



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

**8<sup>th</sup> Annual International Conference on  
Business, Law & Economics  
3-6 May 2021, Athens, Greece**

Edited by  
Gregory T. Papanikos

2021



Abstracts  
8<sup>th</sup> Annual International  
Conference on Business, Law  
& Economics  
3-6 May 2021, Athens, Greece

Edited by Gregory T. Papanikos

First published in Athens, Greece by the Athens Institute for Education and  
Research.

ISBN: 978-960-598-396-3

All rights reserved. No part of this publication may be reproduced, stored,  
retrieved system, or transmitted, in any form or by any means, without the  
written permission of the publisher, nor be otherwise circulated in any form of  
binding or cover.

8 Valaoritou Street  
Kolonaki, 10671 Athens, Greece  
[www.atiner.gr](http://www.atiner.gr)

©Copyright 2021 by the Athens Institute for Education and Research. The  
individual essays remain the intellectual properties of the contributors.

# TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

<b>Preface</b>		7
<b>Organizing &amp; Scientific Committee</b>		8
<b>Conference Program</b>		9
<b>1.</b>	<b>Taste and Class: Wealthy People in Mexico</b> <i>Beatriz Acuna</i>	13
<b>2.</b>	<b>Life behind Walls: A Mixed-Methods Research on Italian Hikikomori</b> <i>Felice Addeo, Valentina D'Auria &amp; Vincenzo Esposito</i>	14
<b>3.</b>	<b>Social Representations of Physical Disability in a Professional Environment</b> <i>Denis Bernardeau-Moreau</i>	15
<b>4.</b>	<b>Distance Leadership and New Leadership Competencies</b> <i>Danijela Brecko</i>	16
<b>5.</b>	<b>How Revolting Young People Become Radicals: The Case of Slovakia</b> <i>Gizela Brutovska &amp; Matus Beres</i>	17
<b>6.</b>	<b>Intellectual Property Rights of Motion Pictures and Intangible Assets as Capital for Stock Corporations</b> <i>Murat Can Pehlivanoglu</i>	18
<b>7.</b>	<b>Passenger and Freight Railroads in African Countries: Past Difficulties, Recent Expansions, and Future Opportunities</b> <i>Shani Carter</i>	20
<b>8.</b>	<b>Symbolic Construction of a University's Identity - Case Study: Visual Identity of Transilvania University of Brasov</b> <i>Claudiu Coman &amp; Maria Cristina Bularca</i>	22
<b>9.</b>	<b>The Relevance of Scientific Dissemination during the Vaccine Campaign: The Italian Virologist Communication on Social Media</b> <i>Noemi Crescentini &amp; Giuseppe Michele Padricelli</i>	23
<b>10.</b>	<b>Follow the Geographic Information: The Challenges of Spatial Analysis in Digital Methods</b> <i>Ciro Clemente De Falco, Gabriella Punziano &amp; Domenico Trezza</i>	25
<b>11.</b>	<b>Towards a New Local Welfare: From Policy Making Tools to the Governance of Regional Social Services</b> <i>Lucia Fortini, Domenico Trezza &amp; Giuseppe De Luca Picione</i>	26
<b>12.</b>	<b>The Rising Tide of AI Ethics in Organizations: Towards 'Responsible AI'</b> <i>Helene Jeannin</i>	27
<b>13.</b>	<b>Classics and New Racism</b> <i>Victor Kogan</i>	28

14.	<b>The Structural Conditions for the Expansion of COVID-19 in Peru</b> <i>Jan Lust</i>	31
15.	<b>Promises for the Future</b> <i>Michael P. Malloy</i>	32
16.	<b>Male Shaming Processes: Between Heteronormativity and Performing Corporeality - Social Representations and Discrimination of Masculinity</b> <i>Giuseppe Masullo, Miriam Matteo &amp; Marianna Coppola</i>	33
17.	<b>Italian Migrants in Shanghai: A Skilled Migration?</b> <i>Grazia Moffa</i>	35
18.	<b>Use of Health Services in Spain and Germany: Trends and Equity</b> <i>Almudena Moreno, Lourdes Lostao &amp; Enrique Regidor</i>	37
19.	<b>The Legal and Economic Questions Posed by the German Constitutional Courts Decision in the Public Sector Purchase Programme (PSPP) Case</b> <i>Andrew Perkins</i>	38
20.	<b>Measuring Social Cohesion</b> <i>Michele Santurro</i>	40
21.	<b>Negotiating Boundaries of Identity and Belonging: Feelings of Inclusion and Exclusion</b> <i>Seher Sen</i>	41
22.	<b>Parties, Leadership and Consensus Building in Networked Politics: The Digital Storytelling for the 2020 Campania Elections</b> <i>Domenico Trezza &amp; Giuseppe De Luca Picione</i>	42
23.	<b>Is Green Consumer Behaviour Affected by COVID Pandemic? A Sociological Analysis in Italy</b> <i>Chiara Vassilo, Annarita Sorrentino &amp; Ilaria Tutore</i>	44

# Preface

This book includes the abstracts of all the papers presented at the *8<sup>th</sup> Annual International Conference on Business, Law & Economics* (3-6 May 2021), organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

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

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

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

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

## **8<sup>th</sup> Annual International Conference on Business, Law & Economics, 3-6 May 2021, Athens, Greece**

### **Organizing & Scientific Committee**

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

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Michael P. Malloy, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.
3. David A. Frenkel, LL.D., Head, Law Unit, ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.
4. Domenico Maddaloni, Head, Sociology Unit, ATINER & Professor, University of Salerno, Italy.
5. Nikolaos I. Lioudakis, Director, Social Sciences Division, ATINER & Associate Professor, Wilfrid Laurier University, Canada.
6. Yorgo Pasadeos, Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
7. Felice Addeo, Associate Professor, University of Salerno, Italy.
8. Gabriella Punziano, Assistant Professor, University of Naples Federico II, Italy.
9. Angela Delli Paoli, Adjunct Professor, University of Salerno, Italy.

**FINAL CONFERENCE PROGRAM**  
**8<sup>th</sup> Annual International Conference on Business, Law & Economics,**  
**3-6 May 2021, Athens, Greece**

**PROGRAM**

**Monday 3 May 2021**

---

**11.00-12.00**  
**Registration**

---

**12.00-12.30**

**Opening and Welcoming Remarks:**

- **Gregory T. Papanikos**, President, ATINER  
**Michael P. Malloy**, Director, Business, Economics and Law Division, ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.

---

**12.30-13.00**

**Claudiu Coman**, Professor, Transilvania University of Brasov, Romania.

**Maria Cristina Bularca**, Master Student, Transilvania University of Brasov, Romania.

*Title: Symbolic Construction of a University's Identity - Case Study: Visual Identity of Transilvania University of Brasov*

---

**13.00-13:30**

**Denis Bernardeau-Moreau**, Professor, University of Lille, France.

*Title: Social Representations of Physical Disability in a Professional Environment.*

---

**13:30-15:30**

**A Small Symposium on "The Social Dilemma: The Challenges of Doing Research on and with Social Media"**

**Academic Responsible: Gabriella Punziano**, Assistant Professor, University of Naples Federico II, Italy.

- 
- **13:30-14:00**  
**Lucia Fortini**, Adjunct Professor, University of Naples Federico II, Italy.  
**Domenico Trezza**, Research Fellow, University of Naples Federico II, Italy.  
**Giuseppe De Luca Picione**, Professor, University of Naples Federico II, Italy.  
*Title: Towards a New Local Welfare: From Policy Making Tools to the Governance of Regional Social Services.*
  - **14:00-14:30**  
**Domenico Trezza**, Research Fellow, University of Naples Federico II, Italy.  
**Giuseppe De Luca Picione**, Professor, University of Naples Federico II, Italy.  
*Title: Parties, Leadership and Consensus Building in Networked Politics: The Digital Storytelling for the 2020 Campania Elections.*
  - **14:30-15:00**  
**Ciro Clemente De Falco**, Research Fellow, University of Naples "Federico II", Italy.  
**Gabriella Punziano**, Assistant Professor, University of Naples "Federico II",

Italy.

**Domenico Trezza**, Research Fellow, University of Naples Federico II, Italy.

*Title: Follow the Geographic Information: The Challenges of Spatial Analysis in Digital Methods.*

○ **15:00-15:30**

**Noemi Crescentini**, Phd Student, University of Naples Federico II, Italy.

**Giuseppe Michele Padricelli**, PhD Student, University of Naples Federico II, Italy.

*Title: The Relevance of Scientific Dissemination during the Vaccine Campaign: The Italian Virologist Communication on Social Media.*

---

**15:30-16:00**

**Gizela Brutovska**, Assistant Professor Technical University of Kosice, Slovakia.

**Matus Beres**, Assistant Professor Technical University of Kosice, Slovakia.

*Title: How Revolting Young People Become Radicals: The Case of Slovakia.*

---

**16:00-16:30**

**Shani Carter**, Professor, Wagner College, USA.

*Title: Passenger and Freight Railroads in African Countries: Past Difficulties, Recent Expansions, and Future Opportunities.*

---

**16:30-17:00**

**Victor Kogan**, Retired Professor, Saint Martin's University, USA.

*Title: Classics and New Racism*

---

**17:00-17:30**

**Jan Lust**, Professor, Ricardo Palma University, Peru.

*Title: The Structural Conditions for the Expansion of COVID-19 in Peru.*

---

**17:30-18:00**

**Michael P. Malloy**, Distinguished Professor & Scholar, University of the Pacific, USA.

*Title: Promises for the Future.*

---

**18:00-18:30**

**Andrew Perkins**, Senior Lecturer, Truman Bodden Law School of The Cayman Islands, Cayman Islands.

*Title: The Legal and Economic Questions Posed by the German Constitutional Courts Decision in the Public Sector Purchase Programme (PSPP) Case.*

---

**Tuesday 4 May 2021**

---

**12:00-12:30**

**Danijela Brecko**, Assistant Professor, MLC Management and Law College Ljubljana, Slovenia.

*Title: Distance Leadership and New Leadership Competencies*

---

**12:30-13:00 Break**

**13:00-13:30**

**Murat Can Pehlivanoglu**, Assistant Professor, Istanbul Kent University, Turkey.  
*Title: Intellectual Property Rights of Motion Pictures and Intangible Assets as Capital for Stock Corporations.*

---

**13:30-14:00**

**Michele Santurro**, PhD Student, Sapienza University of Rome, Italy.  
*Title: Measuring Social Cohesion.*

---

**14:00-14:30**

**Helene Jeannin**, Sociologist, Orange-Department of Humana and Social Sciences, France.  
*Title: The Rising Tide of AI Ethics in Organizations: Towards 'Responsible AI'.*

---

**14:30-15:00**

**Almudena Moreno**, Researcher, Public University of Navarre, Spain.  
**Lourdes Lostao**, Professor, Public University of Navarre, Spain.  
*Title: Use of Health Services in Spain and Germany: Trends and Equity.*

---

**15:00-17:00**

**A Small Symposium on "Emerging Trends in Social Research Methods"**

**Academics Responsible:**

**Felice Addeo**, Associate Professor, University of Salerno, Italy.

**Angela Delli Paoli**, Adjunct Professor, University of Salerno, Italy.

---

○ **15:00-15:30**

**Giuseppe Masullo**, Associate Professor, University of Salerno, Italy.

**Miriam Matteo**, PhD Candidate, University of Salerno, Italy.

**Marianna Coppola**, PhD Student, University of Salerno, Italy.

*Title: Male Shaming Processes: Between Heteronormativity and Performing Corporeality - Social Representations and Discrimination of Masculinity.*

○ **15:30-16:00**

**Grazia Moffa**, Assistant Professor, University of Salerno, Italy.

*Title: Italian Migrants in Shanghai: A Skilled Migration?*

○ **16:00-16:30**

**Felice Addeo**, Associate Professor, University of Salerno, Italy.

**Valentina D'Auria**, PhD Student, University of Salerno, Italy.

**Vincenzo Esposito**, Research fellow, University of Salerno, Italy.

*Title: Life behind Walls: A Mixed-Methods Research on Italian Hikikomori.*

○ **16:30-17:00**

**Chiara Vassilo**, Research Fellow, University of Naples Federico II", Italy.

**Annarita Sorrentino**, Assistant Professor, University of Naples "Parthenope", Italy.

**Ilaria Tutore**, Associate Professor, University of Naples "Parthenope", Italy.

*Title: Is Green Consumer Behaviour Affected by COVID Pandemic? A Sociological Analysis in Italy.*

---

**17:00-17:30**

**Seher Sen**, Lecturer, Izmir University of Economics, Turkey.

*Title: Negotiating Boundaries of Identity and Belonging: Feelings of Inclusion and Exclusion.*

---

**17:30-18:00**

**Beatriz Acuna**, PhD Student, Mexico.

*Title: Taste and Class: Wealthy People in Mexico.*

**Murat Can Pehlivanoglu**

Assistant Professor, Istanbul Kent University, Turkey

## **Intellectual Property Rights of Motion Pictures and Intangible Assets as Capital for Stock Corporations**

The Directive (EU) 2017/1132 of the European Parliament and of the Council of 14 June 2017 Relating to Certain Aspects of Company Law Article (Art.) 46 provides that a public limited liability company's subscribed capital may be formed only of assets capable of economic assessment. Likewise, 6102 numbered Turkish Commercial Code Art. 342 articulates that payments in cash, tangible assets and intangible assets may be provided as capital for stock corporations, the Turkish equivalent of public limited liability companies. However, a minimum capital of 50.000, 00 TL shall be subscribed in order for a stock corporation to be incorporated (TCC Art. 332). Accordingly, when an intangible asset is being provided as capital to the stock corporation, appraisal experts appointed by the court shall make the valuation of the pertinent intangible asset (TCC Art. 343). The expert report shall indicate the valuation method, existence of the intangible asset, its validity and compliance with TCC Art. 342, its collectability and exact value, as well as the value and number of shares it corresponds to. In line with these rules and procedures, it appears that a producer may provide the motion picture intellectual property rights she holds as an eligible form of capital for a stock corporation. Still, whether a motion picture intellectual property right would satisfy the TCC Art. 343 criteria shall be analyzed through the principles articulated by the 5846 numbered Law on Intellectual and Artistic Works (LIAW). Official Comment to TCC Art. 343 signals that the expert report should review all legal factors concerning the intellectual property rights based on the applicable legislation. This study evaluates the legal factors which may revoke or adversely affect the eligibility of a motion picture intellectual property right held by a motion picture film producer under the applicable Turkish law, in connection with the Directive, the Berne Convention for the Protection of Literary and Artistic Works, and the International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations. In particular, the study outlines how the separation between moral rights and economic rights may provide adverse limitations on the eligibility of motion picture intellectual property rights held by motion picture producers, in connection with the rules on stock corporation capital subscription. In particular, it exemplifies such inherent adverse limitations through the

lens of copyright registration, rights of the performers and authors of scenarios of motion pictures.