implemented by the host country’s government; receiving society’s attitudes and prejudices about immigrants; co- ethnic communities of immigrants and their resources to support newcomers. This paper discusses about the role and potential impact of the first item – migration and migrants’ integration policy for family migrants’ social adaptation. Migration policy is one of the most important contextual factors as it is the first one that migrants face and continually have to deal with it their entire life in a destination country.

Empirical data of the research, which aim was to reveal patterns of social adaptation of persons reunified with their family members in Lithuania (family migrants), confirms that social context of the host country has an impact for migrants’ social adaptation into receiving society. The analysis of national policies in the context of family reunification and secondary data analysis of the study MIPEX suggest that conditions for family reunification in Lithuania are ‘halfway favourable’, but the status of family migrants is extremely vulnerable. Migration policy and its measures applied for family reunification in Lithuania can be ascribed to the governmental response of ‘passive acceptance’ – there is a possibility to reunify with the family in Lithuania, but

the process to receive residence permit is very bureaucratic and long-lasting, and, consequently, limiting migrants’ social adaptation.

**Research limitations/implications:** This study broadens the knowledge of the phenomenon of family reunification in Lithuania and suggests a theoretical insight to study social adaptation of family migrants taking into account the impact of contextual factors of the receiving society by applying the segmented assimilation theory.

**Practical implications:** Family reunification is one of the most popular grounds of non-EU citizens’ migration to Lithuania. Besides, this group of migrants is more likely to associate their life with the country as they extend residence permits more often than other groups of migrants. Taking into account the demographic situation of the country, it is important to create more welcoming conditions for those who are willing to stay and put a contribution to the welfare of the host country. The analysis of contextual factors for family migrants’ social adaptation is relevant to find out what developments in the field are needed and required to achieve changes and facilitate their social adaptation.

**Originality/Value:** The study focus on the phenomenon of family reunification, which is methodologically and empirically, marginalized in the context of migration research both on national and international level. Besides, it suggests a theoretical insight to study family migrants’ social adaptation taking into account the impact of contextual factors of the receiving society by applying segmented assimilation theory.

**Keywords:** family reunification, social adaptation, contextual factors, migration policy,

**Research type:** research paper.

## THE ORIGIN OF INTERNET INTERMEDIARIES’ LIABILITY FOR OFFENSIVE COMMENTS

Jūratė Šidlauskienė

*Mykolas Romeris University, Lithuania  
ju.sidlauskiene@gmail.com*

### Abstract

**Purpose** – to analyze the origin of internet intermediaries’ liability for offensive comments.

**Methodology.** The theoretical methods (historical, comparative, analytical and systemic) are used in the article

**Findings.** The research results proved that the origin of internet intermediary liability for offensive comments should be classified as secondary liability the essence of which is that the defendant is held responsible for harm caused by the wrongful conduct of a third party. However, the term of secondary liability is as an umbrella term for various forms of internet intermediaries’ liability such as accessory liability or indirect liability. The underlying question of secondary liability is conceptualized quite differently in a range of countries, because the secondary liability of online service providers remains formally governed by somewhat different standards under diverse national laws. On the other hand, in many countries courts analyze internet intermediaries’ liability for offensive comments as direct liability under tort law for failure to conduct business in a particular way or a failure to take certain reasonable precautions. This is because of the unclear of the line between primary and secondary liability, and courts are not always careful about the precise basis on which liability is found. However, the ultimate result of this conceptually different approach to the question may not be hugely different in concrete cases. Finally, transnational practice is increasingly converging around systems of notice and takedown and on the imposition of some responsibility on intermediaries to stop wrongful conduct of third parties without finding them liable for the conduct of their users.

**Research limitations / implications.** The judgments of the European Court of Human Rights (hereinafter – ECHR) and the Court of Justice of the European Union as well as legal regulation and doctrine in the area of the origin of internet intermediaries’ liability

for offensive comments are being analyzed in the article. The research is focused on legal sources of the period 2013-2018 as the most actual in contemporary society.

**Practical implications.** *Firstly*, the research results are useful for the law applying entities – courts, mediators, various state institutions and public organizations that directly settle the disputes, which have arisen between the Internet users about the unlawful comments. *Secondly*, the research results are certainly useful for the legislator so as to be able to create on their grounds the rules of law, which are maximally suitable for solving the problematic situations, which arise in the electronic space. *Finally*, this research is useful for business entities and all other Internet users, who: a) are seeking for defending or are defending their rights, which were violated by the third parties' comments (for example, in order to understand what prerequisites of civil liability of the website operator must be proved in the dispute, in particular how to describe the unlawful actions of the webmaster of the website, etc.); b) themselves are brought to account because of their own written comments or the comments of the individuals, for whose actions they are potentially liable.

**Originality / Value.** The selected research object, not only in the national context, but also in the context of the private law on the European scale is innovative and is not thoroughly investigated at the scientific level. After the judgments that were delivered by the ECHR on the cases of *Delfi AS v. Estonia* and *Magyar Tartalomszolgáltatók Egyesülete & Index.hu Zrt v. Hungary* the question of the origin of internet intermediary liability for offensive comments deserved much attention but still not enough. The question of the internet intermediaries' liability for offensive comments is conceptualized quite differently in a range of countries, thus this research is the step forward to detailed analysis of the responsibility of the website manager and its proper evaluation.

**Keywords:** internet intermediaries' liability, intermediary liability, liability for offensive comments, offensive comments, European Court of Human Rights, Court of Justice of the European Union

**Research type:** general review.

## ANALYSIS OF THE CONSUMPTION EXPENDITURE OF THE EUROPEAN UNION MEMBER STATES WITH REGARD TO THE QUALITY OF LIFE

Ugnė Kisielytė

*Mykolas Romeris University, Lithuania*  
*u.kisielyte@gmail.com*

### Abstract

**Purpose** – to examine the differentiation of consumption expenditure and its effects on the quality of life in the European Union while investigating groups of member states according to their consumption expenditure and considering the peculiarities of the quality of life in the European Union.

**Design/methodology/approach** – analysis and synthesis of scientific literature; the econometric analysis of official statistical data; the research is based on the methods of comparison, clustering, synthesis and regression analysis.

**Findings** – the investigation of literature provides a solid ground for the analysis of quality of life based on the variation of consumption expenditure in the European Union member states. The GDP level and growth is evidently not the sufficient parameter of economic progress in a country, especially when considering the quality of life. According to the cluster analysis of the European Union member states, there can be specified groups of countries with similar consumption structure in the critical areas of expenditure on food, alcohol, housing and others. To identify the clusters, the date of entering the European Union is examined, the lowest and highest economic indicators are investigated as well as the geographic location of the countries in focus.

**Research limitations/implications** – Consumption variation across the European Union countries is not researched widely, especially in Lithuania. Due to the prominence of variation of economic and social aspects among the EU member states, it is decided to limit the research to this region. The time frame of the research is limited as the statistical data is available from 1995.

**Practical implications** – This research enables further development of the consumption theory, it reveals the critical points in the economic and social progress of

the European Union member states and gives additional information for the formation of the social policy.

**Originality/Value** – The clusters are built according to the consumption expenditure in the European Union member states, relevant statistical indicators are provided, and the perspective of quality of life is used to provide the analytical insights.

**Keywords:** consumption expenditure, economic progress, quality of life.

**Research type:** research paper.

## SOME ASPECTS OF SOCIAL INNOVATION AND LEGAL STATUS OF SOCIAL ENTERPRISE

Tomas Lavišius

*Mykolas Romeris University, Lithuania*

*lavisiust@gmail.com*

**Purpose.** The purpose of this paper is to clarify the definition of social innovation and its relation to the status of social enterprise as a legal concept.

**Design/methodology/approach.** Methodologically this research focuses on the legislation of European Union and some recent initiatives that were undertaken by Lithuania and other EU Member States in the area of development and facilitation of social entrepreneurship.

This research utilizes the qualitative research methods. The textual analysis method has been used to examine the content and meaning of legal texts and other documents, as well as their structure.

**Findings.** The social economy and social enterprises offer specific tools that can be used to tackle important social challenges. Moreover, they can contribute to reducing the social divide and accelerating innovation while pursuing their overarching objective of providing a service to society.

Social enterprise is not a new organizational form, but a result of evolutionary development of non-profit or voluntary organizations. To create social value, social enterprises have developed innovative strategies, new resource configurations and governance structures. It should be stressed that usually innovation process in commercial enterprises means the creation of new products and services, however, in social enterprise innovation means the reconfiguration of existing products or services to create social value.

**Research limitations/implications.** The scope of the research covers the examination of the EU legislation regulating this area. It also covers the comparative analysis of social entrepreneurship legal regulation in the neighbouring Baltic countries – EU Member States – Latvia and Lithuania that shows current progress in development of legal basis for social entrepreneurs.

**Practical implications.** In 2015, the Ministry of Economy of the Republic of Lithuania adopted the Conception of Social Entrepreneurship. So far, this is the main document providing the common definition. However, it is rather broad and not very well

known. Currently Lithuanian Government works on several initiatives to promote social entrepreneurship, i.e. Draft Law on Social Business, which, however, is not published yet. Therefore, the results of the research can be useful improving the national legal framework on social entrepreneurship.

**Originality/Value.** Social innovations and social entrepreneurship legal preconditions are quite new definitions that lack conceptual review to become more understandable. This research looks for the legal preconditions of social entrepreneurship and social innovation in order to clarify these definitions in the way that could be useful for further research and practical application.

**Keywords:** social innovation; social enterprise; social business; social entrepreneurship.

**Research type:** general review.

## HEALTH AS A COMPONENT OF HUMAN CAPITAL

Rasa Railaitė

*Kaunas university of technology, Lithuania*  
*rasa.railaite@ktu.edu*

### Abstract

Scientific literature describes human capital with a focus on its positive impact on various areas of life. The greatest attention is paid on the analysis of the relationships between human capital development and economic growth. Human capital is related to the growth of the country's economy, higher productivity level, positive results of organization performance and other benefits of higher stock of human capital. Skills, knowledge, experience are components of human capital that are frequently mentioned by defining human capital. However, health as a component of human capital is mentioned much less often.

**Purpose** – this research aims to analyze the concept of human capital highlighting the importance of health as the component of human capital.

**Design/methodology/approach** – this paper is based on the comparative and systematic literature review. Considering of different approaches of the human capital concept authors starts analysis with a presentation of human capital definition, which allow to identify human capital components that are mostly described in relation with human capital. In the second part author presents the relationships between health and human capital and highlights the importance of health improvements. The last part is devoted to discussing the development of human capital, emphasizing that health investments are relevant to the development of this capital form.

**Findings** – scientific literature defines human capital in different ways. Some of the authors defines human capital with an emphasize to its micro economical and macro-economic impact. According to Lee, Ihm, Ryu (2017) human capital is non-tradable asset that is important for economic decisions that are made by individuals and for an aggregate economy. Human capital is also defined by highlighting its constituent components. Based on Juščius, Adaškevičiūtė (2010) human capital could be defined as asset of internal resources that builds and adds value to the organization and such resources include knowledge, skills, experience, motivation and health. Comparative

analysis shows that relations between health and human capital are identified differently. In some ways health is identified as a human capital (Becker, 2007) or its domain, (Villa, 2017). Results of the analysis shows that components of human capital are closely related. According to Villa (2017) health is important to production of other human capital domains as some cognitive skills. Human capital is developed in different ways however health investments could positively influence the stock of human capital and the improvements of other human capital components.

**Research limitations/implications** – this work is a review of existing literature, which allows to analyse issues of human capital more deeply however a detailed statistical analysis is necessary.

**Practical implications** – The results of this analysis in particular, will stimulate deeper scientific discussions on importance of health improvements as a basis for human capital development. Also, it will encourage to draw attention to the importance of health development at the individual, organization and country-wide level.

**Originality/Value** – literature reviewed performed by author structures information, that allow to make comparison of different viewpoints and providing new insights into the analysed topic.

**Keywords:** health, health capital, human capital, components of human capital.

**Research type:** literature review.

## References

- Becker, G. S. (2007). Health as human capital: synthesis and extensions. *Oxford Economic Papers*, 59(3), 379–410. <https://doi.org/10.1093/oep/gpm020>
- Jušcius, V., & Adaškevičiūtė, E. (2010). Žmogiškojo kapitalo vaidmuo formuojant Lietuvos įmonių konkurencinį pranašumą. *Organizacijų Vadyba: Sisteminiai Tyrimai*, 56, 33–46.
- Lee, J., Ihm, J., & Ryu, D. (2017). Human capital measures and stock return predictability: Macroeconomic versus microeconomic approaches. *Finance Research Letters*, 21, 53–56. <https://doi.org/10.1016/j.frl.2016.12.019>
- Villa, K. M. (2017). Multidimensional human capital formation in a developing country: Health, cognition and locus of control in the Philippines. *Economics and Human Biology*, 27, 184–197. <https://doi.org/10.1016/j.ehb.2017.06.003>

## THE COMPLIANCE OF LITHUANIAN VOCATIONAL AND HIGHER EDUCATION SYSTEMS WITH THE NEEDS OF UNIFORMED (STATUTORY AND MILITARY) SERVICE

Svajūnė Ungurytė-Ragauskienė

*Mykolas Romeris University, Lithuania  
svajune.unguryte@gmail.com*

### Abstract

**Purpose** – to examine how should the human resource policies in uniformed services interact with vocational training and higher education policy. Also, it's important to analyze, whether the vocational training / higher education of prospective officers is sufficient and effective. Uniformed services perform vital functions to the state and society, and they need personnel, which is both highly trained and educated, but also loyal.

**Design/methodology/approach.** There had been used scientific literature deduction (drawing conclusions from the available information), analysis (obtained data analyzed separately), analogy (comparison of data with each other), generalization (the main features complex generalization), induction (from individual elements went to a general conclusion), comparison methods. Theoretical analysis was used in order to see if multiple strategies of higher and vocational education for the needs of uniformed services improve the quality of education, from perspectives of (i) vocational training or higher education institutions and (ii) students and cadets. 12 experts - police or military officers - were interviewed for the purposes of this study.

**Findings.** In Lithuania, each statutory institution has separate educational institution and provides for their duration and content. There is no institution that coordinates and evaluates the process of qualification improvement of the officers at the state level. Education system between statutory and military officers is fundamentally different. In Lithuania, the police officers pay tuition for higher education themselves. Vocational training in statutory service is too short and not sufficient, the necessary training base is not provided.

**Research limitations/implications.** Only two uniformed services (police and professional army) were investigated in the survey. Only a small percentage of officers

were interviewed, whose answers cannot be considered as a whole, deeper and more comprehensive studies are needed. Due to economic situation changes, political decisions and on other external factors, officers' assessments may change. However, the data obtained are useful in view of certain general trends and weaknesses in providing further guidance to the study.

**Practical implications.** It should be emphasized that there is no institution of education in Lithuania, e.g. college, that prepares B level officers (higher non-university education), although they hold a large part of the officers. This shows that more attention is needed to pay for vocational education, the length of vocational training should be extended. Those insights reflects the practical implication of the study.

**Originality/Value.** There is the lack of studies that analyze the quality of vocational training and higher education of the uniformed officers in general. This study shows that requirements (state of health, physical fitness, etc.) between two regimes are similar, but there are radical differences in multiple strategies of higher and vocational education.

**Keywords:** uniformed services, higher education, vocational training.

**Research type:** research paper.

## THE IMPORTANCE OF FOOD QUALITY ASSURANCE FOR COMPETITIVENESS AND SOCIAL RESPONSIBILITY OF BUSINESS

Dalia Karlaite

*Mykolas Romeris University, Lithuania  
Vilniaus kolegija/University of Applied Sciences, Lithuania  
karlaitedalia@gmail.com*

### Abstract

**Purpose** – to disclose the importance of food quality assurance for competitiveness and social responsibility of business.

**Design/methodology/approach** – analysis and synthesis of scientific literature and legal documents.

**Findings** – the food quality assurance is important not only for the competitiveness and social responsibility of business but also for stakeholders (especially customers).

**Practical implications** – the stakeholders (especially customers) should be more active in achieving the food quality assurance.

**Originality/Value** – the importance of food quality assurance for the competitiveness and social responsibility of business and for stakeholders (especially customers) is discussed with the aim to encourage more active scientific discussion and real actions on how to achieve the better results as soon as possible.

**Research type:** general review.

## CYBERATTACKS AS “ARMED ATTACKS” ON THE OBJECTS OF CRITICAL INFRASTRUCTURE IN LIGHT ARTICLE 5 OF NATO TREATY

Sergii Karasov

*Mykolas Romeris University, Lithuania  
sergiikarasov@gmail.com*

### Abstract

In recent years, cyber security has become one of the most actively discussed topics of international law, not only because domestic and inter-State cyber security incidents have grown in number and severity, but also because of the realisation that the technical peculiarities of cyberspace create new and unique legal problems that previously have not been encountered.<sup>1</sup>

In the Wales Summit Declaration on 5 September 2014, NATO recognized that international law, including international humanitarian law and the United Nations Charter (UN Charter), applies in cyberspace. A decision as to when a cyberattack would lead to the invocation of Article 5 would be taken by the North Atlantic Council (NAC) on a case-by-case basis.<sup>2</sup>

Collective self-defense expressed in Article 5 of NATO Treaty is a well-known fundamental principle of NATO: “...an armed attack against one or more of them in Europe or North America shall be considered an attack against them all (...)”.<sup>3</sup>

Although Article 5 of the NATO Treaty has no concept of the objects of armed attacks, cyberattacks as “Armed Attacks” can be carried out on Critical Infrastructure (CI), and on Critical Information Infrastructure (CII). Such objects can function for both military and civilian purposes. CI for civil purposes can be both in state and private

---

<sup>1</sup> Katharina Ziolkowski, *Peacetime Regime for State Activities in Cyberspace, International Law, International Relations and Diplomacy* (Tallinn, Estonia: NATO CCD COE Publications, 2013), 621

<sup>2</sup> Wales Summit Declaration issued by the Heads of State and Government participating in the meeting of the North Atlantic Council in Wales, North Atlantic Council, para 72, 5 September 2014, [https://www.nato.int/cps/en/natohq/official\\_texts\\_112964.htm?selectedLocale=en](https://www.nato.int/cps/en/natohq/official_texts_112964.htm?selectedLocale=en)

<sup>3</sup> The North Atlantic Treaty, Washington D.C., 4 April 1949, [https://www.nato.int/cps/en/natohq/official\\_texts\\_17120.htm](https://www.nato.int/cps/en/natohq/official_texts_17120.htm)

ownership. The types of activities of such objects are important for the exercise of state functions.

**Purpose** - The present article aims at analyzing concept, types, functions of critical infrastructure and cases of cyberattacks on such objects and to determine the relationship with definition of Armed Attack in light Article 5 of the NATO Treaty.

**Design/methodology/approach** – the author of the article is comparing legal definitions of CI in-laws of member states of NATO that connects to cyberattacks and come across with differences and common points. The case of Estonia (cyberattack on government networks), Estonia (cyberattack on CEI) and *Stuxnet* (cyberattacks against CI) are shortly reviewed.

**Findings** - when it comes to cyberattacks, in most cases, it is conducted on a CII, which is directly connected and is the source of automatic control of critical infrastructure. To date, the most successful such definition is in the strategy for cybersecurity of Lithuania as a NATO member, and a partner of NATO, Finland. Case in Ukraine showed that CI works in disconnected access to the Internet network. However, working personnel periodically violated the rules of automated control and connected the Supervisory Control and Data Acquisition (SCADA)<sup>1</sup> to the Internet.

**Research limitations/implications** – the author uses NATO Treaty, legislation of the member countries of NATO to compare it and three cases of cyberattacks on CI.

**Practical implications** – the article could be considered by NATO’ headquarters (NATO HQ), North Atlantic Council (NAC), Allied Command Transformation (ACT), NATO Communications and Information Agency (NCI Agency), NATO accredited Centres of Excellence, in particularly NATO Cooperative Cyber Defence Centre of Excellence (NATO CCD COE), military legal advisers to the command of NATO allies and partner countries.

**Originality/Value** – the problem of application of Article 5 of NATO Treaty to cyberattacks is quite new for NATO and partner countries as well. That also causes a novelty of that article – finding that cyberattacks on CI could be invoked right on the collective self-defense for NATO.

**Keywords** – Cyberattack, Armed Attack, NATO, Critical Infrastructure, Critical Information Infrastructure, Collective Self-Defense

**Research type** – research paper.

---

<sup>1</sup> Supervisory Control and Data Acquisition (SCADA) systems that are used to monitor and control features in the industrial sector and energy transit infrastructure. The security of the SCADA system consists of four major elements: real-time monitoring, detection of anomalies, impact analysis and mitigation strategies.

Limba T.; Plėta T.; Agafonov K.; Damkus M. 2017. Cyber security management model for critical infrastructure, *Entrepreneurship and Sustainability Issues* 4(4), 561. [http://dx.doi.org/10.9770/jesi.2017.4.4\(12\)](http://dx.doi.org/10.9770/jesi.2017.4.4(12))

## HUMAN-CENTRIC INNOVATION ECOSYSTEMS THEORIES

Keisha LaRaine Ingram

*Mykolas Romeris University, Lithuania*  
*klingram@mruni.com*

### Abstract

Since the dawn of human history, innovation has always improved the quality of life. Innovation is particularly effective when experience, skills and capabilities are combined to predict or address the challenges of society. A successful innovation ecosystem consist of fully harnessing, the central factor of human-centric based innovation ecosystems. Evolution of labour markets have resulted from the impacts of job crisis and losses, international competition, migration policies aimed at reducing skill shortages, support of innovation and boosting economic and productive growth. When equipped with the appropriate skills-set, it is perceived that human capital will have the capacity take-on good-quality jobs and fulfil their role as confident, active citizens. As the global economy continues to accelerate at a fast-changing pace, the capacity to fuel and drive national competitiveness will be dependent on highly innovative ecosystems that are more human centered, that is ‘human-centric focused’ rather than on technology. In supporting the talented human capital in innovation ecosystems, there is a need to implement incentives that nurture and retain skilled workers, which ultimately reduce brain drain. As society continues to evolve, it will become more dependent on innovation processes In terms of innovation ecosystem, the evolution of labour markets is affected by its rate of development, labour markets and the market demand for highly skilled workers in knowledge-based, advanced economies.

**Purpose-** To explore the revolving labour market. Within this respect the following tasks are:

1. To analyze the evolution of labour markets and innovation ecosystems, more specifically the role of the human factor in its advancement, and how companies can develop useful ecosystem strategies;
2. To determine through theoretical analysis, how human-centered innovation ecosystems operate and interact strategically;

3. To understand the new paradigm shift in mainstream thinking towards the concept of a more ‘human-centric innovation ecosystems’;

**Approach** – The critical and comparative approach strategy will be used, where, the analysis from the literature review will provide more insights into the main influencers for human-centred innovation ecosystems.

**Practical implications** – The findings from the literature analysis is set to offer better insights on the evolution of labour markets, and its impact on innovation ecosystems, and why more research is required as labour markets continue to be impacted by the internal and external factors for developing human-centric innovation ecosystems. The prime focus will be EU and developed economies regional labour markets and innovation within the political, economic, legal, social, external and technological factors.

**Originality/Value** – The analysis of this work aims to present insights of the impact of the political, economic, legal, social, external and technological factors that affect the evolution of regional labour markets and innovation ecosystems.

**Keywords:** Innovation ecosystems, globalization, human capital, labour markets, talented workforces

**Research type:** conceptual paper.

## USERS ELECTRONIC DATA PROTECTION FEATURES

Aurimas Šidlauskas

*Mykolas Romeris University, Lithuania*  
*aurimas868@gmail.com*

### Abstract

**Purpose** – to analyze the peculiarities of users electronic data security and to propose recommendations that would reduce the risk of data loss and misuse.

**Design/methodology/approach** – analysis and study of scientific literature, comparison, the main features complex generalization, induction methods.

**Findings** – after analyzing the theoretical aspects of users electronic data protection features, there were introduced the main recommendations that would reduce the risk of data loss and misuse.

**Research limitations/implications** – would be necessary to do a bigger research and apply more methods.

**Practical implications** – this information can be used to enhance security measures to avoid incidents involving loss, alteration, and misuse of data.

**Originality/Value** – cyber security is the most critical aspect nowadays of our technologically based lives. Neglected the protection of electronic data, highlighted the complex security components: poor (weak) passwords used, irresponsible sharing of private information on social networks with third parties.

**Keywords:** electronic information, CIA triad, passwords, authentication, Facebook social network, data security.

**Research type:** general review.

## SOCIAL TRANSFORMATION OF PAKISTAN UNDER THE SPEECH OF MUHAMMAD ALI JINNAH ON 11<sup>TH</sup> AUGUST 1947

Sohaib Mukhtar

*The National University of Malaysia, Malaysia  
sohaibmukhtar@gmail.com*

### Abstract

Muhammad Ali Jinnah is the founder of Pakistan, delivered his first speech as Governor General of Pakistan in first session of the first Constituent Assembly of Pakistan on 11<sup>th</sup> August 1947. The speech has divided Pakistani society into 2 groups (i) first group advocates secularism in Pakistan, as (ii) second group emphasis that Pakistan is an Islamic State outcome of the struggle of Muslims of British India therefore there is no space of secularism in Pakistan. Muhammad Ali Jinnah stated that every individual living in Pakistan is the citizen of Pakistan without discrimination as to cast, color, creed, and community. If we look back to first Islamic State founded by Prophet Muhammad ﷺ it is clearly held that Muslims and Jews of the first Islamic State were declared as equal citizens and one community without discrimination under clause 30 of the Constitution of Madinah (Misaq e Madinah), therefore Islamic State does not mean discrimination based on religion as all citizens have equal rights before law without discrimination as to cast, color, creed and community.

**Purpose** – This research is an analysis of Muhammad Ali Jinnah’s speech before the first Constituent Assembly of Pakistan on 11<sup>th</sup> August 1947 under the light of the Constitution of the first Islamic State founded by Prophet Muhammad ﷺ in Madinah to clarify important portion of the speech of Muhammad Ali Jinnah.

**Design/methodology/approach** – This study is routed in qualitative method of research to analyze important portion of the speech of Muhammad Ali Jinnah under the light of relevant portion of Misaq-e-Madinah to remove misconceptions spread among Pakistani society by a group advocates secularism in Pakistan.

**Findings** – This study would help people of Pakistan to understand the true meaning of the speech of Muhammad Ali Jinnah as well as the true message of Islam where there is equal opportunity for all and there is no discrimination as to cast, color,

creed and community before Law as all living human beings in a state are citizens of the state as were declared by Prophet Muhammad ﷺ in Misaq-e-Madinah.

**Research limitations/implications** – This study is an analysis of the speech of Muhammad Ali Jinnah on 11<sup>th</sup> August 1947 delivered before the first Constituent Assembly of Pakistan. This study is also an analysis of the Constitution of the first Islamic State in Madinah known as Misaq-e-Madinah. This study will not go into deep detailed analysis of the speech of Muhammad Ali Jinnah as well as deep detailed analysis of Misaq e Madinah and it is only an analysis of relevant portion of the speech of Muhammad Ali Jinnah delivered on 11<sup>th</sup> August 1947 and relevant portion of Misaq e Madinah.

**Practical implications** – This study aims to point out and wipe out misconceptions created by a secular group in Pakistani society stating Muhammad Ali Jinnah wanted a secular State where religion does not come into discussion in framing of the Constitution and Laws. This study aims to clarify important portion of the speech of Muhammad Ali Jinnah under the light of relevant part of Misaq-e-Madinah.

**Originality/Value** – This study is personal and original work of the author on the chosen topic and there are not many articles written on related topic and this research is conducted keeping in mind principles of piracy and illegal methods of doing research.

**Keywords:** Prophet Muhammad ﷺ. Muhammad Ali Jinnah. Misaq-e-Medinah.

**Research type:** This study is general review of the speech of Muhammad Ali Jinnah on 11<sup>th</sup> August 1947 and its comparative analysis with the Constitution of the first Islamic State Madinah promulgated by Prophet Muhammad ﷺ.

## A BIBLIOMETRIC ANALYSIS OF SEXUAL HARASSMENT IN WORKPLACE ENVIRONMENT

Jūratė Kuklytė

*Vytautas Magnus University, Lithuania*  
*jurate.kuklyte@vdu.lt*

### Abstract

**Purpose** – to reveal different types of sexual harassment in a modern workplace. It addresses new trends in the interdisciplinary discourse in order to distinguish various forms of employees’ misbehaviour.

**Design/methodology/approach** – A bibliometric research was employed by using snowballing technique for the initial sample including relevant publications. This method enabled the analysis of published data to represent quantitative side through measuring texts, authorships, affiliation, citations and key words. An extensive scientific literature review has proven to be essential in the evaluation of social science research performance, as can be seen from earlier studies, for instance, concerning management, marketing, sociology, psychology, and criminology. The data was collected from *Clarivate Analytics Web of Science* and *Scopus* databases using the main keyword “sexual harassment”. Only publications in English which were published after 1945 were taken into consideration.

**Findings** – The study shown that evolution of sexual harassment is an emerging topic among scholars. An extensive literature review enables to provide the typology by dividing it into 3 categories: workplace sexual harassment, online gender harassment, and cyber sexual harassment. The category of *workplace sexual harassment* includes unwanted touching, inappropriate jokes, remarks, or gossip directed at co-worker, direct questioning about private life of co-worker, staring or invasion of personal space, staring or leering at co-worker in a way to make feel uncomfortable, and others. *Online gender harassment* includes unwelcome, offensive messages purposely sent via e-mail, in chat rooms or forums. This type has dual nature in terms of graphic expression in cyberspace and has profound effect on targeted woman. Active graphic gender harassment also fits this description, but includes pictures. Passive verbal gender harassment includes intentional messages posted to many potential receivers like an offensive code name,

offensive information included with personal details, or flaming. *Cyber sexual harassment* involves destructive computer mediated communication such as e-mail spoofing, cyber-stalking, cyber sexual defamation, cyber flirting, hacking, cyber pornography, and cyberbullying. Moreover, similarities, differences and interrelationship of workplace sexual harassment and cyber sexual harassment were exposed.

**Research limitations** – The main limitation of this study is that the research is based on scientific literature review. However, bibliometric analysis followed snowballing techniques to reveal emerging conceptual trends and led to randomised representativeness. For future investigations, different methodological techniques to test the validity.

**Practical implications** – Knowledge of emerging trends of sexual harassment is important for human resources professionals to overcome this destructive phenomenon and engage job satisfaction, minimize the loss of employees who decide to leave the organization and improve organizational climate.

**Originality/Value** – It was provided conceptual clarity by analysing metamorphosis of sexual harassment in modern organizations.

**Key words:** sexual harassment, cyber sexual harassment, bibliometric analysis

**Research type:** literature review.

## INCLUSIVE EDUCATION MANAGEMENT

Gita Lasytė

*Mykolas Romeris University, Lithuania*  
*gita.lasyte@gmail.com*

### Abstract

**Purpose** – to analyze the content of inclusive management concept in the educational context. The shift of New Public Management to New Public Governance has facilitated the shift in the priorities and activity principles of the public sector. The attitude that under the conditions of New Public Governance institutions have to orient their activities to active social policy, seek cooperation and partnership with citizens is consolidated. Aiming to implement modern solutions of public governance it is necessary to encourage cooperation between state institutions and society. Citizen involvement into decision-making process forms civic responsibility as well as ensures efficiency and necessity of decision-making process, and trust in state institutions. The object of the research is inclusive education management.

**Methodology** – the theoretical methods (comparative, analytical and systemic).

**Findings** – citizen inclusion and integration processes are necessary in organising effective public governance. Such terms as citizen inclusion, citizen engagement, public engagement, inclusive management, citizen participation are more often used. It means that a part of the society can be involved in public governance. The efficiency of Lithuanian educational institutions’ management also depends on inclusive management. The implementation of the New Public Governance principles in the educational sector suggests that the role and influence of the society and organizations increases. Researchers claim that the efficiency of educational institutions starts to depend on inclusive management that affects the quality of educational activities and training process. The model of inclusive management is defined by a constant inclusion of community in the common processes of creation of services, public policies and programmes. In this way, the aim is to define and address public concerns. In other words, the focus is directed towards a continuous creation of relations between people on various issues.

**Research implications** – in the contemporary environment of development of public governance reforms, interaction of knowledge, experience, political understanding and decision formation dominates; organisations of the public sector participate in it and involve citizens in improvement of governance. Inclusive management is one of the key elements of effective governance as the quality of policy formation and decision making is increased, interaction between government and citizens is improved and accelerated, and responsibility and transparency in promoting population’s trust is strengthened, etc. Therefore, such factor of the New Governance model is necessary for implementation of governance.

**Originality** – citizen participation in the decision-making process and factors impacting citizen participation were researched by M. Bernotienė (2010); E. Stumbraitė-Vilkišienė (2011). A definition of citizen inclusion in public governance was first used by an American researcher S. A. Arnstein in “A Ladder of Citizen Participation” (1969). Later, the relations of the concept of citizen inclusion with citizen engagement were researched by V. Pestoff (2012), K. Quick (2010, 2011), S. M. Feldman (2006, 2007, 2011), E. Seltzer and D. Mahmoudi (2013), R. M. Silverman (2005), S. Osborne (2010).

**Key words** – public governance, inclusive management, citizen inclusion, citizen engagement, citizen participation, education management.

**Research type** – general review.

## EXPRESSION OF ENGAGEMENT IN GAMIFIED STUDY SUBJECT

Marius Kalinauskas

*Mykolas Romeris university, Lithuania*  
*m.kalinauskas@gmail.com*

### Abstract

**Purpose** – To analyze expression forms of engagement during the gamified study subject.

**Design/methodology/approach** – The qualitative study was being conducted in order to find out how engagement manifests itself among the university students during one semester of gamified study subject. The data were collected during two group interviews and one set of individual interviews. Interviews were conducted after second, third, and fourth month of the semester. Data were analyzed using practical qualitative analysis approach (Bazeley, 2013).

**Findings** – Study has shown that engagement in gamified study subject manifested itself in long term and short term forms of expression. Data analysis have shown that engagement is expressed in seven forms: behavioral engagement, participation, ardor, flow, emotional engagement, cognitive engagement, and agentic engagement. All these forms of engagement result easy and hard forms of fun.

**Research limitations/implications** – The results of this study have shown that engagement is context sensitive. Ability to feel engaged is strongly dependent from personal characteristics of a student. Moreover, the external factors like relationships among group members as well as role of an educator might have significant result on student engagement in gamified study subject.

Research results allow to connect two concepts of engagement. In educational sciences engagement is understood as a long term phenomenon while in game studies it is explained as temporal experience. Applying gamification in university study subject allows to explore what temporal features of engagement does transfer to long term engagement. Research results are also significant in trying to find consensus between two competing approaches towards engagement phenomenon in educational sciences and game studies.

**Practical implications** – By revealing how engagement is being experienced in gamified study subject it is possible to better understand how different gamification

techniques and mechanics lead to motivational outcomes resulting fun. Also, not all forms of engagement might be desirable in educational context. The results of the study allows broader understanding about the functioning of gamification mechanics which could lead to improved gamified systems used for educational purposes.

**Originality/Value** – The study takes an original approach in exploring expression of engagement in two overlapping disciplines - educational sciences and game studies. There are very few studies which use qualitative methods for deeper understanding of engagement in gamified learning environments.

**Keywords:** engagement, gamification, gamified study subject, gamified learning environment

**Research type:** research paper.

### References

Bazeley, P. (2013). *Qualitative data analysis: Practical strategies*. SAGE Publications Inc.

## IMPLEMENTATION OF HYBRID (INTEGRATED) METHODS FOR PLANNING PROCESS OPTIMIZATION

Gedas Baranauskas

*Mykolas Romeris University, Vilnius*

*gedas.baranauskas@yahoo.com*

### Abstract

**Purpose.** The present article aims to point out and compare key points and practices of the application of Lean principles and selected tools in combination with project management methods and tools for planning process optimization both on academic and practical level.

**Design / methodology / approach.** For the purpose of a multi-dimensional theory-based narrative review of the subject with several different methods of data collection are used: documental and comparative analysis, review of scientific literature and systemization-synthesis of information, content analysis. An analysis is based on a qualitative paradigm and focus to supply chain management (SCM), Total Quality Management, Change management and Continuous Improvement theories..

**Findings.** Results of the multi-dimensional evaluation of the subject suggest that principles of the Lean system and Kanban tools can be successfully applicable and compatible in planning process activities and its optimization both separately and as a part of hybrid (integrated) methods.

**Research limitations / implications.** The research are of a limited scope from a few points of view: first, it is noticed that a limited quantity of research is made within the field of using hybrid (integrated) methods, especially in the case of academic research performed in Lithuania. So, there is no concrete Measurement Model or step by step guides how these methods should be implemented, what are key issues in this process and how results should be evaluated. In addition, there is a limited orientation to such fields as public and non-governmental sectors and organizations, where the need of planning and overall change management is even more significant and missing. Furthermore, this article is based on a narrative type of review towards a scientific literature where findings and theoretical conclusions are outlined from a holistic interpretation contributed by the reviewers' own experience, mentioned theories

and models by using the method of information systemization. In relation to that, case studies and comparative analysis towards a practical implication are not sufficiently elaborated from the point of theoretical overview, therefore, they have not been within the focus of scientific analysis in this paper. The fourth limitation might be the complexity and the dynamics of a planning process as well as the primary orientation of the Lean system and tools directed to the manufacturing and industry sector.

**Practical implications.** Summarized and underlying research and its findings may serve as a basis for a relevant input to a further scientific discussion regarding the optimization of planning process and adoption of hybrid (integrated) methods in this or related fields. In addition, it might be useful within a practical implementation of new methods of project or process management and planning.

**Originality / Value.** The main point of the paper is to underline that there are options to combine different process and project management tools and principles in this specific and complex field as planning. Since planning itself is considered as a continuous activity throughout the process and is usually carried out dynamically in parallel with a performed task / job, Lean tools combined together with project management application may serve a very useful and effective way to ensure a more structured and, therefore, successful process handling. Moreover, the selected research object and findings are also valuable in terms of the process improvement in public sector organizations. Since the limitations of Lean tools are their lack of diversity in applicability to an ongoing process, as they are rather applied to a moment and static process phase, and limitations of project management are its unclear structure and abstractness, this particular paper points out and analyzes the possibilities of both Lean tools and project management merging as a proper method.

**Keywords:** hybrid (integrated) methods; planning process; optimization of planning; Lean; Kanban.

**Research type:** general review.

## THE RELATIONSHIP BETWEEN HELP-SEEKING AND POSTTRAUMATIC GROWTH IN THE SAMPLE OF WOMEN SURVIVORS OF INTIMATE PARTNER VIOLENCE

Zuzana Vasiliauskaitė

*Mykolas Romeris University, Lithuania*  
*zuzana.vasiliauskaite@gmail.com*

### Abstract

**Purpose** – The body of research on Posttraumatic growth (PTG) in female victims of intimate partner violence (IPV) is limited. However, the existing research has consistently found that in comparison to other traumas IPV victims experience lower PTG.

**Design/methodology/approach** – Our objectives were to explore factors associated with PTG in IPV victims. We surveyed 134 18-65 years old (M=35,9, SD=11,69) women who have experienced intimate partner violence. The Composite abuse (Cronbach  $\alpha$ = 0,96,  $\chi^2(131)$ = 185.70, CFI=0.94, RMSEA=0.06) and the Economic abuse (Cronbach  $\alpha$ = 0,92,  $\chi^2(50)$ = 82.35, CFI=0.93, RMSEA=0.07) scales were utilized to evaluate IPV women suffered. PTG was measured by the Posttraumatic growth inventory (Cronbach  $\alpha$ =0,96), and the Social Constraints scale (Cronbach  $\alpha$ = 0,96,  $\chi^2(175)$ = 284.23, CFI=0.93, RMSEA=0.07) are self-report that were used to measure how women perceived others reactions to their IPV disclosure. Lastly, a list of individuals, professionals and organizations were provided in order to understand women’s help-seeking behaviour.

**Findings** – The results revealed that most of the women who experienced IPV did not experience PTG (28,2%, N=31) or experienced a very little PTG (28,2%, N=31). Regression analysis revealed that help-seeking from official sources acted as a PTG predictor. Greater PTG was more common among women seeking help from women’s NGOs, police than among those who did not. The vast majority of respondents (82%) experienced at least one social constraint when disclosing the abuse they suffered and it was positively associated with PTG.

**Research limitations/implications** - Due to the sensitivity of the topic and personal risks associated with interpersonal violence, the majority of research conducted on this subject is restricted to small sample sizes. In comparison to other publications with

samples on this subject, our sample size was moderate and demographically reflective of the community. However, it would be beneficial to reproduce the results on a bigger sample as it will allow for a more robust statistical analysis.

**Practical implications** – The results showed the importance to strengthen the availability and accessibility of help provision for women survivors of intimate partner violence, as this best predicts a higher PTG, therefore higher IPV victims’ psychological functioning. The prevalence of social constraints women experience reflects the unwillingness of our society at least to hear the women out and offer them the emotional support they need. Practitioners should take that into consideration as previous negative experience while disclosing the violence might influence a client-practitioner relationship.

**Originality/Value** – This research contributes to a rather small but growing body of PTG research of male perpetrated violence against women in intimate partner relationships, highlighting the importance of specialized help for the victims and their protection. Importantly, to our knowledge this was the first time the social constraints women experienced while disclosing abuse were measured.

**Keywords:** Intimate partner violence (IPV), Female Victim, Help-Seeking, Posttraumatic Growth (PTG)

**Research type:** research paper.

## INFLUENCE OF FATHERS ON CHILDREN DEVELOPMENT

Dr. Ercan Kocayörük

*Canakkale Onsekiz Mart Univeristy, Turkey*  
*kocayoruk@comu.edu.tr*

Dr. Salih Z. Genç

*Canakkale Onsekiz Mart Univeristy, Turkey*  
*szgenc@yahoo.com*

### Abstract

The literature indicated two controversial perspectives about the father’s importance on adolescent development (Amato, 1994). First one suggested a minimal role of fathers in child development and lives, and second one suggested that father involvement contribute positively to children’s well-being and development. A growing body of research suggests that adolescents’ relationship with their fathers was related to healthier psychosocial outcomes.

**Purpose** – In the light of research evidence one can assume that fathers differential effect on parent-adolescent relationship appear to be important. There were many themes and events that relates with involved dad or father until 1970s. Nevertheless, a new understanding of fatherhood, starting in the 1970s, made a path for fundamentally new model (Palkovitz, 2002). This new understanding of fatherhood encourages fathers to be involved as part of an egalitarian relationship between husbands and wives. This new model was influenced by feminism, making the father as co-parent and central them to coequal responsibility for parenting (Pleck & Pleck, 1997). The co-parent father in the 1970s was expected not only to take on more responsibilities in the physical care of the child but also to be an equal participant with his wife in their children development. Due to these alterations in the father’s roles and the structure of family, father’s role now includes nurturing, care giving and emotional support in both direct and indirect ways rather than being economic provider of the family. By this new perspective, many researchers point out that more studies need to focus on the father and his various roles in the family and child development (Cooksey & Fondell, 1996). Research studies have

recently shown that increased father involvement influences children whereby the father may get a chance to get to know his children better and form a closer relationship with children, thus become a more effective parent. In addition, father as a role model provides more opportunities for children to observe and learn from their fathers

**Design/methodology/approach** – This is a meta analytical study that aims to discuss about the role of the father on their children in the new age. While the traditional view of parenting presumed that fathers have a peripheral role in the child development, recent studies have pointed out the important effect of the fathers on their children development and outcomes. Today, many researchers (e.g., Nord & Brimhall, 1998) argue that fathers must become actively involved in childrearing in order to ensure healthy child development. In addition, different dimensions of father involvement have been reported in the literature such as how much time fathers allocate to their children, fathers’ day-to-day supervising of their children, playing with their children, feeding their children, educating their children, and disciplining their children (Mazza, 2002; Salem, Zimmerman, & Notaro, 1998).

**Findings** – In the light of the research evidence, several characteristics of father-adolescent interaction (communication, close relations, satisfaction, spent time together, sensitivity,) are associated with desirable outcomes in adolescents’ development. Supportive father-adolescent relationship leads to closeness, intimacy, substantial communication and satisfaction as well as the adolescents’ psychologically well-being. Although increase has been made in exploring the courses of paternal involvement, several areas have received little attention, and adolescent-father relationship need much more study than has been done (Pleck, 1997).

When it is looked at the literature, three types of studies on fatherhood have been designed to explore fathers’ effects on children; correlational studies, studies of father’s absence, and studies of father involvement (Lamb & Tamis-Lemonda, 2004). First, many of the studies of paternal influences were designed to identify correlation between paternal and filial characteristics. The vast majority of these studies were conducted on the father’s role as a sex-role model and the impact of this sex-role model particularly on sons. In fact, the quality of father-son relationship proved to be a crucial mediating variable; if the masculine fathers’ relationship with their sons were good, the boys were indeed more masculine. Second, in addition to this correlational research, another body of literature mentions that, the rising number of children who live in families without fathers has led to considerable interest in the effect of family structure on child development. Those studies that have considered the role of father in the development of psychosocial problems have tended to study them only in terms of their absence. Lastly, in the 1980’s several researchers sought to identify the effects of increased paternal involvement on child development. It is obvious that an impressive body of literature appearing during the 1980s, advanced the way fatherhood has been conceptualized and theorized aspects of father involvement in their children’s lives. Indeed, fathers have not been the primary source of income for the family for a long time; and because of the full

or part-time employment, most mothers no longer stay at home with the children (Lamb, 1997; Marsiglio, 1995).

**Research limitations/implications** – The study have some limitations that is literature review

**Practical implications** – The results of the study may ultimately allow interventions to be designed that are geared towards improving the father-child relationship.

Results of the studies showed that father involvement training was effective in terms of improving the overall family functioning of fathers. A particular strength of the training seems to be the ability to encourage fathers to apply skills in their relationship with their adolescent children. Findings of the studies might be valuable for identifying the dimensions of the parents–adolescent relationships that could be targeted in prevention and intervention programs. Furthermore, the results of this study also adequately encourage continued efforts to develop and implement similar parent education or training programs to promote both parent-children in adolescence. The outline of the effective father training program may be suggested as follows:

1. Father Involvement Training encompasses the father-child relationship by teaching parents interaction skills. The training also provides fathers an opportunity to learn and practice each of these skills through an instructional method. By Father Involvement Training, fathers and children learn effective communication skills, and fathers are encouraged to maintain a strong relationship bond with their adolescent child while allowing for increased autonomy and peer relationship.

2. The results of the studies may ultimately allow interventions to be designed that are geared towards improving the father-child relationship. Especially by understanding the way adolescents perceive their relationship with their fathers, school counselors may develop workshops or group training sessions in which adolescents and fathers participate in to learn various skills to help them improve the quality of their relationship, including components like communication skills, positive discipline, and social interaction management.

3. Furthermore, many researchers have emphasized that father involvement is essential to ensure healthy child development, cognitive and intellectual development, academic achievement, and psychological adjustment in school settings.

4. Providing father education or training, which allows fathers to come together to share and discuss different aspects of fatherhood, may be one way of fostering their feelings of identity in parenting, and helping them clarify how they feel as parents. Such education or trainings have also been found to increase fathers’ perceptions of parental competence as well as some forms of involvement in their child development.

5. Many studies link parent involvement with a range of positive student outcomes, including higher achievement, improved school attendance, increased cooperative behavior, enhanced school retention and lower dropout rates. The results of this study may also have implications for policy makers. In order to increase father involvement in school activities, teachers and school administrators need to revise their policies on parent involvement.

**Originality/Value** – Based on father involvement frameworks, co-parenting and fathers have an important role on the peer relationship and psychosocial development of adolescents that is outlined. Family and peer are two important dimensions during adolescence and fathers should be knowledgeable about the role of peers in the life of their adolescent children.

**Keywords:** Father Involvement, children and families.

**Research type:** literature review

**Note:** This study is supported by The Scientific and Technological Research Council of Turkey (TUBITAK-Grant:115K417)

## References

- Amato, P. R. (1994). Father-child relations, mother-child relations, and offspring psychological well-being in early adulthood. *Journal of Marriage and the Family*, 56, 1031-1042.
- Cooksey, E. C., & Fondell, M. M. (1996). Spending time with his kids: Effects of family structure on fathers' and children's lives. *Journal of Marriage and the Family*, 58, 693-707.
- Lamb, M. E. (1997). Father and child development: An introductory overview and guide. In M. E. Lamb (Ed.), *The role of the father in child development*. (3rd ed, pp.1-18). New York: JohnWiley.
- Lamb, M. E., & Tamis-Lemonda, C. E. (2004). The role of father. An Introduction. In M. E. Lamb (Ed.), *The role of the father in child development*. (4th ed, pp. 1-32). New Jersey: John Wiley & Sons, Inc.
- Marsiglio, W. (1995). Fathers' diverse life course patterns and roles. In W. Marsiglio (Ed.), *Fatherhood. Contemporary theory, research and social policy* (pp. 78-101). California: Sage Publication Inc.
- Mazza, C. (2002). Young Dads: The effects of a parenting program on urban African-American adolescent fathers. *Adolescence*, 37(148), 681-694.
- Mazza, C. (2002). Young Dads: The effects of a parenting program on urban African-American adolescent fathers. *Adolescence*, 37(148), 681-694.
- Nord, W. C., & Brimhall, D. (1998). Dad's involvement in their kid's school's. *Education Digest*, 63(7), 29-36.
- Palkovitz, R. (1997). Reconstructing “Involvement”: Expanding conceptualizing of men's caring in contemporary families. In A. J. Hawkins and D. C Dollahite (Eds.), *Generative Fathering. Beyond deficit perspective* (pp.71-87). California: Sage Publication Inc.
- Pleck, E. H., & Pleck, J. H. (1997). Fatherhood ideals in the United States: Historical dimensions. In M. E. Lamb (Ed.), *The role of the father in child development* (pp. 33-48). New York: JohnWiley.
- Pleck, J. H. (1997). Paternal involvement: Levels, sources, and consequences. In M. E. Lamb (Ed.), *The role of the father in child development* (pp. 66-103). New York: JohnWiley.
- Salem, D. A., Zimmerman, M., & Notaro, P. C. (1998). Effect of family structure, family process, and father involvement on psychological outcomes among African-American adolescent. *Family Relations*, 47(4), 28-56.

## CAREER PROSPECTS FOR FOREIGN GRADUATE STUDENTS IN NON-ENGLISH SPEAKING COUNTRIES

Mantė Gasiūnaitė-Binkienė

*Mykolas Romeris University, Lithuania*  
*mante.gasiunaite@gmail.com*

### Abstract

Over the past few years, the number of foreign students from both European and non-European countries have increased in higher education institutions in the European Union (EU) and in the world. This increase is due to the interconnectivity of national economies and the phenomena of internationalization of higher education – the development of higher education and improved opportunities to study for students who come from abroad. Global economic, political and social processes and changes have influenced the development of studying conditions, such as: the youth unemployment rate in Europe has increased; increased political attention on education, where education is linked to employment and careers; massive participation and increasing competition amongst higher education institutions and entrants; higher education funding loss (the impact of the crisis); inadequate provision of higher education in emerging economies; the development of information technologies (distance learning), etc.

In analyzing the motives of students' choice to study abroad, the change is quite noticeable. Previously, study abroad was seen as an opportunity to contribute to society, the state, but not individual goals. However, when students pay for their studies independently, their goals are more aligned towards career prospects and opportunities to remain in the country they studied in. Meanwhile, the main criteria of the selection of foreign students for studying abroad are: study language (English), the quality of programs, immigration policy and future (work) opportunities, study fees, perspectives, culture, etc.

Thus, institutions are facing an increasing financial and competitive pressure to attract and retain as many foreign students as possible. This means that institutions of higher education need to innovate more by improving the admission of foreign students and balancing them with student support services that promote students' success, including the expectations of career and job opportunities.

**Purpose** – to explore the career prospects of foreign students (graduates) in non-English speaking countries.

**Design/methodology/approach** – analysis and evaluate scientific literature, statistics databases, and data comparison.

**Findings** – the data collected allows comparison of the opportunities and limitations faced by non-English-speaking countries for foreign students’ entry and pursuance of a successful career. The consequences of foreign student exchange processes, such as brain drain problems are often observed in non-English speaking countries. Therefore, a study into the career prospects of foreign graduates is important in order to create and develop strategies for brain gain and retention in non-English speaking countries.

**Research limitations/implications** – the article analyzes case analysis of non-English speaking territories in Europe which do not allow, visually the full picture of career prospects for foreign graduates in non-English speaking countries. It is also necessary to develop empirical research.

**Practical implications** – the benefits of attracting foreign students are particularly high for *‘the leading importers/attractors’* of higher education such as UK and USA. However, the current situation is that, part of higher education attractors’ events such as Donald Trump’s presidency and Brexit, reflect an anti-immigration tone, creates conditions for other countries to take action in developing political and management measures and tools that direct foreign student flows in other directions.

**Originality/Value** – the absence of research about the career prospects of foreign graduates in countries do not reflect the main reasons and motives for selecting a particular country to study, i.e., non-English speaking countries where: the quality of higher education is not comparable to leading European countries and other countries of the world; are characterized by migration policies that do not directly address the employment issues of foreigners; countries that have weak talent attraction and retention strategies and poor career tracking systems of foreign graduates. Collectively, this has led to the greater need to develop research and raise more discussions about these issues.

**Keywords:** foreign graduate students, career prospects, non-English speaking countries.

**Research type:** general review.

## NEOLOGISMS AND SOCIAL TRANSFORMATIONS IN THE 21<sup>ST</sup> CENTURY: LANGUAGE AS A DRIVING FORCE FOR SOCIETAL CHANGES

Juan Carlos Pagán Motos

*Mykolas Romeris University, Lithuania*  
*juan.carlos@mruni.eu*

### Abstract

The multiple transformations that take place in the Western societies during the present century affect various spheres of society such as domestic politics, international relations, economics, gender issues, questions under social policies as attention to disability, environmental concerns, and technological innovations among others. National governments and supranational institutions as United Nations (UN) and European Union (EU), as executive authorities to varying degrees, represent the main agents of social change. But in the emergence of a climate of public opinion favourable to law and policy development different actors with opposing interests come into play: political parties, economic agents, mass media, foundations, social movements, or sectorial associations, that is, a broad range of stakeholders that reflects the pluralism characteristic of democratic societies. At times, this wide spectrum of actors uphold their positions through new terms and expressions, neologisms, which, even if are ignored by national authorities responsible for overseeing languages, may be accepted by the majority of the community. Therefore, language through the coining of neologisms is conceived not only as a mediator between individuals and new realities, but mainly as a tool for social transformation by all actors participating in public arena.

**Purpose** – The aim of this work is to show the evolution of some aspects of Western societies by means of new concepts and terms emerged in Spanish language (and the English equivalents) that, on the one hand, give an account of the abovementioned evolution, and, on the other hand, reflect the coining of neologisms as an instrument of social transformation.

**Design/methodology/approach** – Neologisms are analyzed upon the works of different Spanish authors (Cabré Castellví, 2006), (Sarmiento and Vilches, 2007), (Esteban Asensio, 2008) and through the implementation of Greimas' generative

trajectory of meaning (1966, 1973, 1982, 1990) and Lotman's concept of semiosphere (1996). A qualitative approach based on the descriptive analysis of documents elaborated by different Spanish and Anglo-Saxon mass media, political parties, foundations and social movements is implemented.

**Findings** – Scientific and technological developments entail the emergence of new tools and new social practices that can cause changes in the everyday life of a large number of citizens. In such cases the coining of neologisms is indispensable for making reference to the latest advances, and the new terms and expressions take the role of simple mediators between individuals and recent developments. In the case of political discourse, the various players involved in the public life find the creation of words as one among various tools to persuade public opinion and, consequently, neologisms can become agents of social transformation.

**Research limitations** – The research is based on a limited number of neologisms coined in Spanish and English languages since the beginning of the 21<sup>st</sup> century.

**Practical implications** – The results of this work may contribute to make known relevant social transformations that have occurred in the Spanish-speaking world during the current century. And due to the undertaken comparison between the evolution of Spanish-speaking countries and English-speaking nations through the study of neologisms coined in both languages, the most important practical implication of this paper is the elaboration of a material that could be useful in teaching/learning English and Spanish as second languages for specific purposes. Eventually, this work may be useful for researchers and students from the fields of Semiotics and Political Sciences due to the implementation of Greimas' narrative semiotics and Lotman's semiotics of culture to the study of political discourse.

**Originality/Value** – The originality of this work rests on the interdisciplinarity of a field of study as neology that permits to connect disciplines as Linguistics and Politics in an attempt to provide insights about societal transformations in two areas of the Western World as Spanish and English-speaking countries.

**Keywords:** Neologisms, Societal Transformations, Political Discourse, Narrative Semiotics, Semiotics of Culture.

**Research type:** research paper.

## BRANDING RELIGION IN THE AGE OF CONSUMERISM

Gintarė Kriaučiūnaitė-Lazauskienė

*Mykolas Romeris University, Lithuania*

*g.kriauciunaite@mruni.eu*

### Abstract

**Purpose** – taking in account that consumption of spirituality and more precisely brand religion in development of the market is widely acknowledged as well as largely abandoned in secular consumer society. The aim of this paper is to explore the theoretical concept of this phenomenon and search for the answers in regards the symbolic brands and toyed in religious rhetoric to build a narrative tradition for example the symbolic brand, and establish a community of loyal followers, which sticks strong. How do people adjust their religious and spiritual beliefs and practices in such a society? What are the limits to marketing and the branding of spiritual goods and religious practices?

**Design/methodology/approach**– the research implements a qualitative exploratory approach through the case analysis of symbolic brands. It explores the sources of religious consumer society and the most common personal adjustments (quality expectations, syncretism, religious shopping) and organizational answers (marketing and branding strategies the theoretical concept of consumer ambiguity and its effects. The goal is not to test any theory, nor apply the scheme to any particular phenomenon. Rather, to demonstrate that the different ideas and examples of the branding of religion, quasi-religions, religious-secular competition can be combined into one conceptual scheme.

**Findings** – the research shows the limitations and the difficulties encountered in religious marketing and branding. In fact, organizations’ members and/or the public may refuse to accept religious marketing and branding. Finally, marketing and branding may have obstacles due to transcendent claims, which are increasingly difficult to sustain in modern societies.

**Research limitations/implications** –the current research is limited by the exploratory approach taken, nonetheless, it still highlights that consumer’s search of

religion in brands should not always be viewed as negative. Hence, it provides new important insights into the consumption of spirituality and pursuit to the meaning of life.

**Practical implications** – the current research is contributory in that it demonstrates that in recent times the consumption of spirituality in marketing is substantially under-researched. Moreover, the current research has uncovered that individuals have embraced the market in this area and have enjoyed the symbolic meaning in branding inherent to many of the products/services offered. In the second stance, the area is an unexplored research area for societies where brand community flourishes. The current research has therefore contributed to this literature through the findings obtained, which revealed that modernization creates rules according to which individuals have the right to choose, provides the resources actually enables them to make choices, and representations and values that legitimates religious consumer behavior or open space for new believing systems.

**Originality/Value** – as the theme and the research area is not very popular among marketing and sociology researchers, the dangers of identity and loyalty to certain brand as religion is still undiscovered, especially in regards to the specific output(s) it will provide to society.

**Keywords:** branding, religion, society, symbols, believes.

## THE PECULIARITIES OF IMPLEMENTATION OF SOCIAL IMPACT ASSESSMENT IN SOCIAL ENTERPRISES

Audrone Urmanaviciene

*Mykolas Romeris university, Lithuania  
audrone.urmanaviciene@gmail.com*

### Abstract

**Purpose** – to analyze the peculiarities of implementation of social impact assessment in social enterprises.

**Design/methodology/approach** – analysis of scientific literature, expert interview, analysis and interpretation of the research results.

**Findings** – social enterprises face an increasing pressure from society, governmental and international authorities to measure their impact. These enterprises are usually small and medium-sized, therefore, they lack financial and human resources. The process of social impact assessment requires a lot of time and other resources, as well as involvement of the stakeholders. Furthermore, the complexity and specific nature of certain methodologies often require some expert knowledge. Therefore, social business enterprises, wishing to implement social impact assessment, should seek for cooperation with other organizations, e.g., universities, research centers, non-government institutions that promote the growth of social business, etc.

**Research limitations/implications** – the research is limited to Lithuanian social business enterprises, therefore, it should be extended to include other Baltic countries in the future.

**Practical implications** – The present research allows to identify the challenges of implementation of social impact assessment in social enterprises. The results are useful for social business managers to better understand the peculiarities of implementation of social impact assessment.

**Originality/Value** – social impact assessment is often presented and analyzed by social business practitioners, while this research gives a broader, systematic approach towards the process of impact assessment.

**Keywords:** social impact assessment, social enterprises

**Research type:** research paper.

“Social Transformations in Contemporary Society 2018” (STICS 2018),  
International Scientific Conference for Young Researchers, Abstract book.  
7-8 June, 2018, Vilnius-Net, p. 47.  
ISSN 2424-5631 (online)

Is world really changing as fast as we think? Or is it event changing at all? Social transformations is a delicate topic for researchers. We invited young researchers to look at processes which cause social transformations (or prove the static of societal tradition) in their country and share their findings.



This abstract book is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Texts are not edited

Prepared for publishing – Dalia Karlaitė

Published by – Mykolas Romeris University,  
Ateities g. 20, LT-08303 Vilnius