Cause-Related Marketing in a cross-cultural context

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Introduction: This study examines the awareness of and attitudes towards cause-related marketing among young consumers from different cultures.

Abstract: Corporate social responsibility and cause-related marketing are increasingly used by brands and NGOs as both gain from such partnerships. This strategy has worked well in individualistic cultures, notably the USA. Vandyvliet et al. (2013) asked if the “impact of tying products to social causes translates across cultures.” Most of the research into CSR has been carried out with participants from one culture and there appears to be a paucity of research into a comparison of how CSR is regarded within different cultures. Therefore, this paper aims to explore how aware are consumers from different cultures in Europe and Asia about the existence of CSR and what values do they attach to CSR? The current paper builds on the research by Vandyvliet et al. (2013), using student participants or focus groups from the Czech Republic, France, and China. The paper will be of importance to practitioners and marketers operating in different cultures who are engaged in cause-related marketing.

Relevance: Endacott, R.W.J. (2004) states that cause-related marketing is growing worldwide, but that there is a paucity of data about consumer opinions on the subject. The present study focuses on degrees of scepticism inherent within different cultures as well as attitudes towards giving to charities on a local, national, or international level.

Hypotheses:
1. Different degrees of scepticism will be expressed by students from a collectivist culture (China), students from a Western European individualistic culture (France) and an Eastern European country scoring much lower on the individualism dimension (Czech Republic).
2. Attitudes towards brands engaging in cause-related marketing will differ according to culture.

Methodology: Participants were asked to fill out a questionnaire which asked them to prioritise charitable causes, then to decide whether to buy a T-shirt donating a percentage of the price to local, national or international causes or even no cause. Participants then rated a case study based on a partnership of a fictional multinational toy company (Softies) and a fictional children’s charity (Family First) and then were asked to complete a 7-point Likert scale, ranging from “I don’t agree at all” to “I agree fully” for four statements taken from Ross et al. (1995) regarding cause-related marketing and non-profit organisations.

The object of the final part of the questionnaire was to discover if the participants from different nationalities would differ in their level of scepticism towards cause-related marketing.

The second part of the focus groups consisted of seven questions:
• What does local mean to you?
• Would you be more likely to give to a cause if the charity was local, national or international?
• Companies and charities work together for good causes. What is your opinion regarding such partnerships?
• Does it affect your opinion about a company if the company is associated with a charitable cause? And how?
• Should all companies support good causes by law or should companies not be involved at all or something in between?
• When do you think?
• Do you know any examples?
• Have you ever bought products because of a company’s support to a good cause? Example?

The answers were recorded and transcribed.

Participants: The authors carried out research in focus group sessions, separated by nationality, with the participants coming from China (a non-consumer, collectivist culture where the media is highly regulated), France (a prominent, individualistic culture with a long history of activism), The Czech Republic (a non-consumer, individualistic, former Soviet bloc country, recently introduced to the market economy). All 27 students were in their twenties, also known as Generation Z.

Results: In the questionnaire, statement 3 (the company should be more interested in supporting than in exploiting the NGO) and statement 4 (the company acting in a socially responsible manner) were the most likely to elicit scepticism towards CRM. We found that the majority of participants did not agree with statement 3 and marginally disagreed with statement 4.

In the focus group discussions, participants of all nationalities mentioned a collaboration between a company and a charity as a win-win situation. However, they also stated their preference for giving directly to charity as there was some scepticism towards CRM being seen as a marketing tool. Some Chinese respondents see CRM as a win-win situation. However, others say that giving to charity should not go through a company but directly to the charity. The Czech participants are generally in favour but also mention that it depends on the misrepresentation of the company using the money in the right way and the cause fits of some importance too. The French are very divided on this issue. They do say it is a win-win situation and see charities can profit and use the company's power and brand awareness. However, some also say it is just a marketing tool and that they feel giving money more to the company than the charity is not good and would prefer to give directly to charity.

Generally, the Chinese participants think that it has a positive effect on their opinion if a company works together with a charity as it means the company has a good reputation and has a good financial situation and this company will not do something which is bad for people. The Czech participants are mainly of the opinion that donations from companies should be anonymous. French participants on the whole support the idea of companies being associated with a charity but with some reservations regarding the size of the company and their ethical actions.

Conclusion: The 2013 Nielsen Global Survey of Corporate Sustainability Report, which had polled 50,000 consumers in 60 countries, showed that young people in particular (Millennials and Generation Z) are more and more interested and willing to pay extra for products from companies who act in a socially responsible manner. Global respondents generally were willing to pay more with 66% of those polled. With the Millennials (aged 21-34) this rose to 75% and Generation X (aged 35-54) 72%. In the previous year, results had been more around the 50-45% mark for these groups. Equally, a Mintel report from 2018 found that ethical and moral brand qualities are more and more expected by consumers who therefore look for companies who are charitable, behave ethically and are environmentally responsible. However, Wels (2015) found that Polish participants in her study were not willing to pay more for products associated with CRM, even though they had a positive attitude towards companies engaging in CRM.

Hypothesis 1 can be partially upheld as all 3 cultures showed some preference to giving directly to charities rather than through CRM. Furthermore, the French participants showed a higher level of scepticism towards CRM closely followed by the Czech participants. We had expected the Czech participants to be even more sceptical than the French. Hypothesis 2 was held up as we saw a clear difference between the Chinese, the French and the Czech participants. The French national was the least likely group to purchase a product at a higher price in order to support a charity.

References:
The Relationship among Different Types of Children's Aggression, Empathy, and Self-Control

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Introduction
Children's aggressive behavior is a major problem in our society and in our schools. Aggressive children display lower levels of academic achievement, are more likely to engage in other types of deviant behavior, and more likely to drop out of school. Understanding the mechanisms through which aggressive behavior is generated can help us create interventions aimed at reducing aggression in children. This study examines the mechanisms that drive aggressive behavior in school-age children. We are particularly interested in examining the relationship among different types of aggressive behaviors (physical and relational) and children's social skills including empathy and self-control and how gender differences would impact this relationship.

Hypotheses
We hypothesized that children who reported displaying higher levels of aggressive behavior (both physical and relational) would report lower levels of empathy and self-control. In addition, we hypothesized that girls will report significantly higher levels of social skills (empathy, assertiveness, self-control, and cooperation) than boys.

Methods
Participants
Our sample was comprised of 70 children. All participants were attending a middle school located in a rural area in the Southeastern United States.

Measures
2. Relational Aggression and Victimization scale. (Linder, Crick, and Collins 2002). Likert-type scale.

Procedure
Only children whose parents/guardians had completed a consent form and who had provided assent participated in the study. Participants completed a paper and pencil survey in the school cafeteria. Participants received a pencil, eraser, and note pad as a thank you gift for participating in the study.

Results
Correlational analyses were performed to investigate the relationship between aggression, social skills, and gender (See Table 1). We then performed an independent samples T-test in order to compare girls' and boys' social skills. We found that girls reported significantly higher levels of social skills when compared to boys (See Graph 1). We then performed a series of independent sample T-tests in order to compare boys and girls in the subcomponents of social skills (assertiveness, empathy, self-control, and cooperation). We found that girls' mean scores were significantly higher than boys' in all but self-control.

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Table 1: Correlations between children's physical and relational aggression and social skills

Conclusion
Our findings offered partial support to our hypotheses. More specifically, we found that children's relational and physical aggression were negatively correlated with children's social skills in all areas measured (empathy, assertiveness, cooperation and self-control).

In relation to gender differences, overall, we found that girls reported higher levels of social skills than boys. More specifically, we found that girls reported significantly higher levels of cooperative skills, empathy, and assertiveness when compared to boys. We did not however find significant gender differences in self-control. Unlike previous research, we did not find significant gender differences in terms of levels of reported physical and relational aggression.

Limitations
Generalizability of these findings is limited by the small sample size as well as by the lack of diversity in our sample. Future studies should aim to replicate these findings with a larger and more diverse sample.

Another limitation is that the study collected self-report data from the students. Future studies should aim to include additional data sources such as parental and teacher reports of students' behavior.

Strengths
The present study has focused on examining the relationship between children's relational and physical aggression and social skills in a rural setting of the Southeastern United States. Very few studies to date have focused on children living in rural areas of the United States. Children in these areas are therefore seriously underrepresented in the existing literature. Our study is therefore enriching our understanding of this population.

Implications
In terms of information that can help us design programs that can reduce aggressive behavior in schools, our findings suggest that one of the mechanisms through which we could reduce the levels of both physical and relational aggression in children is to teach children assertiveness, empathy, and cooperative and self-control skills.
Borderlands of Coffee: Between Climatic Changes, Environmental Policies and Market Volatility in The Chiapas-Guatemalan Border

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Political ecologies of coffee agroecosystems: new and old vulnerabilities

Growing coffee has been until recent times the primary source of income in mountainous landscapes of Mexico and Latin America. Climatic changes, local environmental degradation, unusual pest and disease outbreaks, and social and political disorganisation are configuring highly vulnerable agroecosystems, where local and global scales are interacting in a myriad of pathways, depending on local culture and historical particularities.

Case study: The Tacaná Volcano in the Chiapas-Guatemalan border

During 2013-2014, the last epidemic outbreak of the fungus Hemileia vastatrix, swept throughout Latin American coffee producer countries, leaving behind profound economic, environmental and social impacts. Historically, coffee-leaf-rust, as it is known, has been a common threat to all coffee producers in the World. It peacocks severe damage to coffee plants, reducing drastically grain yield. Its last attack was linked to climate change and global warming effects, as the fungus spread over altitudes above 800 meters, before free from it.

This research explores the multidimensional vulnerability brought in to the Chiapas borderland Volcano of Tacaná, a historically coffee landscape and an International Biosphere Reserve, in three interacting spheres: landscape and agroecological; market and commercialisation; interaction of federal state policies with local political cultures.

State-Nature reconfigurations in the face of climate change and neoliberal environments (Forsyth, 2003)

Taking the concept of state-natures, or the historically specific forms of nature with a particular set of meanings attached to them, territorially framed and administratively governed (Whitehead, 2002), we argue that new reconfigured state-natures are emerging in this borderland space, increasing dependency on state programmes, biotechnology advances and coffee transnationals' needs.

A high-scale renovation process: introduction of new hybrid varieties to substitute old Arabica traditional coffee:

- Through mix-research methods, based on ethnographic and agroecological observations, preliminary data collected in two communities at different altitudes are presented. An overview of main issues and paradoxes are highlighted.

Landscape and agroecological transformations: consequences of shade reduction and suppression

- From agroforestry coffee systems to coffee under sun crops: tension with environmental policies of the Biosphere Reserve; environmental agroforestry benefits at risk.
- Increased soil erosion with less shade and with changing patterns of rain (intensity and longer duration, more humidity).
- Increase dependency of agrochemicals due to higher nutritional requirements of the new hybrid plants.
- Increasing financial needs and technical assistance to adjust management to the new plant. Controversies over shade management.

Federal Coffee renovation programme PROCAFE: Irregularities and inefficiencies in implementation

- Lack of quality in hybrid plants and seeds handed in: lack of compliance in benefits promised by the programme Financial support is not directly paid to coffee farmers; private agencies subcontracted by the government in charge of planting and distributing hybrid coffee plants.
- Political use of hybrid plants to gain electoral support and manipulation of farmer's beneficiaries list to gain electoral support.

Integrated market conditioning: favouring low coffee quality and reducing prices for organic and high altitude coffee

- Organic coffee production at risk: some coffee farmers have lost organic premium as a result of agrochemical use in hybrid plants.
- Grain yield is of lower weight and with many aborted grains: less money received from coffee buyers.
- In lower altitude communities substitution is done mainly with Robusta varieties of lower quality and price, coffee leaf rust resistant: promoted by companies like Nestlé to produce instant coffee.

Interaction of neoliberal policies with local political cultures based on traditional alliances with a centralised and controlling federal state:

- Endangers efficacy of a much-needed renovation process.
- A tendency to homogenising landscape and biodiversity.
- Newly formed state-natures amidst tensious productivity-biodiversity- international market dependency- reduced capacity of local seeds' manipulation.
- Long-term effects of hybrid substitution highly uncertain.

References
Heteronormativity, Sexuality and Gender in *The Ring of the Dove* by Ibn Hazm of Cordova

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**Introduction**

Ibn Hazm of Cordova was born on 19th of Ramadan in the year 964 in Cordova and it is supposed that he died in Badajoz or Extremadura in 1064. He grew up behind the walls of the harem where he learned the secrets of love and sexuality from an early age, which later on in his life gave him an advantage in defining love as a psychological process, and sexuality itself as something that comes naturally conditioned by mutual attraction of the partners regardless of their sex or type of sexual relationship.

**Abstract**

This research emerged out of the need to reflect on gender related issues, especially in connection to Queer Theory, gender inversion and gender polarization in *The Ring of the Dove* by Ibn Hazm of Cordova. The methodology applied in the research consists of selective literary analysis, comparison, juxtaposition and contrasting previous findings on the matter as opposed to the actual text in different versions. As a result of our investigation we reaffirmed some already established findings as well as contributed to adding new ones in respect of heteronormativity and sexual autonomy presented in the treatise. In conclusion, to some extent "The Ring of the Dove" is liberated from the medieval dogmatic shackles in respect of sexuality and gender affiliation.

**Background**

Previous investigations on *The Ring of the Dove* mainly focused their research on love related issues, homosexuality and hetrosexualism. The gender roles are not specifically elaborated and there is no connection to gender polarization and gender inversion which rather often happen in this work. Heteronormativity in relation to Queer Theory was something that we needed to deepen and that explore the sexuality and its autonomy.

**Research Questions**

- To identify the parameters which represent the social interaction among both sexes,
- To determine gender stereotypes and gender sensitive issues,
- To identify homosocial imagery in the text,
- To identify male versus female roles and their correlation,
- To uncover the liberal formation of sexual unions and free election of sexual partners with no difference of their gender identity and sexual affiliation,
- To identify the usage of male, female and neutral pronoun forms and neutral gender usage,
- The usage and the frequency of the female voice in the analysed text.

**Methodology**

This investigation in its whole is qualitative. It incorporates direct observation of specific segments in the work which resulted in descriptive analysis of the findings. We analysed the language: the verbal and the non-verbal situations and descriptions, imagery, conduct and behavior. The analysis encompasses individuals and meanings of events. We revised the roles the characters and the writer have. The roles serve as benchmarks and help in establishing writers-addresses-reader relations. The qualitative variables can be nominal as their categories do not have pre-established order, such as: sex, gender, ethnic and religious background etc., and b) ordinal whose characteristics and/or qualities do incorporate a pre-established order such as: classification or level of involvement of a certain topic, social sphere, educational level, engagement in social activities etc.

**Sample**

*The Ring of the Dove* by Ibn Hazm of Cordova (Spanish and English Translation) - a psychological prose treatise on love, written in rhymed verses in Arabic.

**Results**

The elements that we were looking for in the sample texts served us in obtaining data which posteriorly was converted into information in respect of individuals, agents of communication, as well as situations and contexts of events that lead to certain behavior. We found some concepts which were of interest for us such as perceptions, mental and descriptive imagery, beliefs, emotions, interactions, thoughts, experiences, processes and life situations manifested in a certain language of the participants. Those characteristics on occasions were manifested in an individual manner and sometimes reflected a collective way of behaving and thoughts. By identifying these processes, we reached our goal which was analysing and comprehending them.

**Conclusion**

- Sex and gender are intertwining throughout the work and sexual affiliation was always related to the gender itself. Thus, we conclude that there is queerifying of the gender because when talking about love, for Hazm there was no difference between male and female individuals as the "soul" is free to love whoever it pleases.
- Gender inversion quite frequently occurs in *The Ring of the Dove*. It is used as a way of expressing feelings and thoughts from a perspective of another gender, not directly prescribed to the writer, but rather to the persons he is interpreting or relating about. This is closely related to the feminine voice of the author and it shifts from a male into a female persona. Thus, we conclude that the feminisation of the writing is essential in order to reveal the inner gender of the author.
- *Hazm is constantly juxtaposing concepts such as rational vs emotional, aggressive vs passive and dominant vs submissive and by that he is not only applying gender polarization to the characters, but to himself as well.*
- *The heteronormativity observed in the text is "broken" as Hazm encounters love to the soul, and he does not follow the norms which dictate that one is to fall in love and form any kind of a relationship with an individual from the opposite sex. Furthermore, Hazm relates that it is not necessary to follow rules which result in only one thing - the missing part of our soul may equally be placed in male and female body. From here we are concluding that the sexual autonomy is directly related to the "broken" heterosexual norm.*

**References**


Gómez García, Emilio. 1669. *Las Jornadas Románicas de la Serie Araba en Su Marco*. Seville Barcelo, S.A.


Introduction: Mindanao, a Muslim- predominant island, represents 24 percent of the Philippines' population, yet there are no Shariah-compliant financial products offered by any domestic institution. The recently enacted 'Philippines Credit Surety Funds (CSF) Cooperative Act of 2015' has offered an alternative financial arrangement for Micro, Small and Medium Enterprises (MSMEs) experiencing difficulty in financing. This study determines the possibility of creating a Shariah-compliant CSF for Mindanao MSMEs. Further, the study investigates the existing Philippines Shariah screening methodology for financial products and services and identifies the opportunities and challenges of the Islamization process of the financial product. Lastly, it also aims to offer information to the authoritative body and to industry players regarding domestic Islamic finance market by creating a proposed structure for a Shariah-compliant CSF. Meanwhile, its weakness will serve as preventive measures.

Relevance of the Study: Financial inclusion is one of the key drivers for economic growth since it is challenging to pursue economic growth if the large sector of the society is financially and economically excluded. Financial service providers should increase access of those in the informal and underserved economy and encourage support institutions with similar cultural and religious understanding. With the right combination of financial inclusion initiatives tailor fit to their religious beliefs, the Mindanao can achieve high economic growth.

Hypothesis: Shariah-compliant CSF can deepen the understanding of Islamic finance as a facilitator of financing to serve a wider range of investors and SMEs.

How Does the Philippines Fair: As of September 2017, there are forty-nine (49) CSFs established in the Philippines, an 8.8 percent grew from the same period in 2015. As of 2017, Mindanao has the lowest number of establishments with approved loans from CSF.

Methodology: This paper uses objective data from reports and statistics provided by BSP, domestic and international papers, scientific papers and all publicly available documents regarding Islamic finance. The researcher adopted two main approaches in the data collection process: face-to-face interviews with selected financial inclusion advocates. The researcher used the results of interviews conducted in 2016 to interpret the results of the survey. The approach is the most appropriate because it allows the researcher to use the questionnaire and interview together to observe and explain the results. The input-output (IO) impact analysis as detailed by Miller and Blair (2009) measures economic benefits of Shariah-compliant CSF. In order to measure the economic impact of the possible in nine (9) major sectors in Mindanao that requires attention, it is important to derive induced effect resulting from changes in final demand to assess output generated by such surety covers for enterprises belonging to the nine major sectors in Mindanao that need investments. The model shows the interdependence among the sectors, as represented by a set of linear equations that express the balance between total input and output of each good and service produced. Creating a Shariah-compliant CSF will trigger inflows of foreign investments which in turn useful in building necessary infrastructures and business establishments. The decision to create a Shariah-compliant surety cover will depend on the political, socio-economic and religious environment. There are three ways in which religious practices could have a direct impact on providing surety covers. First, it affects the local financing supply decisions. Second, Argyle (2003) and Myers (2000) documented that it affects local productivity through fostering socialization or in instilling a sense of meaning and purpose, and third, Lamido (2016) showed that it prevents people from tilting towards their natural tendencies of weakness, selfishness, wickedness, and injustice against others in their dealings with fellow human beings and in the pursuit of wealth, its utilization, and distribution. Religious practices in general and Shariah-compliant surety covers, in particular, could encourage many economic outcomes in Mindanao. As such, it is important to briefly motivate empirical investigation in terms of variables that this study will focus on, and of some of the most potential channels of impact associated with them.

Data Analysis and Findings

A. Is Shariah- compliant CSF in Mindanao feasible?

Three out of four interviewees from the group of academicians declared that there is a comparable Islamic product called Kafalah. It is a key Islamic commercial contract which means to bail, guarantee, warrant or to secure one’s debt. They also mentioned that anyone may enter into this kind of contract as a guarantor or beneficiary. Hence, permits the borrower to have more chances in access to finance by having a credible underwriter. Interviewees also share that it can serve as an instrument to terminate any adverse changes that may lead to uncertain or unpredictable outcomes with respect to the object or underlying transaction.

B. Is there an existing Philippines’ Shariah screening methodology for financial products? In the Philippines, there is no central authority in Islamic financing, however, its concept has been present since the official formation of Al Amanah Bank thru Presidential Decree 264. Restructured and reestablished in 1990, it became Al Amanah Islamic Investment Bank of the Philippines and has undergone improvements in management. It is composed of a five-member Advisory Council whose main duty is to offer advice and accept reviews relating to the claim of the principles and rules of the Shariah-compliant investments.

C. What are the opportunities and challenges of creating Shariah- compliant CSF?

Challenges:
1. Unstable Peace and Security;
2. Increase in the number of informal lenders;
3. Lack of legal and regulatory framework for Islamic Finance
4. Limited Muslim Cooperatives
5. Absence of secondary markets
6. Lack of knowledge in Islamic finance

Opportunities:
1. Facilitate Increase in the number of Muslim investors in Mindanao
2. Encourage Muslim Filipinos in Nation-building
3. Provide a framework for the Islamic finance

What is the Estimated Economic Impact?

Based on the preliminary estimates, credit investments from a Shariah-compliant CSF can add an additional 900 million-peso (17.9 Million US dollars) to the sectors such as corn, coconut, banana, pineapple, coffee, cassava, rubber, poultry, and fishing. It will yield an additional incremental output generated or an overall economic impact of an estimated amount of 10.6 billion-peso (210.3 million US dollars).

What Are the Suggestions Needed to Facilitate Shariah- Compliant CSF?

1. Create Shariah Advisory Council;
2. Develop a robust Islamic finance structure and its corresponding legal framework;
3. Form a monitoring team for all Shariah-compliant activities;
4. Create financial literacy programs for Shariah-compliant CSFs.

Conclusion: Important factor that can facilitate for Shariah-compliant CSFs is to deepen the understanding of Islamic finance as a facilitator of financing to serve a wider range of investors and SMEs. This will differentiate Islamic financial products to the interest-based conventional products. Furthermore, through financial re-engineering of existing financial products, Shariah-compliance will have a positive implication of serving Muslims and offering a new set of financial products to non-Muslims.
Sustaining Earth: Bringing Law, Society and Sustainable Development Together

Ravi Saxena*

Abstract:
The world is facing an unprecedented crisis. The crisis is to have a balance between sustainability and governance, between traditional patterns of "conflict" and contemporary need of "cooperation" in international affairs to sustain ourselves, sustain earth. It is graver than what it is generally understood. Contemporary "urgency" to cope up with the issues of GHG emission, raising temperature levels, melting of glaciers, regenerating biodiversity, deforestation, etc. has started impacting negatively the environment that we possess in common. Is the situation "given", considering the size of global population and the consumption patterns? Or the environmental devastation is man-made as the governments fail to deliver timely and aptly. Have we got late in "introspecting" the pitfalls of excluding "sustainability" principle from our model of development? Is the present condition indicate towards a deliberate lapse on our part?
The notion of sustainable development is commonplace now-a-days. Modern idea of development involves the sustainability considerations. But why have we started giving importance to sustainability in recent past? Major responses to this observation lead us to look into the intriguing relationship between sustainable development, society and law. This paper focuses on three major aspects of analysis and reflection i.e., Understanding Sustainability and Governance, Politics of Sustainable Development, and Role of Law and Tradition in Sustainable Development. The paper analyses that the contemporary crisis of climate change and the issue of sustainable development are the outcomes of two major aspects of international or global interactions, i.e., prevalence and dominance of a post-war capitalist outlook that sidelined the issue of "sustainability" from the mainstream developmental discourse, and the second one remains the lack of reaching to a consensus that postponed the importance of reaching to a "consensus" in dealing with the common threats emerging out of climate change. This paper brings about certain normative reflections on the issue of (un)sustainability in modern times and the way forward.

Key Words: Sustainable Development, Climate Change, Politics, UN, Nature, Gandhi.

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Abstract
This study presents healthcare providers' perspectives on the role of digital technology in promoting health for low-resource communities. Methods: One focus group and a key informant interview lasting sixty minutes were conducted. Respondents were medical doctors, behavioral health specialists, medical assistants, nurse practitioners and clinical social workers operating in community health centers serving low-resource communities in the state of Washington. Three main themes evaluated were: (1) role of mobile health tools in supporting health, (2) perceived barriers to incorporating patient health information from mobile devices into workflow, and (3) identification of information to support working with increasingly digitally-savvy patients. Results: Healthcare providers (HCPs) see benefits of mobile technology to promote patients' health, including increasing patient-centered care, improving data collection accuracy and enhancing treatment delivery. Through perceived value of digital healthcare tools, the reported perceived barriers include patient-level economic and cultural barriers as well as institutional/system-level barriers. Finally, HCPs identified the content in a clinical practice guide that can facilitate working with digitally-engaged patients, and such content include evidence-based mobile devices, clearly presented and accessible health information, and direction for working with diverse patient groups. Conclusion: HCPs perceived value of digital healthcare tools, but they remain cautious due to perceived barriers to implementing digital healthcare data into existing healthcare practices. However, HCPs have identified specific support necessary for recommending mobile technologies to their patients.

Background and Relevance
Studies demonstrate that mobile health technologies can be effective in promoting health and wellness.4,5 For low-resource communities presenting with modifiable health risk behaviors leading to major chronic diseases, digital healthcare management can be valuable.6 Research reveal that low-income communities use mobile health tools to manage health, and a majority report ownership of preventive care mobile health apps.7 Although use of mobile health tools is relatively prevalent, healthcare providers (HCPs) remain hesitant about recommending digital healthcare tools to support patient healthcare management.8 The current study investigates HCPs' perception of the value of digital healthcare tools and perceived barriers to implementing digital healthcare data into health practices.

Research Question
What is the perception of healthcare providers in safety-net settings about the value, utility and role of mobile technologies in patient health care.

Methods
Participants were healthcare providers - Doctor of Osteopathic Medicine, Primary Care Physicians, Medical Assistants, Behavioral Health Specialists/Psychologists, Nurses, NPs, and a Clinical Social Worker. Respondents were recruited from HealthPoint Community Health Centers, a community-supported and not-for-profit health system that offers comprehensive healthcare services to low-income, racially-diverse and underserved communities. One 60-minute focus group interview and one key informant interview were conducted comprising 16 healthcare providers. C14 participants for the focus group of individuals for the key informant interview. Focus group was conducted during lunch hour and key informant interview was conducted after business hours; respondents were offered $75 gift certificate for participation. All interviews were audio taped and later transcribed for analysis.

Focus Group Protocol
Focus group protocol was developed to elicit discussions centered around five primary topics - devices owned by healthcare providers, role of technology in healthcare, barriers to using mobile health data, assessing how the clinical practice guide can help, and, using technology to increase healthcare access for minority populations. The instrument developed a list of topics related to patient use of digital technologies and the list was later distributed to all participants through the HealthPoint Research Council. The final protocol included: (1) Preamble describing the objective of the interview, (2) Five central questions (see Table 1) and (3) Probes for each question (Table 1). For the purposes of this report, responses to three of the five questions are presented.

Analysis of Focus Group Results
The goal was to classify descriptive statements made by focus group participants regarding their perceived value of digital healthcare tools to support patient healthcare management.9 The current study investigates HCPs' perception of the value of digital healthcare tools and perceived barriers to implementing digital healthcare data into health practices.

Results
Table #2 presents results organized by: (1) General Concepts - Three specific focus group questions; (2) Overarching Themes - Categories sorted based on statements presented by respondents to each focus group question; (3) Specific Categories - Unique statements presented by focus group respondents.

Table 2: Concepts and specific categories derived from focus group interviews

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<th>Concept</th>
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<td>1. Devices owned by healthcare providers</td>
<td>Provider-owned devices, patient-owned devices, community-owned devices</td>
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<tr>
<td>2. Role of technology in healthcare</td>
<td>Technical support, patient education, patient engagement</td>
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<td>3. Barriers to using mobile health data</td>
<td>Technological barriers, institutional/system-level barriers, patient-level barriers</td>
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<td>4. Assessing how the clinical practice guide can help</td>
<td>Personalized care, patient education, patient engagement</td>
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<tr>
<td>5. Using technology to increase healthcare access for minority populations</td>
<td>Accessibility, patient education, patient engagement</td>
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Conclusion and Summary
HCPs in safety-net facilities perceive value in their patients using digital healthcare tools to promote health needs, the perceived benefits include advancing patient-centered care, improving data collection accuracy, and enhancing treatment delivery. Providers' optimism is tempered by perceived barriers to incorporating digital healthcare data into existing healthcare practices; such barriers include: (1) patient-level economic and cultural barriers, (2) institutional and healthcare system-level barriers; and (3) data privacy. To support utilizing digital health data, HCPs might benefit from a clinical practice guide that provides accessible and easily communicated health information, and serve as a guide for evidence-based mobile devices.

Healthcare providers' statements addressing the overarching themes

- Topic: Role of technology in healthcare
  - Theme: Patient-Centered Care (Working Quote): "I think it's very useful, I think that people often put something, it serves as motivation. Okay, I have this goal of walking 10,000 steps a day, but it may not be, if I'm stationary..."
  - Theme: Improved data collection and accuracy
    - "...and as I put it, I think that would make it a little more accurate to show that our healthcare provider like myself..."
- Topic: Devices being used inpatient data
  - Theme: Healthcare System-Level (Barriers) (Working Quote): "...if a patient may not want to pay if it's a 30-day plan, but they may pay for a 1-day plan..."
  - Theme: Patient-Level (Barriers)
    - "...is it is this is clinically proven..."
  - Theme: Accessible Information
    - "...is it is that might be different, it could be different, especially when we don't have a lot of time to prepare each patient..."
The European Union International Migration Determinants and The Natural Migration Hypothesis


The main objective of article: - to identify determinants of international workforce migration between EU member countries under the conditions of globalization and the knowledge economy.


The methodology: - econometric analysis (linear regression) focused on the determinants of the migration within the EU member states, the symmetry/asymmetry of the impact of GDP per capita in PPP on migration levels on the natural migration hypothesis.

The data used: - cross-sectional bilateral data for a year 2013 from World Bank, OECD, Eurostat, Language Similarity Metric (Jordic Conomier Matatulo) and index of language proximity from the Sprenger’s study (2013).

Abstract: International migration represents an important part of globalization processes in the current world economy and it is the subject of research in several disciplines. The article aims to identify determinants of international workforce migration between EU member countries under the conditions of globalization and the knowledge economy. In this paper we present the results of econometric analysis (linear regression) focused on the determinants of the migration within the EU member states, the symmetry/asymmetry of the impact of gross domestic product per capita in purchasing parity on migration levels and the natural migration hypothesis. The model has confirmed the effect of both economic and non-economic determinants that migration theories work with, but above all the importance of geographical proximity and border in accordance with the gravity model of migration. Results indicate, that these determinants, states of member and distance, impact the migration, expressed as GDP per capita in purchasing power parity, in the form of the pulling effect prevalence over the push effect.

Introduction: United Nations estimates the global level of international migration in 2015 at 244 million migrants. Two-thirds of this number lives in the world, which is the largest migrant recipient of the world. Concentration of migratory flows to some countries is supported by fact that 67% of all international migrants in 2015 lived in only twenty countries. While in 2000 only three European Union Member States (Germany, France and the United Kingdom) were among these countries in 2015 we find 5 EU member states in this group (Germany, France, Spain and Portugal). The issue of international migration in EU can be perceived in two fundamental levels: the problem of the European Union and its external environment and the problem of internal migration within the EU. According to the estimates made by the United Nations, EU immigration is expected to increase by 2050, with 60% of these migrants coming from the EU. The results between the Member States of the EU and the rest of the countries, especially EU migrants that cross the European Union, averaged 1.3% in 2030. International migration within the EU Member States is specific because it occurs under conditions of a single market with free mobility of the population. This raises the question about migration theories testing this specific integration context as well as the question of the determinants of such migration.

The Methodology and Data used: We are starting with the determinants of international migration within the EU, we used a standard econometric model - a linear regression with multiple explanatory variables, namely the least squares method. Level variable - the number of migrants from the sending country to the receiving country in 2013 denoted by the Mig_v.B symbol in the logarithmic transformation L Mig_v.B represents the explained variable. The migration level from the sending country into the receiving country has not yet been used (according to our knowledge) as an explained variable. Since the migration level from the sending country into the receiving country has not yet been used, this variable is partly corrected for temporary migration. By choosing this explained variable, we have also avoided the problem of possible reverse causality when the explanatory variable of migration flows is explained by the state of migration, although such use of variables is often justified in terms of migratory networks theory (Haug, 2008). We selected the explanatory variables, and we have learned from the migration theories (economic theories of migration and non-economic migration theories) and chose the approach that respects migration as a multifaceted variable to cover the migration factors, economic migration factors and cultural factors of migration. We used the level of inhabitants in the sending country from 2013, the number of inhabitants in the immigrant country in 2015 and the distance between countries, which is represented by the distance of the capital cities. Common border factor was expressed by an artificial variable, the existence of a common border was marked by the border symbol. The variable has the value of 1 if the countries have no common border and 1 if the countries have a common border. The variable of the natural distance of the capital cities is in km, which is the prevailing approach in empirical research of the determinants of international migration. The distance between countries and the population of the countries was used in the models as a natural logarithm. We worked with GDP per capita in purchasing power parity to assess the impact of economic migration factors. We have chosen an index of the linguistic similarity of the countries with each other (bilateral) as an explanatory variable in the context of cultural migration factors. We adhere to the view that linguistic similarity is a better approximation of the cultural similarities / differences of countries than the artificially developed indices of cultural distance of countries. In our view, we also take into account a wider set of cultural factors, such as the religious similarity of the countries, although only to a certain extent. We have chosen not to include any other explanatory variables in the model, as we do not consider them relevant for international migration among EU Member States - these are for example common colonial past, immigration rules, civil liberties and civil rights, etc.