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Editors: D. Petropoulos & G. Kyriazopoulos, October 2024.

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ΤΟ ΒΙΒΛΙΟ ΤΩΝ ΠΕΡΙΛΗΨΕΩΝ ΕΙΝΑΙ ΧΟΡΗΓΙΑ ΤΩΝ ΕΚΔΟΣΕΩΝ ΠΡΟΠΟΜΠΟΣ.

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Contents

URBAN ECONOMIC STRATEGIES AS AN INFLUENTIAL FACTOR IN CITY RESILIENCE AND SUSTAINABLE DEVELOPMENT: THE CASES OF THESSALONIKI AND ROTTERDAM

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ABSTRACT

Cities are complex and adaptive ecosystems, but they are extremely vulnerable to shocks and stresses. Nowadays, 55% of the world's population live in urban areas, a figure that is predicted to rise to 68% by 2050. Urbanization and the increase -in the number and intensity - of natural and man-made disasters call for urban risk management, and resilience plays a pivotal role in enabling cities to cope with disruptions, improve their capacity, perform basic functions, and provide services to their inhabitants in all circumstances. By building urban resilience, cities can promote sustainable and inclusive development. In the context of urban development, the Rockefeller Foundation launched the 100 Resilient Cities initiative, which was dedicated to helping its member cities by providing them with the knowledge and best practices to enhance their prosperity, flexibility and resilience to natural, social and economic challenges. This paper adopts a combined methodological approach using as case studies two of the cities of the 100 Resilient Cities Network, Thessaloniki (Greece) and Rotterdam (The Netherlands). Initially, applies the content analysis of the following critical documents: a) The Urban Resilience Framework of 100 RC Network and b) cities' Urban Resilience Strategies. Finally, it carries out a comparative analysis of the characteristics of each city, analyzing the objectives and actions undertaken in the 'Dimension - Economy', to understand if, how and to what extent economic policies, as part of cities' strategic

plans, can be influential factors for developing urban resilience and promoting sustainable development. This paper comes to some conclusions.

THE STIMULUS FACTORS THAT INFLUENCE INTENTION TO PARTICIPATE IN SHOPPING FESTIVAL OF LARISA: PRIMARY DATA ABOUT VISITORS' MOTIVATION, SATISFACTION AND LOYALTY

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ABSTRACT

This work aims at the theoretical and primarily empirical exploration of traditional Greek shopping events (Pazari) in terms of their identity, their connection to tourism, and their impact on the local development of the hosting regions. With roots that extend deep into history, these

distinctive Greek commercial events are found in a range of Greek cities and regions, consistently attracting the interest of visitors with noticeably increased consumer spending every year. The research interest is twofold, focusing on the sustainability of these events as markets in an increasingly digitally transforming global commercial and consumer environment. Additionally, it examines whether these events constitute - or could potentially constitute - tools and resources for tourism-centric development in the hosting regions.

Through the implementation of empirical research and the collection of primary data, this dissertation seeks to address, as comprehensively as possible, scientific questions related to Greek distinctive commercial festivals. Specifically, it focuses on the reasons why these events attract significant visitation, and consequently, the factors influencing participant satisfaction. Additionally, it explores the motivations of the visitors. Furthermore, the content of these events is examined, with a significant emphasis on their correlation with tourist attraction.

This research aims to contribute to the scientific dialogue within the field of these unique events, as few have adequately explored this issue scientifically. It also seeks to provide a valuable knowledge resource for anyone interested, whether purely academically or on a practical level. The core material of this study is divided into two main axes: the presentation and in-depth understanding of the actions and research related to similar events through international experience, and the exposition of the primary research and the resulting data. It also involves the analysis and interpretation of the results. The study examines the risks and prospects, untapped opportunities, or saturated events: to what extent do these specific concepts and terms coincide with traditional markets, especially concerning the tourism spectrum, which, as it appears -and is generally acknowledged- constitutes one of the main pillars of local economies and consequently the national economy.

THE SYMBOLIC VALUE OF MADRID NUEVO NORTE (MNNP)

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ABSTRACT
Madrid Nuevo Norte (MNNP) is an urban redevelopment program applied in the city of Madrid in Spain. MNNP can be considered as the largest urban transformation project in a European capital. It will occupy an area of 3.3 million square meters and will modify a large part of the northern area of Madrid. New public spaces, office buildings, commercial areas, homes, infrastructure and green areas will be created. It is expected that 76% of the total space will be designed for public use (Metaxas et al., 2021).

In relation to this, the aim of this paper is to examine the expected symbolic value of MNNP for the community of Madrid. For that purpose, questionnaires were handed out to 147 professionals relevant to the urban development of Madrid (urban planners, architects, engineers, academics, project managers, sustainability consultants, real estate managers, etc.). Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) techniques were applied to analyze data.

The results firstly indicated that the symbolic value of MNNP is reflected in the overall success and performance of the Mega project as well as in its acceptance from the citizens of Madrid. Critical aspects in this context are affordable housing for potential residents, satisfaction

of the community from the establishment of the project, public approval, deliverables in line with expected targets, ability of local authorities to effectively manage MNNP and project completion within budget. MNNP incorporates considerable symbolic value for the citizens of Madrid. Its value is reflected mainly in economic and social terms. However, the overall value of the project will be significantly enhanced if environmental concerns are considered. Then, the sustainable character of the project will be underscored, revealing the necessity of Mega projects to be aligned with the principles of sustainable development.

The findings of the study are expected to help local agencies and actors to assess the symbolic value of Mega projects, such as MNNP, in creating sustainable city schemes, contributing to the fair and equitable development of European metropoles.

RESILIENT CITIES: A COMPARISON BETWEEN THESSALONIKI AND BARCELONA

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ABSTRACT
Urban cities today are increasingly confronted with uncertain and unpredictable threats, arising from human activity and the natural environment. These threats can manifest gradually over time and evolve into chronic stresses, while others can be sudden and extreme. As a result, there is a growing need to strengthen resilience through learning, adaptation, and transformation. This paper aims to define the characteristics that make a city resilient and the connection between urban resilience and sustainability. By highlighting the risks that challenge resilient systems, the relationship with sustainability, and the necessity for the establishment and implementation of the 100 Resilient Cities Network has become apparent. This paper will specifically focus on two cities - members of the 100 Resilient Cities Network, examining how each is linked to resilience. For the case study, Thessaloniki (Greece) and Barcelona (Spain) have been chosen, which will be considered separately, then a content analysis is applied, which is a technique that allows researchers to select large volumes of data easily and systematically and then a comparative analysis will be carried out between them. In each case, the means and practices that define a city as "resilient" will be examined and the different ways of implementation will be mentioned, always according to the uniqueness and specific characteristics of each place. Finally, the paper will address the relationship between resilience and tourism and its impact on tourist decision-making.

"DOUGHNUT ECONOMICS" PERSPECTIVES IN TOURISM: A LITERATURE REVIEW

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ABSTRACT

Over the last 150 years, rapid advancements in science and technology have helped humanity achieve significant economic prosperity, such as increased GDP and industrial growth. However,

the predominant liberal capitalism system, which prioritizes economic growth, has failed to helped humanity achieve environmental and social sustainability (Baldwin *et al.*, 2019; Riedy, 2020). Consequently, a state of planetary and human well-being characterized by shared equality, economic stability, respect for human freedoms, and protection of biodiversity and the natural environment still seems like a utopia. To achieve this well-being, several alternative economic frameworks have been proposed over the last decade, including Green Economics, Circular Economy, Regenerative Economics and Doughnut Economics. Among these frameworks, Kate Raworth's Doughnut Economics has recently attracted attention because it stands out for its comprehensive and visual approach to balancing human needs with planetary boundaries. Doughnut Economics provides a holistic model that emphasizes the necessity of disengage humanity from the strong commitment to GDP growth by integrating ecological ceilings and social foundations, thus ensuring that human development does not overshoot environmental limits while addressing social deficiencies (Raworth, 2017). This dual focus is particularly relevant in contemporary discussions on sustainability and equity (Eriksson, 2022). More specifically, this challenge is particularly evident in the tourism sector, which, despite its economic benefits, often exacerbates environmental degradation and social inequalities. Thus, the present study aims to investigate the potential for applying the Doughnut Economics to the tourism sector, identify gaps in the research regarding the shift in focus from growth to overall well-being withing tourism destinations, critically examine the feasibility of integrating Doughnut Economics into existing tourism practices, and propose specific research questions and future research directions to advance regenerative tourism development and thriving destinations.

VISITING BATTLEFIELD TOURISM SITES WITH GLOBAL BRANDING FEATURES & PROSPECTS: THE CASE OF THERMOPYLES

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ABSTRACT

The place of Thermopyles Battlefield is registered as one of the most famous and well-known sites of the ancient military history and introduced as a potential magnifying point of attracting visitors. Due to the historic magnitude of the event as a military tactic and the symbolic meaning of the strongly bravery sacrifice of King Leonidas, the 300 Spartans and the rest Greek warriors as an idealistic heritage aspect like the fight for freedom against tremendous barbaric forces, there is locally oriented ongoing stakeholder's discussion concerning the appropriate development steps of the specific place as an asset of sustainable economic procedure.

Dark tourism and battlefield tourism formulate the general wider context of explaining the interest of visitors stakeholders planning process and tourist visiting motivational factors. The aim of this research is to record the behavioral aspects of tourist visitors at sites with battlefield features and characteristics. This is achieved through a quantitative method with 664 participants who visited the geographical site of Thermopyles and participated in the survey.by answering the questions

The approach of visitor's engagement and the perceived site evaluation of the battle of Thermopyles has been little examined. The research field covers the analysis of the main motivational reasons for visititng the site and what mostly affected them during their visit. Also, the research examines the most powerful elements for validating the visit as a memorable tourism experience and the meaningful aspect of the battlefield. Finally, visitors express their opinions for the site of Thermopyles and evaluate future proposed applicable suggestions.

THE INFLUENCE OF COVID-19 ON MARITIME OIL TRANSPORT AND THE IMPACT ON THE GREEK ECONOMY

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ABSTRACT
The year 2019 was considered one of the most critical dates of the 21st century, both economically and health-wise. The pandemic was a truly terrible exogenous shock to the economy and health, directly affecting all industries in all countries of the world. The World Health Organization then sounded the alarm by imposing a lockdown on the countries until the creation of a vaccine against the pandemic and the slow return to normality as we can say today. Thus, following the policies of the experts, the governments put their countries in a forced lockdown with measures that would ensure the health of the citizens at all costs.

These policies had a direct impact on the global economy and particularly on the transport sector. As we shall see, the weight of these policies fell most heavily on maritime transport, which accounts for 80% of world trade.

In this text, we will study the effects of COVID-19 on transport and specifically on the marine transport of liquid fuels, especially oil which you consider the most basic fuel for the operation of an economy, but we will delve more specifically into how these effects of Covid on the specific shipping industry had an impact on the Greek economy and how this affected prices and consumers.

THE OBJECTIVE OF SUSTAINABLE DEVELOPMENT IN THE EU COMPREHENSIVE ECONOMIC AGREEMENTS

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ABSTRACT
Article 21 par. 1 and 2 of the Treaty EU (TEU) defines the principles and objectives of the EU's external action. Among the goals announced in this article is sustainable development, which is linked to the preservation and improvement of the quality of the environment and the sustainable

management of global natural resources. Besides, Article 21 par. 3 TEU imposes on the EU the obligation to pursue the above-mentioned objectives when developing its external action in the various individual sectors covered by the Fifth Part of the Treaty on the Functioning of EU (TFEU), among which the Common Commercial Policy sector. The goal of sustainable development is now integral part of the EU's external action in general and of the common commercial policy in particular. In this context, the global economic agreements that the EU concludes with third countries also contain a chapter related to sustainable development. This study seeks to examine the commitments undertaken by the contracting parties regarding the strengthening of their economic, trade and investment relations in accordance with the objective of sustainable development, in terms of its economic, social and environmental dimensions.

CURRENT HIRING REQUIREMENTS IN CONSTRUCTION INDUSTRY

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ABSTRACT
Everyone's goal is to start their ideal job as soon as they graduate. Some students, however, begin working even before they finish their studies. They do this in order to gain hands-on experience that could help them land their desired career after graduation. These students are frequently preferred by employers over graduates with no work history. This is true because skill sets have been added. The problem here is that graduate students without experience frequently only draw their knowledge from books and not from real-world experiences. The practical knowledge required to enter the workforce is not taught in schools. Understanding the numerous hiring factors, a corporation uses when looking for young graduates is the goal of this study. This study is based on a number of factors, including the skill sets needed, degree of experience, sexual orientation, country of origin, undergraduate background, soft skills, etc. The study combines case studies with business survey data. The goal of this research is to aid students by compiling a database of hiring standards, tactics, and priorities.

EXPLORING WELL BEING TOURISM AS A TOURISM RESOURCE THE CASE OF GREECE

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ABSTRACT
Although there is a wealth of research on tourism, research on wellbeing tourism is limited. The few current empirical studies are mainly concerned with the benefits of well-being tourism. There is a lack of theoretical approaches as well as qualitative research that includes all key stakeholders of wellbeing tourism (tourists, entrepreneurs, public policy makers) and all aspects (barriers, benefits) and results in concrete policy recommendations. Moreover, a holistic investigation of wellbeing tourism in a country like Greece, famous for its climate and natural beauty, is non-existent. The current study attempts to fill this gap. Specifically, this study uses systems

theory as a basic theory to interpret and explain well-being tourism as a tourism destination. Applying systems theory to well-being tourism presents several challenges, including balancing economic development, public health and environmental conservation and ensuring that tourism benefits local communities. Strategies to address these challenges include developing integrated management plans that incorporate stakeholder participation, sustainable practices and capacity building, using technology and innovation to minimize environmental impacts and improve visitor experiences, and encouraging responsible tourism behaviors through education and information campaigns. In addition, the current study uses qualitative methodology because it facilitates a broad discussion of experiences, emotions, views on complex phenomena such as wellbeing tourism and the creation of collective knowledge by participants. Through qualitative research, the views of tourists, entrepreneurs and tourism policy makers in the 13 regions of Greece are traced. Also, qualitative research is a choice of interpretive contour which means an in-depth understanding and interpretation of the personal perceptions, beliefs and experiences of the respondents. The hypothesis of this study is, therefore, that based on the interaction with others in the tourism industry, the meanings, expectations and importance attached to quality of life and well-being as a sustainable development goal for the tourism sector influence the views and positions of the respondents involved in the tourism sector. The analysis of the data through the coding process facilitated the development of dominant issues.

UNDERSTANDING THE SHADOW ECONOMY THE SHADOW OF THE GREEK ECONOMY

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ABSTRACT

The shadow economy affects to a greater or lesser extent, depending on its size, the functioning of the state and businesses, the lives of citizens. We try to understand the "phenomenon" by studying its component parts: The Shadow Economy,Tax Evasion, Tax Avoidance, Tax Exemption. The shadow economy leaves no visible footprint in national accounts and official statistical analyses. It replaces but also complements the formal economy. Incorrect statistics, reduced tax revenues, failures to determine inflation and unemployment, increasing public debt are just some of the negative consequences of the shadow economy.It is a way out in times of high unemployment low income and sluggish consumption for groups of the population who experience job insecurity or are "rejected" from the formal economy. It contains elements of social disobedience and questioning of official politics and ideology. It turns into a "valve" of social release and tacit tolerance of policies that degrade the quality of life of large groups of the population. It acts as a barrier against modernization, innovation, economic and social transformation efforts. It is anti-social behavior. Big companies and the rich strata of the population have greater possibilities and abilities to hide funds and avoid taxation. The core of the shadow economy has a class coloration. The Capital coefficient is the gain from its existence. The shadow economy in our country has always been at high levels Between 20% and 30% of GDP Tax revenues in Greece have always been 5 to 10% lower as a percentage of GDP compared to the rest of Europe, as a result of losses from the VAT, from the insurance contributions and the income tax. You can see the entire paper here:
https://drive.google.com/file/d/15OKRkiaBjJUcbPKMkpxcqujkFfVbNTBc/view?usp=sharing

THE IMPACT OF THE COVID-19 PANDEMIC ON TOURISM IN FIVE MEDITERRANEAN COUNTRIES

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ABSTRACT
The COVID-19 pandemic has emerged as a profound global crisis, disrupting economies, societies and livelihoods worldwide. Among the sectors that have been deeply affected is tourism, a vital economic driver for many countries, especially those in the Mediterranean region. As the pandemic progressed, governments implemented travel restrictions, exclusionary measures and health protocols, significantly affecting tourism activities. The purpose of this thesis is to investigate the impact of the COVID-19 pandemic on tourism in five Mediterranean countries, namely Greece, Italy, Spain, Cyprus and Malta.

This study uses a comparative study, data collection is done from secondary sources such as reports of tourism organizations, scientific articles, market analyses, etc. Selection of specific periods before, during and after the pandemic outbreak for comparison and categorization of data on tourist arrivals, income, performance of tourism sectors, response policies, etc.

It is evident that governments, especially those of the Mediterranean countries that are highly dependent on tourism, did not have the expected results from the decisions and "risks" taken at the time. The projected arrivals did not materialise, the virus continued to spread and there were significant job losses. Particularly in the island parts of the smaller countries/economies such as Greece, Cyprus and Malta, the reduction in employment in the tourism sector was particularly pronounced.

PUBLIC SECTOR AUDIT AND ECONOMIC DEVELOPMENT

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ABSTRACT

Auditing in the public sector has a long history and many countries have developed their audit institutions and expanded audit activities. Public sector auditing spans various activities such as financial auditing, compliance auditing and performance auditing and all of these topics are of interest to public sector auditing research. In Greece, Law 4270/2014 implemented the European Union directive 2011/85 and the General Directorates of Financial Services were established in each Ministry for the purpose of fiscal control and planning. In particular, these services are responsible for the control, settlement and payment of invoices for the supply of goods and the provision of services received by the entities from the market. Subsequently, after the specific invoices have been checked and paid, the expenses are filed and subject to a sample check by the country's highest audit institution (Audit Court). So far, the international literature focuses on the examination of public auditing in the light of supreme audit institutions (in Greece it is the Audit Court) (Cogliandro 2000; Blume and Voigt 2011; Kontogeorga 2019). Also, the research that has been conducted on public auditing indicate the need for more empirical studies that will interpret their results in the light of more theories (Blume and Voigt

2011; Kontogeorga 2019). Therefore, to fill the knowledge gaps in the literature, this thesis aims to adopt three theories to interpret the empirical observations between the public audit process and economic growth. The first is the theory of institutional changes (Friedland and Alford 1991; Reichborn-Kjennerud 2014) which explains the evolution of the role of public auditors from simple auditors of accounting books and "guardians" of bureaucratic logic to auditors of public sector performance. Thus, it will be investigated how the various control factors and their evolution contribute to the overall improvement of the control process and therefore to the timely payment of public obligations. This in turn will increase the liquidity of the companies that supply the state and will signal (Signaling Theory - second theory) the good future prospects of the Greek economy (Hay and Cordery 2018; Hay and Cordery 2021). The third theory that will be used is the agency theory (Hay and Cordery 2018; Cordery and Hay 2019) which is also valid in the public sector, because citizens are in the position of the principals who have entrusted assets to the public administration as agents and therefore the framework of public control is used as a way of accountability and supervision of public administration by citizens. Using these theories, this thesis will attempt to present the theoretical background and a framework for measuring the performance of financial control. In summary, as public sector audit research is still at an early stage, it is interesting to develop the factors influencing the relevant control systems and their interpretation in theoretical frameworks as the importance of public audit in economic development is distinct.

FILM CITIES: CASE STUDY OF PARIS & ROME

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ABSTRACT

The investigation of cinema in relation to the city makes for a rich and wide field of study. The city doesn't just provide the frame for filming; it conditions each director's aesthetic and ideological processes. In other words, it generates an impression and a visual experience the viewer -potentially a future visitor of this landscape- cannot ignore. How does the film industry impact a destination's touristic value and footfall? To what degree does the cinematic construct reflect reality and in which way does it insinuate stereotypical notions of a place's cityscape and its cultural identity or societal norms?

The present study is an attempt to capture the modus, character, and content of the cinematic city. When studying cinematic cities, one inevitably investigates the contemporary philosophical and sociological readings of the cityscape, including the concepts of "heterotopia", mythmaking, and image construction through modern art. The modern gaze on the city is nothing but the filming industry's gaze. This paper studies the cases of Paris and Rome, cinematic cities par excellence, since they were the main focus of post-war cinema.

THE ROLE OF UNESCO IN THE PROTECTION AND PRESERVATION OF CULTURAL HERITAGE: THE AREAS OF OHRID, GJIROKASTËR, AND KASTORIA

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ABSTRACT

The following presentation centers on the role of UNESCO in the protection and preservation of the cultural heritage of a place, which in turn becomes a unique and distinctive tourism product, contributing to the economic development and prosperity of the region. Through the World Heritage Site program, UNESCO, recognizing the value of tangible and intangible cultural heritage, provides its expertise and support to areas worldwide with rich cultural, historical, and natural heritage. This allows them to assess their resources and historical remnants by compiling a list of monuments, buildings, and other significant sites, thus opening up new horizons for development and growth opportunities.

With key features of authenticity and uniqueness in each culture-region, UNESCO manages to save cultures at risk of disappearing over time through its work. Examples of such cases, which also serve as case studies, include the areas-cities of Ohrid, Gjirokastër, and Kastoria. The selection of these three was based on their historical and cultural significance, similar characteristics in their cultural traditions, and rich cultural and architectural heritage.

Their inclusion in UNESCO's protection programs and funding for the restoration and maintenance of selected attractions and resources resulted in the areas of Ohrid and Gjirokastër evolving into significant tourist and economic centers. They have become global attractions for visitors, driving tourism development. In the first case, this tourism development brings the risk of altering this cultural heritage, while in the second, it serves as a means of economic development.

In the case of Kastoria, although the project was initially accepted with enthusiasm and relief for the city's isolation, it ultimately did not succeed. This likely happened due to eventual indifference, probably stemming from the local economic focus on the single industry of fur processing. Despite bringing substantial economic inflows to the city, this industry negatively impacted the education, aesthetics, intellectual, cultural, and tourism development of the residents.

Based on the above, an analysis will be conducted on how cultural heritage and the intervention of a global organization like UNESCO can create conditions for positive development of a place or, conversely, hinder it. A comparative analysis will also be provided to explain how the cultural heritage of each area affects tourism development and, more broadly, to assess the current state of one compared to the other.

"MEDIATION AS A COMMUNICATION TOOL IN THE LEADERSHIP OF HIGHER EDUCATION INSTITUTIONS: LEVERAGING NEW TECHNOLOGIES ACROSS DIVERSE ECONOMIC AND BUSINESS DISCIPLINES"

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ABSTRACT
Leading Higher Education Institutions (HEIs) effectively means embracing fresh approaches to communication and conflict resolution, especially in fields as varied as Agricultural Economics, Business Administration, Corporate Governance, and Health Economics. This paper dives into how mediation can be a key communication tool for HEI leaders, especially when boosted by the latest technologies. Traditionally, mediation has been about facilitating dialogue and resolving conflicts, but digital tools and platforms now offer ways to take these practices to the next level. By integrating technology into mediation, leaders in HEIs can manage diverse teams more effectively, encourage collaboration, and build a culture of inclusivity and transparency. This modern approach to mediation not only makes communication smoother but also supports better decision-making and fosters innovation across different disciplines. We explore practical examples of how technology can enhance mediation, showing its potential to boost leadership effectiveness in areas like strategic management, sustainable development, and public relations. By utilizing tools such as virtual meeting platforms, online collaboration software, and digital conflict resolution systems, HEIs can tackle issues more efficiently and inclusively. Ultimately, this paper argues that combining mediation with new technologies creates a solid framework for HEIs to align their objectives with broader economic and social goals. This alignment ensures that institutions stay adaptable, responsive to change, and capable of meeting the evolving needs of their diverse academic and professional communities.

E-COMMERCE IN SMALL BUSINESSES OF ARCADIA

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ABSTRACT
This thesis examines e-commerce in small businesses in Arcadia, aiming to analyze the factors that influence the adoption and success of e-commerce. The study focuses on the challenges and opportunities faced by small businesses and the strategies they employ to enhance their competitiveness through digital presence.

The research was conducted using quantitative methodology and questionnaires from 140 businesses in Arcadia. Findings indicate that 55% of businesses have increased their sales through the internet over the past five years, while 66% reported an increase in traffic to their online stores.

The main obstacles include legislative restrictions and bureaucracy. Statistical correlations of the data revealed significant relationships between the demographic characteristics of

businesses and their performance in e-commerce. Businesses with more employees and higher education levels of the owners tend to perform better.

The thesis concludes with suggestions for future research and practical applications, such as enhancing the digital education of small entrepreneurs and promoting collaborations with other local businesses. Overall, the study demonstrates that e-commerce is a powerful tool for the development of small businesses in Arcadia. Department Of Management Science And Technology Master in Public Management & Digital Transformation

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Η ΕΞΕΛΙΞΗ ΤΗΣ ΚΑΛΛΙΕΡΓΕΙΑΣ ΤΗΣ ΕΛΙΑΣ ΣΤΗΝ ΠΕΡΕΦΕΡΕΙΑ ΠΕΛΟΠΟΝΝΗΣΟΥ. ΟΙΚΟΝΟΜΙΚΗ ΑΝΑΛΥΣΗ. ΠΡΟΒΛΗΜΑΤΑ ΚΑΙ ΠΡΟΟΠΤΙΚΕΣ

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ΠΕΡΙΛΗΨΗ

Η ελαιοκαλλιέργεια είναι πολύ σημαντική για την αγροτική οικονομία της χώρας μας. Η Ελλάδα είναι η τρίτη μεγαλύτερη ελαιοπαραγωγός χώρα στον κόσμο, μετά την Ιταλία και την Ισπανία, κατέχοντας περίπου το 16% της ετήσιας παραγωγής παγκοσμίως. Στο έδαφος της χώρας μας καλλιεργούνται περισσότερα από 132 εκατομμύρια ελαιόδεντρα. Είναι ο κορυφαίος παραγωγός μαύρων ελιών στον κόσμο και έχει τις περισσότερες ποικιλίες ελιάς από οποιαδήποτε άλλη χώρα παγκοσμίως. Η ετήσια παραγωγή ελαιόλαδου κυμαίνεται περίπου μεταξύ 300.000–400.000 τόνοι, ανάλογα με το έτος συγκομιδής, και το 80% του παραγόμενου ελαιόλαδου ανήκει στην κατηγορία του έξτρα παρθένου ελαιόλαδου. Περίπου η μισή παραγωγή ελαιόλαδου εξάγεται προς τις χώρες της Ευρωπαϊκής Ένωσης. Γεωγραφικά, σχεδόν το 70% της παραγωγής ελαιόλαδου στην Ελλάδα επικεντρώνεται σε δύο περιοχές την Πελοπόννησο (39%) και την Κρήτη (30%). Η Περιφέρεια Πελοποννήσου βρίσκεται στο νότιο τμήμα της ηπειρωτικής Ελλάδας και αποτελείται από τις ΠΕ της Αργολίδας, της Αρκαδίας, της Κορινθίας, της Λακωνίας και της Μεσσηνίας. Καλλιεργείται ελιά συστηματικά σε αυτές τις περιφερειακές ενότητες, με τον νομό Μεσσηνίας να είναι η κυρίαρχη ελαιοκομική περιοχή της Πελοποννήσου. Η κορωνέικη ποικιλία (Olea europeae var. Microcarpa alba) είναι η γηγενής ποικιλία στη Μεσσηνία, το όνομα της οποίας προέρχεται από την Κορώνη, ένα μικρό παραθαλάσσιο χωριό νοτιοανατολικά της Μεσσηνίας. Στην εργασία αυτή δίνονται στατι- στικά στοιχεία της έκτασης και της παραγωγής στην Περιφέρεια Πελοποννήσου κατά την περίοδο 2000 έως 2021. Διαπιστώνεται ότι η καλλιεργούμενη έκταση σε ελαιόδεντρα στην Περιφέρεια είναι 1.710.771 στρέμματα με 34,317,734 δένδρα. Ειδικότερα, σύμφωνα με στατιστικά στοιχεία του Υπουργείου Αγροτικής Ανάπτυξης και Τροφίμων για την περίοδο 2000-2021, οι καλλιεργούμενες εκτάσεις στην Αρκαδία κυμαίνονταν από 160.465 έως 219.500 στρέμματα με παραγωγή 4.900 έως 22.793 τόνους ελαιόκαρπου. Στην Λακωνία οι καλλιεργούμενες εκτάσεις κυμαίνονταν από 664.945 έως 875.382 στρέμματα και παραγωγή ελαιόκαρπου 45.00 έως 181.899 τόνους. Στη Μεσσηνία οι εκτάσεις κυμαίνονταν από 715.455 έως 966.776 στρέμματα και παραγωγή από 101.000 έως 268.741 τόνους, ενώ στην Αργολίδα οι εκτάσεις κυμαίνονταν από 184.072 έως 276.000 στρέμματα

και παραγωγή από 22.263 έως 47.750 τόνους. Στην Κορινθία οι εκτάσεις κυμαίνονταν από 164.584 έως 215.676 στρέμματα και παραγωγή από 27.199 έως 70.267 τόνους ελαιόκαρπου. Στην Ελλάδα, η κλιματική αλλαγή, με τους ήπιους χειμώνες των προηγούμενων ετών, τις εκτεταμένες βροχές και τις ασυνήθιστα υψηλές θερμοκρασίες, έχει οδηγήσει σε μειωμένες στρεμματικές αποδόσεις και συνακόλουθα σε μειωμένη παραγωγή με αρνητικό αντίκτυπο τόσο για τον παραγωγό, όσο και για τη μεταποιητική βιομηχανία. Για να μπορεί να παραμείνει στις διεθνείς αγορές, σε πρωταγωνιστι- κή και εξέχουσα θέση, απαιτούνται νέες ποικιλίες που να προσαρμόζονται στις υπό διαμόρφωση κλιματολογικές συνθήκες, με καλές αποδόσεις και το κόστος της πρωτογενούς παραγωγής να είναι ανταγωνιστικό. Επίσης, είναι απαραίτητη μια άμεση στροφή σε βιολογικές καλλιέργειες. Τέλος, αναμφισβήτητα λοιπόν, η καλλιέργεια ελιάς συνεισφέρει σημαντικά στην ελληνική οικονομία, ενώ παράλληλα συμβάλλει και στην ανάπτυξη της υπαίθρου με πολλαπλασιαστικά οφέλη για την απασχόληση, το γεωργικό εισόδημα και τις τοπικές οικονομίες.

MODERATION EFFECTS OF DYSFUNCTIONAL CAREER BELIEFS ON ENTREPRENEURIAL INTENTION. AN EMPIRICAL STUDY

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ABSTRACT
The formation of entrepreneurial behavior as a career choice is a complicated process influenced by educational, social, and psychological factors. The study derives from the socio-cognitive career theory (SCCT), which has strong explanatory power and can capture the interaction of environmental and personal influences in the entrepreneurial career decision-making process. Furthermore, in a sample of N=323 individuals, the current study investigates the role of dysfunctional career beliefs in the formation of entrepreneurial intentions, thereby enriching the SCCT model in entrepreneurial career choices. Based on the correlations and regression coefficients, the SCCT core model, including entrepreneurial self-efficacy and entrepreneurial outcome expectations as key variables, successfully predicts intentions to start a new business. Furthermore, the study reveals a negative relationship between entrepreneurial intention and dysfunctional career beliefs ("personal influence from significant others"), whereas "the role of chance or faith" moderates the dependence of nascent entrepreneurial behaviors on intention. These findings provide guidance for successful interventions by educators and career counselors.

THE TWOFOLD ROLE OF ERASMUS+ PROJECTS IN ENHANCING ACADEMIC CAPACITY AND STRENGTHENING SUSTAINABLE ENTREPRENEURIAL GROWTH

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ABSTRACT

Within EU constant efforts pursuing effectively green policies, the promotion and implementation of various transnational European funded projects involving universities, businesses and civil society appears to be essential in diffusing the respective notions, especially towards sustainability. Moreover, the role of universities in the delivery of these cross-country projects has significantly contributed to the initial EU vision for those undertakings with regard to an employed outward-looking manner wherein we seek combability with the facets of Quadruple Helix model. Simultaneously, European transnational projects have emphasized issues of upgrading human resource's knowledge, skills, competences and the development of innovative curricula as well as continuously launching training and upskilling programmes. In particular, special focus is also placed on the accurate dissemination of the aforementioned context and establishing innovation networks as well. On top of that, it is evident that Erasmus+ programmes play a pivotal role in promoting universities' extroversion and modernisation agenda, as well as teaching partnerships towards sustainable entrepreneurship and green economy. The current research examined four recent Erasmus+ programmes, more precisely: RELIEF, POWERUP, JUST4ALL, SEEDFUND wherein various European higher-institutions are involved, respectively. In this regard, the goals of the concrete study refer to assessing the impact of the above projects on university curricula. Specifically, the study explored the potential of best practices, promoting cooperation, exchanging teaching practices, acquiring skills and competencies and shaping a European identity – as main components of certain EU cooperation programmes – in effectively enhancing academic capacity and strengthening sustainable entrepreneurial growth (while promoting the relevant EU policies). Lastly, it draws conclusions by distinguishing the aspects that have influenced positively or negatively the particular procedures.

INSIGHTS ON THE GREEN TRANSITION: CHALLENGES IN ALIGNING AGRI-FOOD POLICIES WITH CLIMATE GOALS

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ABSTRACT

Environmental challenges like climate change, resource depletion, GHG emissions, and land degradation require urgent action. The UN's 2030 Agenda and the European Green Deal

set long-term goals to combat these issues while fostering sustainable development. With agriculture responsible for a quarter of global GHG emissions, the sector is key in efforts to reduce climate impact. The goal is to transition to a modern, circular, and competitive net-zero economy, ensuring sustainability and societal well-being. This qualitative study examines the perspectives and experiences of 15 executives responsible for shaping policies in the rural agri-food sector, with a particular focus on the challenges they face in integrating green practices within their operations amidst the climate crisis. Executives highlight that the existing policies and financial instruments often fall short of addressing the challenges posed by the green transition, especially as enterprises are confronted with growing environmental demands and the impacts of climate change. The research underscores the importance of revisiting these frameworks to facilitate greater flexibility and alignment with sustainable objectives. Moreover, the study highlights the value of fostering stronger cooperation networks between enterprises, policymakers, and educational institutions, which can enhance collaboration and create a more cohesive response to the ongoing climate crisis. By doing so, the agri-food sector can not only improve its environmental performance but also strengthen its long-term viability in an increasingly uncertain global landscape. The findings of this research will assist the government and local authorities in updating the existing legislative framework and help higher education institutions to strengthen the environmental awareness of future entrepreneurs.

DIGITAL HARMONIZATION IN DIGITAL TRANSFORMATION: SEEKING THE CATALYST

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ABSTRACT
Nowadays, there is a plethora of arguments over the impact of Digital Transformation in organisations and their overall performance, while maintain the ethos, values, and principles, at the same time the aiming to develop competences, competitiveness and sustainability. The digital harmonization allows the organisations to develop and grow in a pace that sustain valuable resources and develop organizational knowledge which is a catalyst for any successful strategic initiative leading towards exceptional performance. The profound element for success in Digital transformation is the capability of organizations to adopt and develop their processes and services, in a way that will allow those resources to flourish and create new knowledge allowing strategically adequate information/knowledge, to be develop in an effective and efficient decision-making process. Consequently, decisions characteristics of availability, speed, accessibility and contents will force organisations to re-shape and transform their policies, practices and services. Moreover, the continual argument for digitalization and adopting to the new reality, forces organisation to follow activities that are not familiar or crafted from their culture. Stating that, organization are also barrage with data and information that either not related or contribute to their progression and providing false indications/directions. The challenge ahead is (i) how the organizations can respond faster and precise to internal and external needs and (ii) to act and perform immediately, as disruptions occur at any given time and level, which effects their competitiveness. This capability of the organizations can be based and crafted

through velocity management. By velocity adaptation organization's will be able to develop those critical capabilities and core competences that will enhanced their performance promoting real added-value strategic actions over accurate flow/dissemination of knowledge. Additionally, the competences of knowledge workers will be fundamentally and positively change as the organisational capacity to provide real time information, will enable to respond with accuracy and updating solutions. Another distinguishing benefit of velocity management is the aptitude to create certain management style that is capable of (i) promptly and tactical decisions, (ii) problem-solving attitude, (iii) sense of responsibility, accountability for results and actions. The velocity management is more than a notion, it is a sophisticate and complicated field, but at the same time is profound pillar for new organizational instinct (innovation), that is required to sustain competitiveness in the new shaping economy. To conclude, the adoption of velocity management by organizations will improve their organizational transformation and performance.

THE IMPACT OF POLICY INTERVENTIONS ON CORPORATE TAX COMPLIANCE

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ABSTRACT

How is it possible for companies to both exaggerate their earnings to investors and at the same time minimize their earnings for tax purposes? The straightforward explanation lies in the fact that companies around the world maintain dual financial records: one for declaring 'book profits' to investors and another for declaring 'tax profits' to tax agencies. These two sets of profit declarations often look very different from each other and adhere to their own unique sets of regulations.

In the proposed study we exploit a unique dataset and institutional setting to examine whether/how a particular Greek reform targeted on tax filing process validation affects corporate tax compliance.

In Greece, prior to 2010, nearly 35–40% of both large and small firms in Greece reported taxable profits equal to their accounting profits (BTD=0) . A possible explanation for this is that there was little scrutiny by tax authorities especially on deductions and expenses. In 2010, as the fiscal crisis began, the tax system came under review. This culminated in the passing of Law 3842/2010, which mandated that a certified accountant or tax consultancy office in the case of small firms, and auditing firms in the case of larger firms, co-sign on tax returns as well as financial statements and be liable in case of detected evasion. Firms were also required to submit supplementary documents displaying analytically all adjustments made to accounting profits in order to yield taxable profits. As a consequence the share of firms reporting revenues and accounting profits on their tax forms without adjustments declined sharply after 2010, to about 15% for small firms and less than 10% for large firms.

Although this reform was implemented in Greece in the post-crisis period, it constitutes an ideal setting for advancing the long standing international debate about the advantages and disadvantages of aligning book and tax corporate books and also about what would something like that mean for tax compliance. In this sense the results of the proposed study can be highly generalizable and informative for policy makers outside Greece as well. Given that the said reform was not the only thing affecting firm's tax behavior, other events like statuotory tax rate fluctuations or changes in the tax compliance status that have occurred during the sample period (1999-2018) are confounding the analysis.

BANK SUPERVISION AND CAPITAL ADEQUACY RATIO IN EUROPEAN BANKS OVER 2012-2022.

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ABSTRACT
This paper investigates supervisory policies and more specifically, the effect of banking supervision, and capital adequacy on banking financial performance in the short run - based on accounting measures, and in the long run - based on market measures, respectively. The present study addresses the question: What is the effect (positive, negative, non-linear, or none) of banks' capital adequacy level on their financial performance? To conduct this investigation we use a sample of 31 European banks over the period 2012-2021, extracted from Eikon, the Thomson Reuters database. After a series of several econometric tests and robustness checks that had been applied, our results show that the TIER1 ratio effect on accounting return was a non-linear inverted-U shape, confirming that there is an optimal level of this ratio that maximized accounting returns. Similar results, for accounting measures were found as well for the TIER2 ratio. The TIER1 ratio effect on market performance (in the long run) was insignificant, while the TIER2 effect was linear negative. This study contributes to the growing literature and provides additional insight for academics policymakers and investors.

ΑΝΑΦΟΡΑ ΣΤΟ ΡΟΛΟ ΤΩΝ ΑΓΡΟΤΙΚΩΝ ΕΦΟΔΙΩΝ ΣΤΗΝ ΑΥΞΗΣΗ ΚΑΙ ΒΕΛΤΙΩΣΗ ΤΩΝ ΠΡΟΪΟΝΤΩΝ ΦΥΤΙΚΗΣ ΠΑΡΑΓΩΓΗΣ

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ΠΕΡΙΛΗΨΗ
Η παραγωγή και απασχόληση της ελληνικής οικονομίας βασίζεται σε τεράστιο βαθμό στην προσφορά του αγροτικού τομέα. Έτσι τροφοδοτείται και η βιομηχανία στα τρόφιμα και σε γενικότερο βαθμό οι εξαγωγές του κράτους. Η κοινωνική και, ειδικότερα, η οικονομική ανάπτυξη βασίζονται αποφασιστικά στην αγροτική παραγωγή που συμβάλει στη διατροφή των καταναλωτών με προϊόντα υψηλής ποιότητας. Προϊόντα που βοηθούν στην ανάπτυξη και προστασία των φυτών είναι τα βασικά αγροτικά εφόδια όπως τα ανόργανα λιπάσματα, τα φυτοπροστατευτικά προϊόντα, το πολλαπλασιαστικό υλικό και κλπ., τα οποία είναι αναπόσπαστα κομμάτια της αγροτικής παραγωγής και ειδικά, της διατροφής. Αν τα αγροτικά εφόδια χρησιμοποιούνται σωστά στον αγροτικό τομέα, τότε παρά- γονται νέα προϊόντα, η απόδοση των καλλιεργειών ανεβαίνει, τα τρόφιμα είναι αρκετά και ασφαλή και οι αγρότες αυξάνουν τα έσοδα τους. Η ανταγωνιστικότητα στην αγροτική παραγωγή οδηγεί στην περαιτέρω ανάπτυξή της, πάντα με την προϋπόθεση ότι τα αγροτικά εφόδια αξιοποιούνται

σωστά. Στην εργασία αναφέρονται στατιστικά στοιχεία από την ΕΛΣΤΑΤ και το Ίδρυμα Οικονομικών και Βιομηχανικών Ερευνών. Το 2018 η πλειονότητα των εισαγωγών αγροτικών εφοδίων το 47% αφορούσε λιπάσματα, το 43% φυτοπροστατευτικά προϊόντα και το υπόλοιπο 10% πολλαπλασιαστικό υλικό. Βάσει των στοιχείων αποδεικνύεται ότι ο αγροτικός τομέας της χώρας μας είναι σε μεγάλο βαθμό εξαρτημένος από την εισαγωγή αγροτικών εφοδίων, ιδιαίτερα από πολλαπλασιαστικό υλικό όπως σπόροι κηπευτικών, φυτοφάρμακα, λιπάσματα κ.λπ.. Μελλοντικός στόχος πρέπει να είναι η μείωση των εισροών αγροτικών εφοδίων στην διαδικασία παραγωγής με εφαρμογή διάφορων τεχνικών, ιδιαίτερα βιολογικών για να επιτευχθεί η μείωση του κόστους παραγωγής, ώστε να ανέβει η ανταγωνιστικότητα των παραγόμενων προϊόντων και να προστατευθεί το περιβάλλον στις αγροτικές περιοχές όπου παρατηρείται υποβάθμιση.

THE DIGITAL TRANSFORMATION OF PUBLIC ADMINISTRATION IN THE EUROPEAN UNION: CHALLENGES AND OPPORTUNITIES FOR CITIZEN SERVICES

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ABSTRACT

The digital transformation of public administration in the European Union is a key element for promoting transparency, efficiency, and accessibility of government services. The adoption of digital technologies, such as artificial intelligence, big data, and interoperability platforms, offers the potential to enhance citizen participation in decision-making and the faster provision of services. Despite the impressive benefits, such as reducing bureaucracy and improving transparency, this process faces challenges. Concerns about data security, privacy protection, and unequal access to digital technology remain significant obstacles. Additionally, the digital divide between member states and the uneven maturity in digital governance highlight the need for targeted policies and strategies that ensure a smooth and fair transition. This paper analyzes the existing challenges and presents the opportunities arising from the full utilization of digital technologies, through examples of successful projects, while also proposing actions to mitigate risks and achieve a more inclusive digital public administration in Europe.

ΣΥΜΒΟΛΗ ΤΩΝ ΕΥΡΩΠΑΪΚΩΝ ΠΡΟΓΡΑΜΜΑΤΩΝ ΣΤΗΝ ΑΝΑΠΤΥΞΗ - ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ - ΚΑΙΝΟΤΟΜΙΑ ΚΑΙ ΓΕΝΙΚΟΤΕΡΑ ΣΤΗΝ ΟΙΚΟΝΟΜΙΑ ΓΙΑ ΤΗΝ ΠΕΡΙΦΕΡΕΙΑ ΠΕΛΟΠΟΝΝΗΣΟΥ ΓΙΑ ΤΑ ΤΕΛΕΥΤΑΙΑ 20 ΧΡΟΝΙΑ ΣΤΟΝ ΤΟΜΕΑ ΤΗΣ ΜΕΤΑΠΟΙΗΣΗΣ

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ΠΕΡΙΛΗΨΗ

Η Ευρωπαϊκή Ένωση διαδραματίζει πολύ σημαντικό ρόλο στην προώθηση της περιφερειακής ανάπτυξης, της ανταγωνιστικότητας στα κράτη μέλη, της καινοτομίας και μιας σειράς στρατηγικών χρηματοδοτικών πρωτοβουλιών. Τα τελευταία 20 χρόνια, η περιοχή της Πελοποννήσου στην Ελλάδα έχει επωφεληθεί σημαντικά από αυτά τα προγράμματα, ιδιαίτερα στον μεταποιητικό τομέα. Η παρούσα εργασία στοχεύει να εξετάσει τη συμβολή των ευρωπαϊκών προγραμμάτων στον οικονομικό μετασχηματισμό και την ανάπτυξη της Πελοποννήσου, με επίκεντρο τη μεταποιητική βιομηχανία της περιοχής. Τα ευρωπαϊκά προγράμματα διαδραματίζουν κρίσιμο ρόλο στον μετασχηματισμό του μεταποιητικού τομέα στην περιοχή της Πελοποννήσου, παρέχουν οικονομική υποστήριξη και προάγουν μια κουλτούρα καινοτομίας και βιωσιμότητας, όπου τα προγράμματα αυτά επέτρεψαν σημαντική οικονομική ανάπτυξη. Η περιοχή συνεχίζει να αξιοποιεί τη χρηματοδότηση από την Ευρωπαϊκή Ένωση και βρίσκεται σε καλή θέση για να επιτύχει περαιτέρω ανάπτυξη και ανταγωνιστικό πλεονέκτημα στην παγκόσμια αγορά (Fletcher, McNamara, & Wyatt, 2021). Τα διδάγματα και οι επιτυχίες που σημειώθηκαν στην Πελοπόννησο μπορούν να λειτουργήσουν ως πρότυπο για άλλες περιοχές που επιθυμούν να καρπωθούν τα οφέλη που προσφέρει η Ευρωπαϊκή Ένωση μέσω της ολοκλήρωσης και της υποστήριξης. Επικεντρώνεται στην καινοτομία, τη βιωσιμότητα και την ανταγωνιστικότητα, ενώ μπορεί να συνεχίσει να ευδοκιμεί και να συμβάλλει σημαντικά στην οικονομική ανάπτυξη της Ελλάδας. Τα μελλοντικά προγράμματα θα πρέπει να συνεχίσουν να αντιμετωπίζουν τις συγκεκριμένες ανάγκες της περιοχής, διασφαλίζοντας παράλληλα ότι ο μεταποιητικός τομέας παραμένει βασικός μοχλός της οικονομικής ανάπτυξης (Behun et al., 2018). Συμπερασματικά, η δέσμευση της Ευρωπαϊκής Ένωσης για την περιφερειακή ανάπτυξη μέσω διαφόρων χρηματοδοτικών προγραμμάτων έχει βαθύ αντίκτυπο στην Πελοπόννησο, (Ευρωπαϊκή Επιτροπή, 2021).

Η ΑΝΑΤΡΟΠΗ ΤΩΝ ΣΧΕΣΕΩΝ ΠΟΛΙΤΙΚΗΣ ΚΑΙ ΟΙΚΟΝΟΜΙΚΗΣ ΕΞΟΥΣΙΑΣ ΣΤΟ ΣΥΓΧΡΟΝΟ ΑΣΤΙΚΟ ΚΡΑΤΟΣ.

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ΠΕΡΙΛΗΨΗ

Σήμερα και ιδίως ύστερα απ’ την δεκαετία του 1980 έχει συντελεστεί μια σημαντική ανατροπή των σχέσεων μεταξύ πολιτικής και οικονομικής εξουσίας σε βάρος της πρώτης, αλλά και η μεταφορά

μέρους της ηγεμονίας στο εσωτερικό του συγκροτήματος εξουσίας απ' το παραδοσιακό κεφάλαιο στο χρηματοπιστωτικό κεφάλαιο, με αρκετούς μελετητές να υποστηρίζουν τη διευρυμένη κυριαρχία του τελευταίου πάνω σε όλες τις μερίδες του κεφαλαίου. Το κέντρο βάρους των κυριότερων και πιο κρίσιμων αποφάσεων μεταφέρεται απ' την εκτελεστική εξουσία και τη διοίκηση στα ισχυρά οικονο- μικά συμφέροντα κάθε χώρας και, σε υπερεθνικό επίπεδο, στα χρηματοπιστωτικά κεφαλαιουχικά κέντρα, τις λεγόμενες «αγορές». Σε κάθε περίπτωση αυτή η μεταβολή έχει επιφέρει ριζικές ανατροπές τόσο στη δομή όσο και στον ίδιο τον πυρήνα του καπιταλιστικού κράτους. Το αστικό κράτος, από πολύτιμο εργαλείο ταξικής κυριαρχίας και πεδίο οργάνωσης της ηγεμονίας, καθίσταται πλέον τροχοπέδη στην απρόσκοπτη, χωρίς ταξικούς συμβιβασμούς, αναπαραγωγή της κυριαρχίας του κεφαλαίου. Ως εκ τούτου επιχειρείται μια στοχευμένη διαδικασία επιλεκτικής μείωσης του εύρους του, υποβάθμισης των κοινωνικών αρμοδιοτήτων του, αλλά και υποχώρησης των νομικών εγγυήσεων, διαμορφώνοντας συνολικά μια κατάσταση συνεχών εξαιρέσεων από το νόμο και το Σύνταγμα.

CONTROL OF INDUSTRIAL PRODUCTION AND BOND RATE YIELDS IF THEY AFFECT THE STOCK MARKETS? A CASE STUDY OF THE SOUTHERN EUROPEAN STOCK EXCHANGES (PIGS)

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ABSTRACT

This paper, aims to relate the effects of industrial production control and bond interest rate yields on the Southern Stock Exchanges. It is widely known, that in the last decade with the passage of the economic crisis from all over the world, as well as then the geopolitical problems that have been raised, all to be an inhibiting factor in the development of industrial production. On the other hand, the lack of confidence that overshadowed the European market with the outbreak of the economic - financial crisis, has exacerbated the problem with a further decline in industrial production. Therefore, by commenting on respective economies on how an industrial production index affects the stock market, it was observed that for the Sri Lankan financial market, the industrial production index positively affects the production of consumer goods, and consequently this also affects the respective stocks in the sector (Amarasinghe, 2016). However, from the other position, PIGS macroeconomics encounter another problem, where it comes from the crisis in the yields of the Southern European bond yields, where there has been a contagion of the lack of creditworthiness; with some of them being renamed junk (the case of Greece). This relationship between bonds and equities, as they refer to it as an interdependence rather than a transmission, Forbes and Rigobon (2002) consider this interdependence as an opening of financial contagion. A simple example here was the Greek government bonds being labeled by experts as junk. So in this paper, the objective we set through the literature, statistical analysis to test whether and to what extent these two macroeconomic variables affect PIGS. Moreover, to be more explicit, we test on a monthly basis how the stock markets are correlated with the respective variables, breaking down the time series into periods that were important for the global economy, starting in 2002 and ending in November 2023.

"THE IMPACT OF THE INFLATION RATE AS WELL AS THE BOND RATE HOW DOES IT AFFECT THE STOCK MARKETS? A CASE STUDY OF THE PIGS STOCK EXCHANGES"

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ABSTRACT
The topic that we will develop in this paper relates how inflation rate and the yields of government bond interest rates have an impact on stock markets. The occurrence of inflation in 2022 has been a major milestone by many researchers and non-researchers alike, on how this is reflected in stock market returns. On the literature side, the establishment of the effects of inflation was made by Fisher (1930), who considered it to be an important catalyst in altering stock market returns in the long run. Later, Fama (1980) argued that inflation, only has a negative impact on investors. Similar research, such as Boudouch and Richardson (1993), comparing the United Kingdom and America for the period from 1802 to 1990, concluded that inflation has a positive impact on equities, even when they break down the period from one year to five years. Another study, looking at the European South for a period of 5 years, out of 12 countries 6 had negative returns in the short term, which changed in the long term (Subeniotis, Papadopoulos, I. Tampakoudis and A. Tampakoudi (2011)) So, what is implicitly understood is that one should compare stock market returns in the long term for a market when there is inflation. On the other hand, the distant past has taught us that with the outbreak of the financial crisis, securities such as bonds had negative returns due to the plague and other macroeconomic imbalances, resulting in the drift of equity securities. More specifically, with the European South as a study sample, the current account balance was one of these unreliable variables, thus turning investors' attention to other countries. This risk aversion was associated with a simultaneous decline in the bond and equity markets (Perego & Vermeulen, 2013). Therefore, based on these two important macroeconomic indicators, we proceed to establish the relationship using multiple linear regression. Our study is therefore based on the period from the introduction of the euro to November 2023, in order to test in the long run whether these variables contribute to the formation of PIGS returns.

«ASSESSMENT OF THE EFFICIENT OPERATION OF GREECE'S LOCALITIES USING FINANCIAL AND ACCOUNTING METHODS»

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ABSTRACT
This draft doctoral thesis refers to the evaluation study of the Local Authorities (Municipalities) of Greece using financial and accounting scientific methods based on modern literature, in order to establish whether and to what extent they are operating efficiently and effectively since the entry into Greece of the Global Financial Crisis until today with a stopover during the period of COVID-19. For this reason, all the Municipalities of the cities that are the capitals of prefectures will be studied and analyzed separately and then a comparative analysis will be made between them. In addition to the financial ratio analysis, bankruptcy and financial distress

prediction models will be used, always based on the international bibliographic reference. Also, an attempt will be made, following a thorough research in the scientific, international articles of Scopus ranking journals, to construct an econometric model that will explain which are the main independent macroeconomic and microeconomic variables that statistically significantly correlated and so affect the findings, both the results of the financial ratio analysis, as well as the results of the bankruptcy and financial distress prediction models, which will act as dependent variables. The processing of these econometric models will be carried out mainly with the stratified regression method in the Eviews program. These results will be compared with similar scientific ones published in international journals of the Scopus category and at the same time they will be published in corresponding scientific journals and presented at important international scientific conferences, whose proceedings are included in the Scopus list.

ROMANIA VS THE REPUBLIC OF MOLDOVA: CULTURAL VALUES IN COUNTRY BRANDING

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ABSTRACT
Country branding is the complex process of creating a positive perception of a particular country (or nation) at global level, ofter associated with benefits such as an increase in the number of incoming tourists, attractiveness for investors and credibility as a player on the global market. Campaigns to create and manage a country-brand are usually supported by the national state that will be the direct beneficiary of their results. This presentation will look at the country- branding campaigns in Romania and the Republic of Moldova, two neighbouring countries that share their national language, a large part of their history and culture. I will analyse the discourse of the official country-branding campaigns in Romania and Moldova, focusing on narrative frames used and visuals.

"MEASURING THE VALUE OF GREEK SYSTEMIC BANKS BEFORE AND AFTER MERGERS & ACQUISITIONS DURING 2011-2022"

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ABSTRACT
The subject of this paper is the practical examination of the measurement (valuation) of banks, in order to obtain empirical results in the context of the case study of the Greek Systemic Banks for the period 2011-2022. The analysis includes the analysis of the Free Cash Flows to Firm (FCFF) and to the shareholders (Free Cash Flows to Equity - FCFE), the analysis of the Economic Value Added (EVA) and the analysis regarding relevant valuation models and more specifically earnings multiples, book value multiples and revenue multiples. The results showed that free cash flows to both the business and shareholders were mostly negative for the first half of the period under review, up to 2017, while they were mostly positive for the second half from 2018 onwards. Corresponding results were also obtained for the economic added value, which was mainly negative for the first half of the examined period and mainly positive for the second half. Finally, the most important finding of the

relevant valuation measures was that the measures showing the market-to-book value converged for all banks at the end of the period under review at levels below unity, showing that investors do not suggest a high positive outlook for the Greek systemic banks.

"EARLY WARNING SYSTEMS AND THEIR IMPLEMENTATION IN THE EUROPEAN BANKS OF SOUTHERN EUROPEAN COUNTRIES DURING 2018-2023"

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ABSTRACT
This master's thesis was conducted as part of the postgraduate program "Banking, Insurance, and Finance." It addresses early warning systems and their application in the Southern European countries: Greece, Italy, France, Spain, and Portugal, for the financial years 2018-2023. Initially, it thoroughly analyzes the banking system and its basic functions in the Southern European countries. At the same time, it discusses banking risks and their main categories. Next, the thesis focuses on the supervisory framework of banks, discussing the supervision by the European Central Bank, the European Banking Union, and the Basel Accords. In the following chapter, early warning systems are analyzed, with particular emphasis on the CAMELS model, which helps evaluate banks based on six parameters: Capital Adequacy, Asset Quality, Management, Earnings, Liquidity, and Sensitivity to Market Risks. Finally, the sixth chapter presents the results of the methodology. With this structure, the thesis provides a comprehensive overview of Early Warning Systems and their application. The goal is to contribute to the understanding and improvement of banking supervision and financial stability in the Southern European countries.

"FINANCIAL EVALUATION OF THE MUNICIPALITIES OF THE URBAN COMPLEX OF THESSALONIKI DURING 2018-2022"

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ABSTRACT
In this thesis, five municipalities of Thessaloniki were studied for the period 2018-2022 through the tool of financial ratios and the ultimate goal is to draw conclusions regarding their financial performance during this period.

The present analysis showed that mainly the examined municipalities do not face particular issues in the fields of liquidity, capital structure, and the in the receivables turnover and accounts payable turnover, while at the same time, with the exception of the municipality of Ampelokipi - Menemeni, they showed losses in 2022 and therefore negative profitability financial ratios. Among the municipalities, in the field of profitability, there is a clear superiority in all profitability ratios of the municipality of Ampelokipi - Menemeni, which is a profitable municipality with positive profitability in all five years, having the ability to manage today in an effective way both equity and of its assets as well as its expenses to generate net profits. At the same time, in the field of liquidity and activity, the superiority of the municipality of Pavlos Melas is clear,

which shows the highest liquidity ratios and higher values in account receivables turnover and account payable turnover compared to the other municipalities examined. At the same time, the Municipality of Pylaia - Hortiatis is in a more unfavorable position in the field of profitability, which shows losses throughout the period under review, while in the field of liquidity and account payable turnover, the Municipality of Kalamaria lags behind, due to the existence of a larger amount of short-term obligations compared to the other examined municipalities.

FINANCIAL EVALUATION OF MERGERS AND ACQUISITIONS OF GREEK SYSTEMIC BANKS USING DUPONT ANALYSIS. THE CASE OF EUROBANK & TT BANK

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ABSTRACT
Mergers and Acquisitions are a way of response of firms as well as banks in their attempt to survive in the constantly changing market conditions. This master thesis analyzes, the theoretical framework the advantages and disadvantages of Mergers and Acquisitions, the types of them, as well as their motivations. Reference is made to the financial crisis of 2010 and how the Greek banking system was affected by Mergers and Acquisitions. This master thesis analyzes a case study that concerns the acquisition of Greek Postal Savings Bank by Eurobank. So it is presented the timeline of the acquisition, a historical review of the two banks and the consequences in the profitability of the bidder bank. For this the present master thesis uses the balance sheets and profit and loss statements, to evaluate the acquisition of the Postal Savings Bank by Eurobank. Using efficiency, liquidity and profitability ratios, the performance of Eurobank and the Postal Savings Bank three years before and after the takeover is presented. In conclusion, taking into account the results from the above ratios, we present how and if Eurobank improved or not its financial position after the acquisition.

"VALUATION OF THE VALUE OF GREEK COOPERATIVE BANKS DURING 2015-2021"

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ABSTRACT
The Greek economy presented important cases of cooperative character since the beginnings of the foundation of the Greek state. The institution of the Cooperative Bank was introduced in Greece in 1994 based on the legislative framework created in 1992 and based on the Law on Urban Cooperatives. Cooperative Banks, like Cooperatives, are social economy enterprises, that is to say, they differ essentially from typical enterprises whose objective differs from the typical maximization of profits, as we know from classical economic theory. Their operation is based on common cooperative principles. Co-operative Banks follow different ways of incorporation and structure and embrace a different philosophy of law than the other capital companies. Of course, after the country entered the O.N.E. all credit institutions must comply with Community law and

Basel I, II, and III, under the supervision of the European Central Bank. They are mainly aimed at small and medium enterprises and natural persons with products adapted to local conditions and needs, (Kintis, 2004). Cooperative credit institutions belonged to a sector that showed significant dynamics, like the entire banking sector of the Greek economy, until the financial crisis of 2008 broke out. This year was a turning point for the Greek banking system and for the Greek economy in general. It would be wise to mention that a Cooperative Bank targets a more limited market than a typical financial institution and is based on modern cooperative principles.

VALUATION OF FRENCH BANKS: BNP, SOCIETE GENERALE AND CREDIT DU NORD DURING 2015-2021

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ABSTRACT
This thesis was carried out with the purpose of the financial analysis of the three banks of France. The banking institutions that will be studied and analyzed are BNP Paribas, Societe Generale and Credit du Nord. First, the current state of the financial system in Europe and France is presented. In the first chapter of the work there is the bibliographic review. Then in the second chapter an introduction defining the concept of the financial system. In the third chapter, the organization of the French banking system, information about the leading banks of France and the characteristics of the French market are listed. Then, in the fourth chapter, information is presented about the establishment of each bank, the activities, products, and services offered by each one, as well as the network of branches that make them up. Then, in the fifth chapter, an analysis of key elements of the balance sheets is carried out, i.e., the elements of assets and net worth as well as important factors of the operating results. In the last chapter, the tables and diagrams of the analyzes are listed with the annotations of the variations from the year 2015 to 2021 and the conclusions derived from the study carried out in the previous chapters of the work.

FINANCIAL EVALUATION OF GREEK INSURANCE COMPANIES 2015-2021

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ABSTRACT
The purpose of the work is the evaluation of Greek insurance companies with indicators and bankruptcy models in the insurance company sector in the period 2015-2021. Five companies in the sector were selected (Interlife, Cooperative Insurance, Atlantic Union, Minetta Insurance, Interasco Insurance) and a financial analysis was made of them using numerical indicators and bankruptcy models were applied. First, the introduction to the subject is listed, where the reasons why I chose the above companies are mentioned and the numerical indicators with which the analysis of this work was done are formulated. The first chapter of the work introduces us to the theory of insurance, there are definitions, the historical development of the insurance industry, its types, the legislative framework, the benefits, how the market is organized, private insurance abroad and the presentation of the five companies which will be studied. In the second chapter there is the theoretical background of financial analysis based on numerical indicators.

We see the financial analysis of the efficiency, productivity, operation, liquidity and solvency ratio of the Greek insurance companies. In the third chapter we see the literature review and the application of financial insurance with the indicators during the time period 2015-2021. Finally, there are the conclusions and appendices of the previous research.

LAW AND ORDER IN MERGERS AND ACQUISITIONS IN EUROPE. A LITERATURE REVIEW

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ABSTRACT
There are many scientific approaches in the legal literature on how legislation is able to affect the economic development of a state and the field of Mergers and Acquisitions (M&A) is no exception and especially when it comes to capital coming from another country for cross-border M&A that are very important in increasing a country's foreign direct investment.

In every country's economy, M&A play an important role for growth by creating economies of scale and scope. So usually the M&A sector is governed by commercial codes and other special laws to ensure their quality and integrity. For this purpose, governments have developed a special legislative framework of M&A before and after the completion of the procedures in order to expand the economies of the states and improve business performance, thus maintaining suitable competitive environments to improve business performance while ensuring the employee personnel indirectly involved in the whole process.

The study aims to show that the legal procedures of the European Union and of its country can influence the characteristics both domestic mergers and acquisitions and cross border M&A.

LEGAL ISSUES IN MEGA MERGERS AND ACQUISITIONS THROUGH FINANCIAL MARKETS IN EUROPEAN UNION.

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ABSTRACT
The legal framework for mergers and acquisitions in European Union exists as any other jurisdictions to protect not only acquirors and targets firms and banks, but also the stock

investors. So it is very crucial the existence of an effective and clear legal framework for mergers and acquisitions. More over the present legal framework must be dynamic easy to transform, with a number of factors to be in consideration so it will be able to predict and include any new circumstances. In addition a merger or acquisition can take a variety of forms, each with a number of differing legal consequences. There are four basic forms that the legal framework of European Union consider for structuring mega acquisitions: a) merger or consolidation, b) asset purchase, c) stock purchase and d) joint venture. A rational legal framework, creates successful mergers and acquisitions results when both parties involved in such transactions all around European Union. In this case it is much easier to take place without any legal problems for mergers and acquisitions both in domestic and cross border. So this study aims to saw the right way to mergers and acquisitions that took place through financial markets in European Union from legal aspects.

THE OBJECTIVES OF THE COMMON AGRICULTURAL POLICY AND DEVELOPMENT OF THE BALKAN COUNTRIES IN THE 21ST CENTURY

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ABSTRACT
The present study focuses on the need to create a common agricultural policy and development in the Balkan countries as a single market with the wider use of satellite observation but also to further coordinate the action of the Balkan countries in this direction.

Rural development is the "second pillar" of the European Union's common agricultural policy and reinforces the "first pillar" of income support and market measures, increasing the social, environmental and economic sustainability of rural areas. The common agricultural policy of the countries of the European Union contributes to the sustainable development of rural areas through three long-term objectives: a) promoting the competitiveness of agriculture and forestry, b) ensuring, on the one hand, the sustainable management of natural resources and, on the other hand, climate action, c) achieving balanced territorial development of rural economies and communities, including the creation and maintenance jobs.

EU countries take advantage of its funding through rural development programmes, which are co-financed from national budgets and can be drawn up either on a national or regional basis. The European Commission is responsible for approving and monitoring rural development programmes, but decisions on the selection of projects and the granting of aid are taken by the managing authorities at national and regional level.

Each rural development program must pursue at least four of the six priorities: (a) promoting knowledge transfer and innovation in agriculture, forestry and rural areas, b) improving the sustainability and competitiveness of all forms of agriculture and promoting innovative agricultural technologies and sustainable forest management, (c) promoting the organization of the food chain, animal welfare and risk management in the agricultural sector, (d) promoting resource efficiency and supporting the transition to a low-carbon and climate-resilient economy in the agriculture, food and forestry sectors, (e) restoration, conservation and enhancement of ecosystems linked to agriculture and forestry, f) promotion of social inclusion, poverty reduction and economic development in rural areas.

"EVALUATING THE PROBABILITY OF BANKRUPTCY FOR CONSTRUCTION COMPANIES IN EMERGING MARKETS. THE CASE OF GREECE"

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ABSTRACT
For more than half a century, the construction industry in Greece has been one of the main pillars of employment that contributes to the industrialization and development of the Greek economy while reducing unemployment. Construction activity also represents a large part of the Greek economy and contributes a very large percentage to the country's GDP. Nevertheless, in recent years, due to the economic crisis that appeared in 2010 and given all the adverse conditions facing the sector, as well as the Corona virus, the construction sector is facing several problems. The state is trying to solve these problems in some way with the public investments undertaken by the large construction companies that are listed on the Athens Stock Exchange with the assistance of smaller construction companies that operate with subcontracts. The analysis of the bankruptcy models that will be presented aims to examine the financial data from the published financial statements of the construction companies listed on the Athens Stock Exchange in the period 2015-2021. Thus, the purpose of the work is to check whether and to what extent these companies are close to bankruptcy before and after the serious effect of the Corona virus phenomenon on the entire Greek economy. In order to achieve this goal we will use as a financial tool the most widely used viability or bankruptcy assessment model, the Altman Z-Score.

ANALYSIS OF THE "BALASSA" INDEX OF FRUIT AND VEGETABLES IN ALBANIA (2000-2020)

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ABSTRACT
International trade liberalisation, through the abolition of market limits between countries and the implementation of preferential trade agreements, as well as globalisation, contributed to the increase of the competition in markets on a geographical, as well as sectoral level. Measuring competitiveness has thus become the object of analysis by both market players and economic policy institutions. Competitiveness analysis based on single indices, such as cost, price or quality, is not a satisfactory tool for forecasting trade policy results, whether it concerns a country, a production sector or a business, or, even more, their development process. Competitiveness of a branch of the economy, such as agriculture or foodstuffs, focuses on the level and change of trade balance or/and the performance of businesses in the sector. The main data in the competitiveness analysis of a branch of agriculture, as well as of individual products, is thus derived from the information drawn from the trade balance.

The present paper analyses the competitiveness of basic fruit and vegetables of Greece compared to the rest of the world, using the Revealed Comparative Advantage (RCA) index, for the 2000-2020 period. Assessment of the comparative advantage of Albania, based on the

so called Balassa index, is used to determine whether a country has a "revealed" comparative advantage (RCA).

The progress and long-term competitiveness of agriculture is related less with short-term parameters, such as prices or cost of inflows, and more with productivity and organisation on a level of agricultural exploitations and on a state level. Besides product quantity, wealth of nature of areas and cost-cutting technologies, more attention is given to the increase of their added value, the quality, the services offered and other factors "not related to price".

In the case of a country such as Greece, which is part of a mainly economic international organisation, the European Union, with a completely open economy and, therefore faced with the developments of a changing international environment, competitiveness analysis of the individual branches of economy continues to be both opportune and important. Measuring competitiveness in the field of agriculture is used to highlight its strengths and weaknesses, so that a framework of corrective moves, if needed, and suggestions for the future is set up.

PROMOTING GOOD GOVERNANCE IN FOOD RELIEF DISTRIBUTION: AN EXPERIENCE OF KEDAH FOOD BANKS

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ABSTRACT

Food banks are vital to the global effort to combat hunger and food insecurity in local communities. In general, they gather, store, and distribute food to those in need while frequently collaborating with many stakeholders such as businesses, governments, non-profits, and various other institutions. Although the food bank program has long been practiced in Malaysia, the negative stimulation between religion and good governance is evident to highlight the incompatibility of religious preferences over rational ordering within the norms of good practice. Thus, this study aims to investigate the effective roles of middlemen based on established dimensions of good governance practices in carrying out food relief distribution. Employing the food bank model sponsored by Lembaga Zakat Negeri Kedah, its management pays serious attention to austerity in spendings to ensure optimal distribution and the whole efficient process. While it addresses cost efficiency in food bank program, the delivery of middlemen is inclined to be more systematic and effective, largely influenced by the elimination of queuing system that drives potential conflict of interest among communities. Collaboration between government, lawmakers, and social groups to support efficient food distribution that ensures sustainable food systems, increases access to food, and helps low- income families with systemic change remains relevant in light of this first advocacy on good governance practices of food banks. The management of zakat pays serious attention to austerity in spendings to ensure optimal distribution and the whole efficient process. Thus, the ten dimensions of good governance practice for *amil* assistants are possibly the way forward before a proper shifting to a digitalized food bank using *sukuk* system.

THE IMPORTANCE OF CULTURE OF INNOVATION FOR THE ORGANIZATIONS

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ABSTRACT
Nowadays, there are many ways that companies and organizations try to compete with each other. For example, some organizations compete by having lower prices, more product variations, better efficiency and more. However, a very important factor that can bring a solid competitive advantage to a company is to be innovative, and that is not an easy task. That is because there is a need to have a culture that can support it and also that can make innovation. A lot of studies show that some crucial characteristics that indicate that a team has a culture of innovation are, good teamwork, freedom of movement, creativity, having an efficient organizational structure that can help with innovation and more. Thus, in this paper, our main goal is to analyze through the latest literature, the importance of a Culture of Innovation in organizations by investigating these crucial factors that were mentioned and support innovation. Furthermore, in order to have the complete image there will be an analysis of the available frameworks and tools that can be used to measure the culture of innovation in the organization.

FOREIGN DIRECT INVESTMENTS IN THE COUNTRIES OF THE BALKAN PENINSULA - STATUS AND PROSPECTS

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ABSTRACT
The need to analyze the efforts made by the Balkan countries to attract foreign direct investment is dictated by the important role that the Balkan Peninsula plays as a crossroads of important economic and political interests. Knowing their experience in the field of attracting foreign capital is of great importance, since the geographical location and the peculiarities of the regional market are important factors that influence the entrepreneurial choice. The socio-political situation in the Balkans in the 1950s was very different for individual countries, due to the established different political, economic and social systems. This predetermines the corresponding attitude towards the place and role of foreign capital in their economic development. Here, the political palette is very diverse as there are countries from different economic blocs and also non-aligned countries. At the beginning of the 21st century, the countries found themselves in a radically different situation after the political and social changes in the 1990s. A group of countries such as Greece, Turkey, and Romania occupy unique leadership positions, regardless of economic crises and economic shocks. Other countries such as Bulgaria and the countries of the former Yugoslavia are making complex efforts to attract foreign direct investment with variable success.

The authors, using various research methods, will attempt to analyze the future trends in this prospective area of Balkan economic relations.

IMPACT OF FINANCIAL LITERACY ON BANKING INCLUSION AT THE BOTTOM OF THE PYRAMID

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ABSTRACT

We examine the impact of financial literacy on banking inclusion at the bottom of the pyramid using data from an extensive sample across wards in Mumbai, India. People at the Bottom of the Pyramid (BoP) borrow from money lender cum goldsmith and not from banks. Financial inclusion is a National priority of the Government and the Financial Sector Regulators, as it is an enabler for inclusive growth. Indian Government has started a big campaign to include the population of India under a banking network called PMJDY. A major shift in the field of financial inclusion and several initiatives have been taken to universalize digital payments in a transparent, secure, safe, convenient, and affordable manner through the Jan Dhan, Aadhaar and Mobile (JAM) eco-system. Despite all the initiatives, people at the BoP do not borrow from organised players like banks. The data drawn is a survey conducted by extending the OECD questionnaire in the slums of various wards of the city of Mumbai. A survey was done using a pre-validated questionnaire developed by OECD. Additional questions were added to capture the needs of this survey. A questionnaire was prepared in English and translated into Marathi the local language. We have used Principal Components analysis, with varimax rotation to reduce the dimensionality of the data set consisting of a large number of interrelated variables. The survey reveals people in BoP have a good attitude towards finance. Financial knowledge is an important component of financial literacy for individuals to help them compare financial products and services and make appropriate, well-informed financial decisions. Ignorance of finance knowledge can cost significantly with higher debts and interest. The sample population in our survey does not have any financial knowledge exposure. This ignorance leads them to borrow from costlier sources like money lenders because they consider it easy and less cumbersome. They fail miserably on the third parameter about behavior towards finances. Societal pressure forces them to spend money on social functions and rituals which is the main reason for borrowings. In conclusion, it is a vicious circle of not improving their financial well-being. Gold schemes both for investment as well as borrowing play an important role in shaping the finances. So, Banks and NBFCs must popularise the gold investment schemes as well as nuances of loans against gold.

THE DYNAMICS OF FIRMS' ABNORMAL EARNINGS AND THE GROWTH DIFFERENTIAL BETWEEN MARKET AND BOOK VALUE OF EQUITY

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ABSTRACT

In this paper, I examine the relationship between the real performance of firms in the product market and their valuation in the stock market in a different setting than previous studies.

I find, by using a combination of time series and cross-sectional data of 1046 U.S. firms over the period (2000-2021) that the persistence of abnormal earnings is one of the driving forces of long-term stock market valuation. Indeed, the persistence of positive abnormal earnings leads to higher growth rates in the market value of equity than those of book values, which contributes to widening the gap between market value and book value, but up to a certain point. Firms that continue to generate successive abnormal earnings for years will gain more confidence from investors, as this indicates that these firms are using their resources efficiently and/or benefiting from the market power they may have to perform relatively better than the average or the expected. This, in turn, will have a positive impact on the market valuation of their shares. In addition to abnormal earnings, I find that firm size, investment rate, price-to-earnings ratio, leverage ratio, dividend yield, and earnings variability are among other factors that affect the growth differential between the market value and the book value of equity.

OPTIMIZING CUSTOMER EXPERIENCE AND WAIT TIMES IN FOOD DELIVERY THROUGH INTEGRATION WITH ONLINE GAMING PLATFORM

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ABSTRACT

As the digital revolution continues to transform consumer behaviours and preferences, the need for innovative customer engagement strategies becomes increasingly evident. This research explores the innovative integration of online gaming platforms within the food delivery industry, aiming to enhance customer experience and reduce perceived wait times. As digital transformation shapes consumer expectations, business seek novel approaches to improve satisfaction and engagements. This study examines how embedding interactive gaming elements into food delivery apps can alter customer perceptions of waiting periods, enhancing overall service satisfaction. This research combines quantitative data analysis and qualitative customer feedback. This research evaluates various online gaming features such as mini-games, rewards, and social interaction to assess their effectiveness in mitigating wait times. A comparative analysis of food delivery services with and without gaming features is conducted. The study findings suggest that engaging customers in online gaming activities serves as a distraction during wait times and positively influences service perception, leading to increased satisfaction, loyalty and potential word of mouth promotion. It sets brands apart retains users offers personalised experiences and informs marketing strategies through data insights. Additionally, it boosts morale, opens new revenue streams, and fosters productivity with gamified incentives. To truly revolutionize the understanding derived from this analysis,

we need to delve deeper into the implications and potential applications of the findings are predictive Modeling, Personalised Recommendations, Dynamic pricing strategies, Gamifications Ecosystem, Augmented Reality integration, Blockchain based loyalty programs and Ethical and sustainable practices. This research has explored the multifaceted impact of online gaming platforms in enhancing customer experience and reducing perceived wait times within the dynamic environment of the food delivery industry.

THE INTEGRATED REPORTING FRAMEWORK AS A MODEL FOR INCREASING SUSTAINABILITY OF SOCIAL ENTREPRENEURSHIP

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ABSTRACT
Social entrepreneurship initiatives often face sustainability challenges due to their primary focus on promoting social rather than financial corporate values. These initiatives typically provide employment opportunities for vulnerable groups or engage in social value-generating activities that may struggle to yield consistent profits. As a result, social entrepreneurship activities can be sporadic, short-term, operate within unstable gig economy contexts, or require continuous external economic support. To attain more stable economic development, social entrepreneurship initiatives need to attract long-term investors and operate within business models that are capable of providing some financial sustainability. Long-term investors are usually interested in understanding how value can be created over time from the available capitals within a single business model. One framework designed to provide this information is the integrated reporting framework (<IR>). The aim of this research is to offer a conceptual justification for the use of <IR> to increase the sustainability of social entrepreneurship initiatives. To achieve this, a review of the six capitals and values of <IR> will be conducted in relation to social entrepreneurship objectives. The outcome of this research will be a conceptual design of a business model that social enterprises can use to enhance their sustainability on the market.

HUMAN RESOURCES MANAGEMENT IN THE EUROPEAN BORDER AND COAST GUARD AGENCY [(EBCGA)-FRONTEX]. THE CASE OF STANDING CORPS

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ABSTRACT
The integrated management of the EU's borders was and still is the main objective of European policy. Through this policy, an effort is made to ensure a holistic policy in the management of the external borders, with the ultimate goal of high-level θνιφιεδ controls and effective surveillance of sea and land borders.

The aforementioned which are the main elements of the area of Peace, Security and Justice, is the result required by the policy that has been formed in the EU based on that there is free movement in the EU area, without the existence of internal controls at the borders of the EU Member States. To ensure the above, common rules have been drawn up regarding the specifications and control procedures carried out at the external borders.

As a result of the needs that had been formed, a European organization was set up in 2004, which, having the appropriate expertise, would undertake, as it happens, the development of the coordination of the operational cooperation of the competent bodies of the EU's MSs regarding the management of the external borders, intervening and improving it where necessary. That organization was Frontex, known now as EBCGA.

In order to strengthen the operations of effective border guarding, asylum, the return of illegal immigrants, dealing with cross-border crime, it was decided within the new institutional framework drawn up for Frontex to set up a permanent body of European Border Guard and Coast Guard [(Standing Corps)][1]. It is noted that the officers of the specific body that also staff the Rabit Border International Teams (RABITs) that have been set up within the aforementioned organization and are available to deal with emergency situations, may carry weapons, make arrests, etc. presence of prosecuting National Authorities in any case.

The purpose of this brief study is to critically examine the human resources management of the specific body in this European organization and specifically as it emerges from the legal framework of its formation-organization and operation in combination with other legal texts, directives, recommendations, etc. that have been issued in the context of its administrative function, as well as the added value this brings to the overall security of the EU.

The Standing Corps will reach the operational number of 10,000 officers as defined in Reg. (EU) 1896/2019 with executive powers and participation in operations for the effective guarding of the external borders and with an on-site presence in the MS of these officers. In this way they will also contribute to dealing with cross-border crime, but also to the return of illegal immigrants.

See Frontex careers, European Border and Coast Guard Standing Corps, available on the website https://frontex.europa.eu/careers/standing-corps/about/ and additionally the articles of Regulation (EU) 2019/2016 54, 55,56,57,58,61,82 which refers to the duties and responsibilities of the members of the groups.

THE LONG-TERM IMPACTS OF BOMBING VIETNAM ON OCCUPATIONS OVER COHORTS[1]

Van Le Thy Ha

ABSTRACT

This study investigates the long-term impacts of the bombing during the Vietnam War on the occupations of different cohorts over time. I link bombing data from the U.S. National Archives to a representative modern household survey dataset in 2018 and mainly employ an instrumental variable approach. The results show that higher bombing frequency increases the share of the

1. The Standing Corps will reach the operational number of 10,000 officers as defined in Reg. (EU) 1896/2019 with executive powers and participation in operations for the effective guarding of the external borders and with an on-site presence in the MS of these officers. In this way they will also contribute to dealing with cross-border crime, but also to the return of illegal immigrants.

old and young cohorts engaging in traditional occupations. While bombing shows no impact on the education of the young cohort, it decreases the old cohort's educational attainment. In general, bombing decreases the income per capita of individuals in modern society and has no impact on the modern population size.I initially observed that the historical villages' status together with Vietnam government policies right after the war might mediate the lasting repercussions of the bombing. I made contributions by using individual-level data, uncovering the lasting impacts of bombing over cohorts on a novel outcome, and detecting channels that mediated the causality.

BANK STABILITY DYNAMIC: UNCOVERING PATHWAYS WITH STRUCTURAL EQUATION MODELING (SEM)

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ABSTRACT

The stability of banks is vital for a resilient financial system and a healthy economy. Unlike conventional banks, Islamic banks cannot utilize interest-bearing instruments, compelling them to adopt alternative financial strategies to manage liquidity while remaining Shariah-compliant. This study investigates the factors influencing the stability of Islamic banks, which operate under Shariah principles and emphasizing risk-sharing. Islamic banks face unique liquidity management challenges due to the prohibition of interest-bearing instruments, necessitating alternative financial strategies. This research employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationship between bank-specific factors (term deposits, asset quality, Islamic contracts, profitability) and macroeconomic factors, with liquidity risk as a mediator, on bank stability. Data from the annual reports of listed banks in Malaysia, covering 2010 to 2021, were analyzed. The results highlight that asset quality and economic conditions significantly impact bank stability, while liquidity risk mediates the relationship between term deposits, Islamic contracts, profitability, and bank stability. The study's findings underscore the importance of effective liquidity management and the development of Shariah-compliant liquidity instruments to enhance the stability of Islamic banks. These insights are crucial for regulators, investors, and policymakers to mitigate risks and promote sustainable financial growth.

BUSINESS ASSESSMENT OF THE INDIRECT ADDED VALUE OF AI

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ABSTRACT

In recent years, businesses have increasingly turned to the capabilities of AI to optimize, improve quality and bring out competitive advantages. Significant investments are being made in personalisation and the introduction of intelligent technology into business processes. At the same time, business organizations are interested in return on investment, both in direct financial terms and in calculating indirect value added. This paper presents the results of a survey of

125 business companies for their opinions related to the evaluation of key indicators leading to an increase in the indirect value added of the business after the introduction of AI. The main groups of factors studied are subdivided into Cognitive Factors or AI adoption factors; Behavioural Factors or AI usage behaviour change factors and Environmental Factors or impact factors of policies on introducing/limiting AI usage.

"THE GEOECONOMICS OF THE GEOPOLITICS OF MARITIME SECURITY: THE CRISIS IN THE MIDDLE EAST AND THE RED SEA".

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ABSTRACT

The geopolitical developments regarding the crisis in the Middle East, and the conflict with the Houthi rebels in the Red Sea are two main components affecting both the development of the container-ship market and therefore the liner companies, as well as oil prices. In this light, the article attempts to highlight the geo-economic aspect of Maritime Security and how it affects maritime freight transport in general from Asia to the West and Europe in particular.

The approach of the issue under consideration takes place, on the one hand, by presenting the geopolitical developments in this geographical area (Middle East-Red Sea) and its actors and, on the other hand by highlighting maritime security issues that substantially affect the number of vessels passing through the Suez Canal, their change of course as well as their average cruising speed.

Container prices have risen just over 300% since the disruption to maritime trade to Egypt and Europe, as ship crossings through Suez and the Bab-Al Mandab strait began to decline from mid-December 2023, with the Canal experiencing a 66% decrease in crossings by the first week of April 2024. Freight rates could remain high for some time as liners look to secure sufficient capacity to maintain services at a satisfactory level due to longer sailing distances as Houthi attacks on ships in the Red Sea led ships to take longer routes through the Cape of Good Hope. Finally, it should be noted that the situation in the Red Sea also affects the average cruising speed. It is estimated that the average cruising speed will be lower in 2025, if the resolution of the crisis in the Red Sea, which geopolitical events so far confirm this situation, is delayed.

The practical implication of the analysis and the findings lies in the fact of continuous vigilance and revisions of the procedures for designing and implementing Maritime Safety procedures (institutional and technological), since this is ultimately an important component in the smooth and smooth operation of maritime freight transport.

This article is a contribution to the so far poor international literature on the geopolitical dimension of the geoeconomics of maritime security.

EXPLORING INCOME INEQUALITY: PATHWAYS OF EXPLANATION AND POLICY RESPONSES

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ABSTRACT
Income inequality has increased in developed economies over recent decades. This has been attributed to a number of factors, the importance of which varies according to the theoretical approach adopted. This article examines empirically these approaches and identifies the factors influencing the rise in inequality and, consequently, the policies to reduce it. We distinguish two main categorizations: a) mainstream approaches focusing on technology, education, growth, and globalization, and b) heterodox approaches focusing on financialization, labor market institutions, the public sector, and functional income distribution. By juxtaposing these approaches and using fixed effects models, we assess their explanatory power regarding the observed changes in inequality. The analysis covers the EU-15 countries for the period 1980-2020. The findings indicate that reducing inequality requires more than just educational policies aimed at limiting the skill premium driven by technology. Specifically, alternative policies could be implemented to strengthen labor market institutions, expand the public sector, and control financialization. These findings are significant for economic policy-making, as the literature frequently notes that rising inequality has contributed to the sluggish average growth rates observed in Europe over recent decades. This article contributes to the ongoing debate on finding effective policies to address inequality.

HOSTING THE OLYMPICS: EVALUATING THE ECONOMIC IMPACT ON HOST NATIONS

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ABSTRACT
Hosting the Olympics promises substantial economic benefits to host countries. This research critically evaluates the economic impact of hosting the Olympics, by providing a comprehensive analysis of the associated costs and benefits. By examining multiple case studies, this study aims to discern patterns and draw conclusions about the true economic outcomes for host nations. This study employs a mixed-methods approach, combining quantitative data analysis with qualitative case studies. The quantitative component involves collecting data on various economic indicators before, during, and after the Games, including GDP growth rates, employment figures, tourism statistics, and public and private investment levels. This data is sourced from official reports, government publications, and economic databases. The qualitative component includes interviews with key stakeholders such as government officials, economists,

business leaders, and residents of host cities. Additionally, the research reviews media coverage and academic literature on the economic impact of the Olympics.

In our paper, we found that host countries often experience a temporary boost in GDP growth during the Games, driven by increased consumer spending, tourism, and construction activities. For instance, London 2012 saw a 1.2% increase in GDP attributed to the Games. However, this growth is not always sustained in the long term. Post-Games periods sometimes show a slowdown or contraction in economic activity, as seen in the case of Rio de Janeiro 2016, where Brazil's economy struggled with recessionary pressures following the event. Tokyo 2020, despite the challenges posed by the COVID-19 pandemic, created approximately 1.3 million jobs related to the Games. Long-term employment benefits are less certain. Many of the jobs created are temporary, and the post-Games period can lead to job losses once construction projects are completed and tourist inflows decline.

The Olympics typically result in a significant surge in international tourism during the event. London 2012 attracted an additional 470,000 visitors, while Tokyo 2020, although held under pandemic restrictions, still managed to showcase Japan to a global audience. The long-term impact on tourism varies. Some host cities, like Barcelona 1992, successfully leverage the Olympics to become enduring tourist destinations, while others, like Athens 2004, struggle to maintain tourism momentum. Hosting the Olympic Games presents a multifaceted economic impact for host nations, characterized by both opportunities and challenges. While short-term gains in GDP, employment, and tourism are common, the long-term benefits are less predictable and often contingent on effective post-Games planning and management. Future research should focus on developing standardized metrics for assessing the economic impact of mega-events and exploring strategies to maximize the long-term benefits for host nations. Additionally, a greater emphasis on social and economic equity is essential to ensure that the benefits of hosting the Olympics are broadly shared across all segments of society.

BALANCE BETWEEN DIRECT AND INDIRECT TAXATION - OECD RECOMMENDATION AND CONSIDERATION OF ITS APPLICATION TO GREECE'S TAX RATES

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ABSTRACT

This paper attempts to analyze and interpret the principles of direct and indirect taxation. Initially, a theoretical approach to the general concepts and principles governing tax law is presented. It is followed by a presentation of the Greek tax and financial system. The key points demonstrating the harmonization of tax legislation, in accordance with the OECD (Organization for Economic Cooperation and Development) guidelines so far are highlighted. Any future reform of the Greek national tax system should incorporate the fundamental principles of national tax policy. Additionally, it must be in line with OECD principles and guidelines. The further implementation of the Organization's recommendations will shift the balance between direct and indirect taxation, leading to strengthening the first and reducing the second. Over the last decades, the ratio of

direct to indirect taxes has been on the increase, particularly in developed countries. The main reason is that direct taxation is socially just and effective.

Direct taxation is attributed by the liable person, while indirect taxation is transferred according to the ability of each person to react to the relevant market. The OECD supports, for member countries, the strengthening of direct taxation, which takes into account income and other social criteria and satisfies both the criterion of efficiency and the criterion of fair distribution of economic burdens. On the contrary, indirect taxation is reduced to inversely progressive taxation in terms of the income of consumers and is not consistent with the OECD principles of socially just and effective taxation in economically developed countries. The taxation of the citizens in general follows the principle of the citizens contributing to the public burdens according to their powers, for there is nothing more unjust than to treat unequal men as equals. From this proportional treatment of the taxing units, the constitutional principle of equality is also satisfied by reflection.

DOES LABOUR MIGRATION IMPACT LAND RENTING BEHAVIOUR OF FARM FAMILIES? A STUDY FROM ASSAM IN NORTH EAST INDIA

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ABSTRACT

While rural urban migration is a universal phenomenon, the process of migration can have various effects on the left behind farm families and the place of origin. Apart from the impact on agricultural productivity, migration is also said to be having its impact on land renting behaviour of migrant families. Out-migration of youths from rural areas reduces availability of farm labourers in the households inducing them to lease out farm lands to others. The present study has been undertaken to examine the impact of labour migration on land renting behaviour of migrant families in Assam, a province in North East India. The study is based on primary data which are collected through a field survey carried out in four districts of Assam. The districts chosen for the study are based on certain parameters, such as, share of cultivators in the total workforce in the district, contribution of agriculture and allied sectors in district Gross Domestic Product and percentages of migrant households in the district. The total number of households included in the study is 284. Heckman Two Step method has been used to examine the impact of migration on land rental behaviour of farm families. Efforts are also made to find out the reasons of migration. The results of the study show that migration significantly affects the decision of farm families to rent out farm land. Migrant households, because of shortages of labour in the short run, are found to have leased out their farm land to other farm households. Out-migration of a member in a farm family leads to reallocation of workload among the left behind family members. Faced with labour constraint, migrant households start leasing out their agricultural land in a bid to optimise farm production. Among the control variables, distance to the plot from the house and monthly per capita consumption expenditure are found to be contributing positively to the decision to rent out farm land whereas variables, namely, proportion of active age people and dependency ratio of the farm families are found to be affecting the decision to rent in farm land positively. In so far as determinants of migration are concerned, factors such as

household head's age, economic condition of the household, migration network, flood proneness of farmland, education level of the members of the households, access to farm machinery and extension services, etc. are found to significantly affect the decision to migrate. The results of the study are found to largely conform to the findings of available literature.

A STUDY OF TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP IN GREEK SMALL AND MEDIUM - SIZED (SMES) ENTERPRISES

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ABSTRACT
Leadership has been one of the most attractive concepts within the wider scientific domain of management, over the course of time. A thorough literature review of extant academic research easily reveals the existence of a multitude of alternative definitions, conceptualizations as well as different theoretical models. Despite the existence of various categorizations regarding the most prominent leadership types, the dichotomy between transactional and transformational leadership types has been one of the most prevalent over the last three decades. However, most of the research data concerning the evolution of leadership in general, and transactional/ transformational leadership in particular, originate from companies operating within the business and cultural environment of either Western European countries or the U.S.A. Therefore, there is an evident lack of studies focusing on the managerial practices and leadership types that are prevalent in the context of Southeastern Europe and Mediterranean countries.

The present study aspires to address this research gap, by means of examining the application and subsequent effectiveness of either transactional or transformational leadership, within the context of Greek Small and Medium-sized Enterprises of multiple business sectors. More specifically, in order to attain this research objective, the present study followed a quantitative research methodology by mean of administering an original questionnaire to an initial research population of 500 Greek SMEs. After following a systematic data collection process, a final sample of 143 fully completed questionnaires was obtained. Subsequently, all primary data that were collected, were further analyzed by means of state-of-the-art statistical analyses leading to interesting and original conclusions regarding the leadership practices of Greek SMEs.

TRANSFORMATIONAL LEADERSHIP INSIGHTS FROM THE NAPOLEONIC WARS

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ABSTRACT

The concept of effective leadership has attracted considerable research interest over the course of time. Not only academics but also practitioners as well as business executives have exhibited noteworthy interest in uncovering the true essence and components of high performing leadership. This trend has led to a multitude of alternative theoretical frameworks and conceptualizations concerning leadership types and paradigms. Within this context, the transformational/charismatic paradigm has steadily emerged as one of the most prominent and influential ones. However, the vast majority of relevant studies is related to the corporate environment and the practices of large companies. Nevertheless, we strongly believe that the origins of modern leadership theories can be traced back to the ancient era and thus the thorough examination of military history can yield valuable insights for the corporate world as well. Such potential lessons could contribute to the advancement of this scientific field.

In order to address this research gap, the present study focuses on the Napoleonic era, which spanned across a 15-year period between 1800 and 1815. This monumental clash between the most powerful European nations at the time cultivated the appropriate conditions for the emergence of rare and talented leaders that exerted a profound impact on the final outcome of this prolonged and challenging period. Over the last two centuries since the end of this unprecedented conflict, multiple academics from a wide array of diverse scientific fields, such as politics, economics, geopolitics etc. have attempted to draw insights from this era. Following this trend, the present study aspires to investigate the practices of the most prominent generals and military leaders of this period through the lens of charismatic and transformational leadership, in an effort to draw new insights regarding corporate leadership. This research objective is served by means of a qualitative, case study research method.

LIQUIDITY MANAGEMENT AND SURVIVORSHIP OF NPOS UNDER AUSTERITY PERIODS: THE CASE OF THE GREEK DEBT CRISIS

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ABSTRACT

The scope of this paper is to extend the existing literature on the viability of NPOs by considering the role of liquidity management (LM) in their survivorship, along with the importance of LM under austerity periods. The study employs a sample of 31 NPOs operating within the Greek territory over the period 2003-2018, when the Greek economy faced an unprecedent period

of economic recession. The paper utilized a panel logistic regression for testing the main research hypotheses. Empirical evidence documented that the larger the liquidity, the smaller the distress probability of the NPOs. Also, NPOs with more cash, less receivable collection days and more payable days (larger cash conversion cycles) are associated with smaller distress probability. This impact is even more significant during the debt crisis period relative to the pre-crisis period. The study responds to calls for more research on the usefulness of LM on NPOs viability considering an extensive austerity period, something which has not been examined before in the literature.

CITIZEN SATISFACTION AS KPI ON THE IMPLEMENTATION OF DIGITAL TRANSFORMATION PROJECTS IN GREEK PUBLIC SECTOR – A COMPARATIVE ANALYSIS

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ABSTRACT
The initiation of Digital Transformation (DT) projects in Public Sector has bloomed the last decade with the continuous development of digital services, improving the citizens' interactions with public organizations. The short- and long-term benefits of applied Digital projects in private sector have been lengthily documented and analyzed, pushing the Public sector to follow the same path by investing in DT projects. For the Public sector the citizens' satisfaction has been a constant pain point due to the lengthy, complex, bureaucratic processes citizens are requested to follow for their requests to be processed. Taking a leap to the future, since 2019, Greek Public sector went through a major Digital Transformation Program with more that 217 individual projects implemented in different Ministries and Public organizations.

In this comparative study we have tried to analyze the perception of the public towards the Greek public sector services, in two different periods of time, Period Pre (2015-2019) and Period Post (2019 – 2023) with different sets of data. Data, including surveys and statistics on our subject of interest, were obtained by the Hellenic Statistical Authority (ELSTAT) and the private organization DIANEOSIS. Additional data were extracted by Google Reviews in 10 core Public organizations, targeting reviews exclusively mentioning the provided services.

The findings of the research have shown a distinct increase on the citizen satisfaction from Period Pre to Period Post as bureaucracy and completion times in specific processes and transactions have been significantly reduced. More than 72% of the citizens responding to surveys highlight the modernization of the Public sector and their satisfaction with the services they receive, whereas less than 23% indicate that period Pre services were satisfactory. A point worth mentioning is the results and comments provided by citizens over 50 years old as they find the new Public sector challenging to adapt to, since they are not technologically savvy. Lack of training on how to use the platforms or interact remotely with public servants, in combination with no access to required equipment (mobile phone, email accounts) has reduced their satisfaction towards the newly revamped Public sector. A worth mentioning comment frequently appearing in Google Reviews is the lack of available appointments in short term for face – to – face transactions indicates that a significant number of citizens still prefers the direct interaction with public servants for their better service.

In our study we will outline the above subjects based on the available data of period Pre and

period Post, examining weather general trends and conclusions on the customer satisfaction can be produced or different citizen generations are prone to different types of service and experience with the public sector.

GREEK PUBLIC ADMINISTRATION PATHOGENS AND THEIR EFFECT ON THE GDP PER CAPITA – A COMPSARISON WITH THE EU MEMBER STATES

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ABSTRACT
Given that Greek Public Administration is characterized by inefficient and incomplete structures, insufficient level of staff training, insufficient access to information, lack of coordination, irrational distribution of human resources, lagging in e-government issues, absence of modern methods, techniques and management tools, corruption and bureaucracy, with significant effects on the Greek economy and society, this work attempts to investigate these pathogens and how to record them with measurable indicators that exist internationally and could be an important tool for evaluating its effectiveness.

Comparative figures are provided for General Government expenditure as a percentage of GDP, Central Government employment as a percentage of total employees, the total number of public sector employees, the percentage of women employed in Central Government, and the degree of satisfaction of citizens by the national government, the health system, the education system, the administration of justice and the police force. Comparative data is also provided for the Global Governance Indicators provided by the World Bank.

Finally, the correlation between the logarithm of GDP per capita, of the EU member states, as a dependent variable and the governance indicators of the World Bank as independent variables is attempted, with the application of linear regression, where it is found that there is a positive linear correlation with statistical significance. The hypothesis is thus confirmed that states with high values of the governance indicators have as a consequence higher GDP per capita.

ENHANCING HUMAN RESOURCES DEVELOPMENT IN EDUCATION ORGANIZATIONS THROUGH THE USE OF INFORMATION SYSTEMS

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ABSTRACT
This article explores the pivotal role of information systems in advancing human resources development within educational institutions. Through a comprehensive analysis of case studies and empirical research conducted, we highlight the transformative potential of these systems in optimizing HR practices, facilitating professional development, and improving organizational efficiency. Key findings demonstrate significant improvements in strategic decision-making, stakeholder engagement, and resource allocation, underscoring the critical contribution of information systems to educational HR management. This study contributes to the understanding of technology's impact on HR development and offers practical insights for educators and administrators aiming to leverage information technology in educational settings.

THE GAMIFICATION AND DIGITALIZATION IN ECONOMIC EDUCATION IN THE UNIVERSITIES – CHALLENGES AND PROBLEMS

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ABSTRACT
Digitalization of the global economic processes has had a great impact on the digitalization of higher education. However, globalization of business, stronger regulations and numerous technological solutions and innovations are not bypassing the economic education either. Games provide information that students can use to develop their knowledge and skills, as well as stimulate direct student involvement in the learning process. Digitalization and gamification in the field of economic has generated a series of changes both in the educational process and in terms of practical activity. Significant opportunities and challenges emerge from digital disruption and rapid technological development. The aim of this paper is to analyse and systematize the key challenges that gamification and digitalization brings for the economic education in higher education. The methodology used is based on general scientific methods of scientific knowledge - analysis, synthesis, induction and deduction. The main findings of the study indicate that only 20% of teachers currently use innovative teaching methods and games by applying the digitalization process.

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EVALUATING THE IMPACT OF RENEWABLE ENERGY, AGRICULTURE, AND LIVESTOCK ON CO_2 AND GDP IN OECD COUNTRIES USING AN EXTENDED STIRPAT FRAMEWORK.

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ABSTRACT

The goal of this article was to examine the effect of renewable energy, agriculture, and livestock on CO_2 and GDP in 26 OECD countries from 1970 to 2021, using an extended Stochastic Impacts by Regression on Population, Affluence, and Technology (STIRPAT) framework. The STIRPAT model was fitted using the cross-sectional-autoregressive distributed lag (CS-ARDL) method, the cross-sectionally augmented distributed lag (CS-DL) method, the common correlated mean group (CCEMG) estimator, and the augmented mean group (AMG) estimator. The general method of moment (GMM) estimator for panel vector autoregression (PVAR) was then used to investigate Granger causality. The results showed that renewable energy and agriculture were negatively and significantly correlated with CO_2 emissions, while GDP was positively and significantly correlated with CO_2 emissions. Moreover, renewable energy, agriculture, and livestock were positively and significantly correlated with GDP. A unidirectional causality was found from renewable energy and agriculture to CO_2 emissions and GDP, and a bidirectional causality was found between livestock and GDP. Overall, the results stressed that (i) the agricultural sector was more effective than the livestock sector in reducing CO_2 emissions while both were equally successful in boosting economic growth in OECD countries, and (ii) a combined strategy aimed at rising renewable energy adoption and favoring the development of the agricultural sector can be used to support a sustainable economic growth in OECD countries.

CONVERGENCE OF THE DIGITAL ECONOMY IN THE BALKANS

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ABSTRACT

Nowadays, more and more countries consider the Digital Economy as one of the most important development pillars. However, there is a shortage of research on how the Digital Economy contributes to official economic indicators, as most existing studies primarily focus on the impact of digitalization on the U.S. and Chinese economies. The purpose of this research is to address this gap by examining the convergence of the digital economy but also forecasting its future evolution within the Balkan countries.

The time period of the research extends from 1995 to 2022. “National accounts aggregates by Information and Communication Activities” (ICA) is the employed variable while the percentage of total is the unit of measure. ICA is a non-widely used index which counts the proportion of activities related to Digital Economy as a percentage of total GDP. The necessary data are extracted from the website of Eurostat. The methodology employed is time series analysis. Moreover, in the time series analysis of the ICA variable ARIMA models were fitted for each

under-examination Balkan country. The time series of ICA indexes were compared among Bulgaria, Croatia, Greece and Romania. Finally, forecasts regarding the progress of the under-examination variable in the future were employed.

The results demonstrate a similar evolution of the ICA percentage over time for Bulgaria and Romania which have the steepest increasing trends and the highest ICA values among the countries. On the other hand, the ICA percentage of Croatia and Greece seem to have different evolutions over time. More precisely, Croatia's ICA has a flat progress for most of the under examination period followed by a remarkable increase from 2019 and on. Finally, the serious financial crisis that Greece faced from 2010 and on has probably affected the development of the country's digital sector which has the lowest ICA percentage among the countries.

BITCOIN AND GREEN CORPORATE BONDS

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ABSTRACT
In this study, we examine the relationship between green corporate bonds and Bitcoin. The main reason we focus on this relationship is that these are two opposed investment options as far as their environmental footprint is concerned. Our goal is to uncover short-term and long-term relationships that will lead to a sound strategy on the part of investors looking for satisfactory returns and at the same time a positive environmental footprint for their portfolios. These relationships are analyzed considering changes in economic conditions. For this reason, we obtain a large sample of daily observations and more specifically from February 28, 2013, to March 14, 2023. The start date of our sample period is dictated by the availability of S&P Green Bond Index data. The Granger causality test shows that there is a two-way causal relationship from one variable to the other. That is, the changes in the S&P Green Bond Index are the ones that cause changes in the price of the Bitcoin cryptocurrency, but conversely the changes in the Bitcoin cryptocurrency are the ones that cause changes in the price of the S&P Green Bond Index. This relationship appears to acquire long-run characteristics since Johansen's cointegration test shows that the series are indeed cointegrated. However, going a step further we consider conditions of financial stress examining the volatility transmission between the two-time series. For this reason, we use a set of two vector autoregressive models (VAR) and more specifically a structural VAR model and a switching VAR model. The results from the SVAR showed the non-existence of a relationship between the two-time series and in general their contrast with those of the Granger causality test. Nevertheless, white's heteroscedasticity test (in both its forms) showed that heteroscedasticity exists. Thus, the SVAR result is contradicted, and the Granger causality test result is confirmed. Therefore, we can claim that the two-way effect from one variable to the other is due to the presence of volatility transmission between the two series. It is obvious that going green through green corporate bonds has a strong effect on a popular but environmentally negative asset like the cryptocurrency Bitcoin. This is also confirmed by the MSVAR result where in regime 2 which expresses the period of high volatility there is an effect from green bonds to bitcoin. However, the volatility transmission of the cryptocurrency Bitcoin is equally strong resulting in a statistically significant opposite direction of causality. Investors

have a signal about the likely path of green investments that are expected to have a significant long-term return. Nevertheless, in the short-term special attention is needed since there are still defenses from brown cryptos and they can lead to equally significant losses.

STATUS & ATTRACTIVENESS OF FOREIGN DIRECT INVESTMENT (FDI) IN GREECE

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ABSTRACT

This study delivers a critical analysis of Foreign Direct Investment (FDI) in Greece, offering a strategic assessment of the country's potential as an investment destination. Through a meticulous examination of both global trends and Greece's historical evolution in attracting FDI, the research lays a robust foundation for understanding the current investment landscape. It then delves into the legal and institutional frameworks that govern FDI in Greece, scrutinizing the efficacy of existing protections and regulations.

Moving beyond mere description, the study employs a rigorous evaluative approach to gauge Greece's attractiveness to foreign investors. By identifying key strengths and uncovering latent challenges, it provides a nuanced understanding of the factors that influence investor decisions. The final chapter offers a forward-looking perspective, proposing targeted policy recommendations designed to enhance Greece's investment environment. These recommendations are crafted not only to attract more foreign capital but to ensure sustainable and inclusive economic growth.

This research combines historical insights with contemporary analysis, and provides actionable strategies that can directly impact Greece's economic trajectory. It contributes significantly to the discourse on FDI by not just assessing Greece's current status but also charting a course for its future as a global investment hub.

DISRUPTIVE TECHNOLOGIES CRISIS MANAGEMENT

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ABSTRACT

Advanced technologies and related business models that disrupt the existing market structure weaken the position of certain professional and social groups at the expense of others, thereby posing significant threats to the efficient operation of businesses. The disruptiveness of technology results in turbulent and chaotic processes in the environment with strong dynamics, rapid changes, increased uncertainty and unpredictability, increased complexity of systems, and shorter decision times. Following the 3-dimensional framework of technological and market aspects of disruptive technologies, which evaluates the disruptive potential of technologies, considering the level of novelty addressed in the formulation and solution of a technical problem and the market demand structure with the existing information asymmetry on it, the current paper aims at proposing a model of crisis management to resolve the crisis associated with the development and deployment of disruptive technologies, which in the face of continuous technological change is a must for any economic activity aimed at creating value and competitive advantage.

HUMAN RESOURCE MANAGEMENT IN CULTURAL ORGANIZATION. THE CASE OF THE EPHORATE OF ANTIQUITIES OF KOZANI

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ABSTRACT

Cultural organizations are faced with various challenges, which they will have to successfully address in order to ensure their survival and continuity. The role of Human Resources Management (HRM) is also very important; whose functions can determine the effective operation of all departments of an organization, the job satisfaction of the human resources and the meeting of their needs. Human Resources Management in cultural organizations follows the directions and conditions of Human Resources Management in general. With the particularities of the sector, the steps of human resource management from its planning and strategy, to training and evaluation, are also followed in this case as well. Western Macedonia consists of four prefectures. Each prefecture has the corresponding service that deals with and protects antiquities by region. Within this context, the opinions of employees of the Ephorate of Antiquities of Kozani regarding the functioning of the HRM in their organization are studied, using the research tool of the semi-structured interview.

INPUT INTERACTIONS AND STRUCTURAL DYNAMICS IN GREEK AGRICULTURE PRODUCTIVITY

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ABSTRACT

This study examines the impact of fixed capital, variable inputs, and labor on agricultural output in Greece from 1981 to 2021 using a Cobb-Douglas equation. It also investigates changes over time through the Bai-Perron structural changes method, confirming a structural break in 2006. From 1981 to 2005, labor and fixed capital had positive elasticities, contributing positively to agricultural production but with decreasing returns to scale. Post-2006, labor and fixed capital exhibited negative elasticities, indicating inefficiencies, while variable inputs retained positive

elasticity. This shift suggests an increased influence of variable inputs on production after 2006. The findings highlight the need for continuous monitoring and analysis of agricultural factors to enhance sector competitiveness and sustainability, providing insights for policy design and implementation aimed at agricultural development.

LUNAR LAW & EXPLORATION

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ABSTRACT

The study is dedicated to the Queen of Mauritania, Cleopatra Selene II, who loved the purple color and was named after her mother Cleopatra VII and the Greek goddess Selene, who personified the Moon. The Sun and the Moon were represented by twin divinities, Apollo and Artemis in the ancient Greek religion. In a comparable way, the prehistory of Outer Space Law is based on the notion of cosmos, meaning the order of the universe, the astronomy with emphasis on constellations, and the right to theory (observation and theoretical approach). However, the prehistory of Cosmic Law in a narrow sense began in 1910, with the first academic reference to this phenomenon. Anyway, this branch emerged just in 1957, when the Earth's first artificial satellite was launched. Its mainstreaming international treaty consists in the 1967 Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies, commonly referred to as Outer Space Treaty. This archetype set of rules puts the Earth's unique natural satellite in its title, symbolizing the central interest in this celestial body, beyond Earth, due to its diachronic significance and its relatively small distance from this planet, so the foundations of what could be called ''Lunar Law'' were laid early. Besides, the 1979 Moon Treaty on the Moon as a ''common heritage of mankind'' is considered to have little to no relevancy in international law. Currently, rules on the Moon have appeared in various forms, including a not binding text that formally is not an international treaty, such as Artemis Accords on exploration of celestial bodies, mainly the Moon. Anyway, Lunar Law has not been an autonomous field of law, yet, whilst Moon exploration has led to a strong international competition.

CLIMATE-DRIVEN TEMPORAL ANALYSIS OF GLOBAL AGRICULTURAL TRADE NETWORKS: PAST AND PREDICTIVE INSIGHTS ON ESSENTIAL CROPS

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ABSTRACT

Global agricultural trade is critical for the economic stability and growth of a nation. While developing countries rely heavily on international markets for essential goods and income, it is equally important for developing countries to maintain trade for their sustained growth. This sector is significantly threatened by climate change, which impacts crop yields and production cycles, posing severe risks to global food security. Existing computational models such as Agent-Based

Modeling (ABM) and Complex Network Analysis (CNA) have identified localized impacts but often fall short of a comprehensive analysis of the broader effects of rising temperatures on agriculture. This study examines the influence of climate change on the trade dynamics of key crops—beans, wheat, and potatoes—using a directed, weighted network model. It uses historical data spanning 37 years from the Food and Agriculture Organization (FAO) to identify trade network centralities and clustering coefficients. The model uses economics metrics to identify critical nodes and the Louvain Algorithm to study the most vital community structures present. Machine learning models—Auto ARIMA, Linear Regression, Polynomial Regression, and Gaussian Processes—are employed to predict future agricultural outputs. Linear Regression was identified as the most suitable model for forecasting trade volumes through 2040. Next, for a comparative analysis of temporal shifts in trade structures, specific years significant to climate change were selected: 2006 (0.65°C) and 2038 (projected future scenario), set over a symmetrical 16-year interval with 2022 (1.3°C) as the midpoint reference. The 2038 data was compared with FAO data from 2006, uncovering a shift from fragmented to more extensive and interconnected trade communities, indicating possible strategic responses to climate impacts. Therefore, this temporal trade network analysis stresses the need for targeted policy reforms such as international alliances.

THE CONTRIBUTION OF MINSKY'S THEORY TO FINANCIAL ECONOMY: MAIN INSIGHTS AND RELEVANCE

Savvas Zachariadis

ABSTRACT

The globalized financial system has become an issue with enhanced noteworthiness. The amplification of the financial sector at international level and the high degree of financial integration have rendered the debate of financial instability solemnly significant. The world economy has become unstable and vulnerable to the emergence of unanticipated financial events. For this reason, the paper is focused on one of the most relevant economists of the 20th century, H.P. Minsky. It highlights his contribution to financial economics and the main insights, including the financial instability hypothesis, the money manager capitalism era and its implications. Moreover, Minsky's proposals for employment and social policy in relation to his money manager capitalism and the contemporary financial instability are analyzed. The main goal of the paper is the identification of Minsky's relevance with the observed contemporary economic and social phenomena.

TOWARDS A HOLISTIC FRAMEWORK FOR PUBLIC POLICY ANALYSIS IN GREECE: INTEGRATING ECONOMIC, TECHNOLOGICAL & SOCIAL PERSPECTIVES FOR SUSTAINABLE GOVERNANCE

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ABSTRACT

Amidst rapid geopolitical, environmental, demographic, and technological shifts, Greece is confronted with unprecedented challenges that require a more nuanced approach to public policy analysis. While traditional economic analyses remain vital, they are no longer sufficient

to address the complex, interconnected issues of modern governance. A holistic framework that integrates economic insights with broader technico-economic perspectives is urgently needed to support informed decision-making and enhance governance effectiveness.

A technico-economic approach to public policy analysis goes beyond merely assessing the financial implications of policy decisions. It also considers technological feasibility, social impact, and long-term sustainability. This multidimensional perspective is especially crucial for Greece as it navigates economic recovery, digital transformation, and the strategic utilization of European resources like the Resilience and Recovery Fund. This paper seeks to further develop this theoretical framework, advocating for the refinement of Greek public policy analysis by leveraging existing evaluation tools and mechanisms to promote good governance and accountability.

We begin by expanding on the role of economic analysis as a foundation of sound policy formulation. In response to pressing geopolitical, environmental, demographic, and technological challenges, we introduce the concept of missions—systemic public policies that harness cutting-edge knowledge to achieve specific objectives. This approach is aligned with the OECD's framework for transformative public policies, emphasizing sustainability and inclusivity. These strategies will be contextualized within the broader landscape of good governance, accountability, and the pivotal role of public administration as the key enabler in shaping and implementing decisions critical to achieving desired social outcomes.

Next, we will examine the various tools and mechanisms available to policymakers, including quantitative and qualitative assessments, horizon scanning, and foresight methods. These tools enhance the ability to anticipate future trends and challenges, enabling more proactive and adaptive policy measures that align with Greece's strategic goals for sustainability and inclusivity. This approach also bolsters transparency and accountability, fostering trust in public institutions.

Building on the recent strides in the digital transformation of the Greek public administration, we argue for harnessing the growing wealth of public data to enhance policy analysis. By leveraging advanced data analytics and input/output indicators, policymakers can achieve more precise evaluations of policy outcomes, ensuring efficient resource allocation and successful interventions.

Recent developments within the Greek public administration highlight the importance of equipping public officials with the necessary skills for comprehensive policy analysis. Continuous training and capacity building are essential to cultivating a workforce capable of integrating complex economic, technological, and social considerations into policy decisions.

In conclusion, adopting a comprehensive public policy analysis framework that incorporates economic perspectives is imperative for Greece. This approach ensures good governance, maximizes the impact of public interventions, and ultimately contributes to the country's sustainable development and prosperity.

ACADEMIC ENTREPRENEURSHIP: PRACTICAL RESULTS AND TRAINING

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ABSTRACT

Economic theory once again addresses the role of the entrepreneur. The differences observe see rooted in on evolving changing role of universities and anticipated expected transition to Industry 5.0. Focusing on the role of the "entrepreneur" and the process of entrepreneurship with / within the university/academia support we could find stages of understanding the common "academic entrepreneurship".

Thus, the focus of this paper is on successful "produced" entrepreneurship, specifically entrepreneurial businesses, mindsets, and behaviors at universities. In light of social and economic trends, the main hypothesis is that technological changes necessitate a new approach to academic entrepreneurship and entrepreneurial systems. However, universities are not fully adapted to these changes, particularly in developing countries such as Bulgaria.

Accordingly, the paper focuses on entrepreneurial skills and their training at universities. The primary aim of the paper is to explore how to adapt conventional economic training to foster an academic entrepreneurial mindset. Utilizing the methodology outlined in the European Entrepreneurial Framework, the author presents results from a study conducted before and after training in on developing an entrepreneurial mindset.

The paper is structured as follows: The first paragraph analyzes the evolving role of universities in fostering business-academic collaboration. The second paragraph presents essential entrepreneurial knowledge that is relevant in today's world. The third paragraph discusses the results of contemporary entrepreneurial education at UNWE-Sofia. Finally, several recommendations are provided for organizing virtual co-creation and co-working clubs for academic entrepreneurs.

THE EFFECTS OF CLIMATE CHANGE ON ECONOMIC GROWTH: AN EMPIRICAL ANALYSIS

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ABSTRACT

This paper attempts to investigate the effects of climate change on economic growth in the framework of the European Union (EU). It focuses on the empirical analysis between climate change and economic growth taking into account the economic and energy crisis the last decade. Undoubtedly, the climate change has aroused the main interest of researchers the last years due to the important effects on environment and economy in general. Environmental protection consists in one of the main strategic goals of economic policy in the EU the last decade, due to the climate change, which nowadays has been converted into climate crisis, and its negative effects on human life. Moreover, climate change has caused many challenges on application of environment policy in the majority of EU countries, such as the appearance of greenhouse effect, the creation of ozone depletion, and environmental pollution rising in general. European Committee attempts to face the new challenges with a more aggressive environmental policy focused on environmental education. The main priorities of EU member countries are concentrated on the reducing of polluting emissions in industrial production, the limitation of carbon dioxide and other waste effects on human life and health. These measures are essential for the achievement of sustainable development respectively in the EU. Finally, this study attempts empirically to explore the causality between climate change and economic growth. The empirical analysis is based on methodology of panel data analysis for European Union member countries in the last years. The comparative advantage of panel data analysis is that general conclusions for all EU member countries can be derived from statistical estimations in whole.

AN INNOVATIVE METHODOLOGY FOR MARITIME SECURITY RISK ASSESSMENT: BOW-TIE DIAGRAMS WITH QUANTITATIVE RISK COMPUTATION

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ABSTRACT

Maritime security is crucial for safeguarding sea transportation and ensuring the integrity of global trade against threats such as terrorism, piracy, cyberattacks, smuggling, and drug trafficking. However, the lack of standardized risk acceptance criteria poses a significant challenge to effective risk management in this domain. This study proposes an innovative methodology for maritime security risk assessment, combining Bow-Tie diagrams with quantitative risk computation techniques. Bow-Tie diagrams offer a visual and systematic approach for understanding the causes, consequences, and mitigating measures related to security incidents. The proposed method emphasizes the precise estimation of threat probabilities and the effectiveness of preventive barriers. By applying this methodology, maritime organizations can achieve a more comprehensive approach to risk management, enhancing their ability to make informed decisions and tailor security measures to their specific needs. This study contributes to the further development of the risk assessment framework in maritime security, promoting the improvement and standardization of risk management processes in the maritime industry.

SUSTAINABLE DEVELOPMENT IN EUROPEAN UNION: THE ROLE OF ENVIRONMENTAL EDUCATION

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ABSTRACT
The current study explores the main goals of sustainable development in European Union member countries, in the last decades. The main interest is focused on theoretical approaches and historical review of the most important international summits for environment and sustainable development, in general. Therefore, the analysis attempts to summarize the main results of the conferences of Belgrade, the conference of Rio Janeiro, the conference of Moscow, and the conference of Thessaloniki for sustainability. Its main purpose is to highlight both similarities and differences of these meetings, analyzing their targets and their achievements. European Union member countries are obliged to follow the guidelines and directions of European Committee in accordance with the European ‘’Green Deal’’. The ultimate goal of the European Green Deal consists in reaching climate neutrality, by 2050, as well as achieving sustainability in EU. Undoubtedly, the role of environmental education is decisive for environmental protection in EU because citizens need to become environmentally aware, let alone as far as various domains of economy are concerned, such as inter alia Fashion industry from an early age (Maniatis, 2018).

POLITICS AND CITIES’ GROWTH IN ITALY: DO CONNECTIONS MATTER?

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ABSTRACT
In this paper, I assess the existence of a political connection premium for Italian municipalities during the so-called "Second Republic" (1991-2011). The early ’90s witnessed a seminal event in Italian Political history with the "Mani Pulite" ("Clean Hands") investigation following the fall of the Berlin Wall. Subsequently, major political parties dissolved, culminating in a bipolar political

landscape characterized by cyclical alternation between center-right and center-left factions (extending until at least 2011). Exploiting population data of small and medium-sized Italian municipalities between 1991 and 2011, I found that "politically connected" municipalities showed a population premium of about 2.5% compared to "non-politically connected" ones. The results are robust to NUTS-3 fixed effects, to a comprehensive set of controls, and a full set of robustness checks. The relation is confirmed using aggregate municipal income data as an additional proxy of local economic growth. Over and above that, social capital and the quality of local institutions seem to play a pivotal role in enabling the political connection. Election-related checks suggest the connection as two-way: using municipal data from the 2013 and 2018 general elections, I found that the treated municipalities depicted a higher turnout and fewer populist votes.

HYBRID MANAGEMENT IN THE GLOBAL MARKET – THE CHALLENGE OF THE 21ST CENTURY

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ABSTRACT
The global market is a basic element in modern trade relations, which is essentially the gathering center of global supply and demand in the 21st century. As a socio-economic phenomenon, the market has always been subject to multiple and diverse interests that find their intersection in the market negotiation process. The functioning of each market center is subject to numerous regulatory impacts, which in the global market can be considered in two main groups - on the one hand, the self-regulatory mechanisms of the market itself, and on the other hand, external - administrative regulations on market relations by the state administration and users. The object of analysis in the presented research is the hybrid model of global market management, which seeks to achieve sustainability of the global system of market centers through a variety of established and innovative management practices that are applied in the 21st century.

THE IMPACT OF THE ENERGY CRISIS AFTERMATH THE WAR OF UKRAINE

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ABSTRACT
Russia's invasion of Ukraine shocked the world, but especially in Europe, which was most affected due to its dependence on the fossil fuels. The energy crisis led to increases in energy and food prices and created energy insecurity and uncertainty. The energy sector faces major challenges due to the pandemic, war and climate crisis, but at the same time these crises can create opportunities. Russia's invasion Ukraine caused concerns about energy security of supply and energy prices. The sanctions imposed had a significant impact on the Russian economy and across the world however Europe is the most affected region given the trade links between Ukraine and Russia and its dependence on energy supplies and food from these countries. The energy price spikes have led to increased energy poverty among low-income

households living in inefficient homes. The reduced quantities of oil and natural gas from Russia have increased prices leaving consumers vulnerable. Energy poverty has a negative impact on income, education, life expectancy, employment, inequality and health. Also, the war came at a bad time for global food markets because food prices were already high due to supply chain disruptions caused by the Covid-19 pandemic and strong global demand. These measures have influenced and continue to strongly influence consumers. The war prompted us to re-examine the role of energy and how important it is. The war has affected the implementation of the 17 SDGs and more specifically Sustainable Development Goal 1 no poverty and Sustainable Development Goal 2 zero hunger. A coordinated energy policy is therefore required so that the path towards sustainable development is based on fair and clean energy.

KALAMATA MUNICIPALITY CLIMATE CONTRACT- AN ECONOMETRIC APPROACH

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ABSTRACT

The "Kalamata Climate Contract" is an ambitious strategy designed to join Kalamata in the network of 100 European Union cities aiming to achieve climate neutrality by 2030(NetZeroCities).

The city's low environmental footprint efforts began in 2015 amid the financial crisis of the 2010s, which forced it to reduce energy costs by upgrading municipal lighting. The 2016 flood and prolonged heat waves also played a role. that raised public awareness about climate change.

A questionnaire was drawn up based on the climate agreement of Kalamata, which in the initial phase was distributed to students of the University of Peloponnese. In particular, an online link was created (https://forms.gle/yGAEqAdnCPus8isC7) for seven academic departments of the University to participate.All seven departments are located in the municipality of Kalamata.

The questionnaire was drawn up 3 times consecutively, and its final version was distributed to students in order to check the average completion time, to receive feedback from the students but mainly to draw the first statistical conclusions about the attitude of the students towards the municipality proposals that have been designed and budgeted in detail. 71 students responded. After the pilot questionnaire, our ultimate goal is to distribute it (after adjustments) to, as many residents of the Municipality of Kalamata, as possible.

The Kalamata climate agreement is ultimately based on 4 pillars.

1. Kalamata, a city to live in
2. Kalamata, a city for low-emission transport
3. Kalamata, a city to produce and create
4. Kalamata, a city that learns

The specific pillars led to forty questions that except the first 9 that are referred to demographic data were categorized and matched to each of the abovementioned pillars:

- PORTFOLIO 1.QUESTIONS 11,12,13,14,15,16,17,18,25,26,27,28
- PORTFOLIO 2. QUESTIONS 19, 20, 24
- PORTFOLIO 3. QUESTIONS 22, 29
- PORTFOLIO 4.QUESTIONS 21,23,30,31,32,33,34,35,36,37,38,39,40

- Question 10 will be separate.

We set f(x)= external funding(question 38) as the dependent variable .The independent variables were 6:

1) Question 10 itself and

2) The 5 sub-groups extracted from the PCA factor analysis to the 4 categories of questions.

In essence, we want to examine whether the attitude of the respondents towards the changes that will occur in the urban area of Kalamata, will affect the attitude of external investors for further financing in green infrastructure.

Since the explanatory power is close to 64% (R square and Adjusted R square), we have come to the conclusion that we made a correct selection of groups and a decent selection of regression model (linear regression).

HOW ESG RATINGS AFFECT THE VALUATION OF THE LARGEST COMPANIES IN THE SOUTHERN EUROPE? AN ANALYSIS IN THE PIGS ECONOMIES

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ABSTRACT

A lot of discussions and publications around the use of the acronym "PIGS" and especially after 2008 when global financial crisis plunged the economies of Portugal, Italy, Greece, and Spain into an unmanageable level of debt and a sharp decrease of sovereign debt rating. Numerous studies have examined the correlation between firms exhibiting robust environmental, social, and governance (ESG) attributes and their financial performance. Our ultimate goal in this analysis is to assess the impact of the ESG ratings on Southern European economies which were heavily impacted by the global financial crisis. We will construct our sample by using the large-cap companies of four different indices (PSI 20, IT 40, IBEX 35, FTSE/ATHEX Large Cap) that exist Portugal, Italy, Greece, and Spain. Our sample consisted of ESG ratings and financial performance indicators for 110 firms across four countries from 2018 to 2022, sourced from Refinitiv. Our data set is used to calculate ESG ratings, market performance, firm specific financial performance, return on assets ratio and customized return on invested capital. By applying the multivariate regression analysis and incorporating Ohlson's valuation model as it was described by Yoon et. al (2018) we will assess the impact of the ESG ratings on Southern -European valuation and economies.

ENTREPRENEURIAL MOTIVATION AND BARRIERS TO ENTERPRISE CREATION IN STATE FRAGILITY POST-CONFLICT: A CASE OF BURUNDI

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ABSTRACT

The purpose of this study is to critically examine the entrepreneurial motivation and barriers faced by entrepreneurs in Burundi, a country which remains a fragile state due to post-conflict situations. To achieve this aim, three objectives were developed: *a) to critically examine the entrepreneurial motivation of Burundian entrepreneurs in fragile state post-conflict; b) to identify barriers faced by Burundian entrepreneurs; c) to provide recommendations for stakeholders and policymakers in the country.* Studies reported that entrepreneurship plays a pivotal role in not only creating jobs, employments and reducing poverty but also in promoting exchange between former conflict parties and building social capital across diverse ethnic communities, reducing conflicts and encouraging peacebuilding efforts in post-conflict areas (Moritz, et al., 2023; Yoosuf and Premaratne 2017; and Boudreaux 2007). A qualitative approach using semi-structured, face-to-face interviews with 20 participants from two cities comprising of 10 female, 8 male entrepreneurs and 2 stakeholders were employed. This was followed by a six-step thematic for data analysis. Study findings reveal that participants were motivated by both necessity and opportunity factors. Nonetheless, entrepreneurs in our sample lack access to finance, face unstable markets, experience high competition, lack skills, poor networks, obsolete technological infrastructures and corruption. This study is limited by sample size but rich enough to allow a great interpretation. Geographically, the study only covered two cities in Burundi disqualifying the generalisation of these findings henceforth, we recommend that further research studies using a mixed methods approach with large geographical coverage and including some government officials in the sample for understanding Burundian entrepreneurial motivations and barriers. This study revealed a gap in the provision of business support services and a lack of training programmes to help entrepreneurs improve their skills on financial management, business strategy, and develop skills on digital marketing, boosting women’s confidence and enhance social networks. The novelty of this study lies in the new empirical findings that shed light on motivation to start-up and identifying barriers faced by Burundian entrepreneurs as well as strategies used to overcome such constraints to start-up and succeed within a fragile country post-conflict setting.

THE IMPACT OF ECONOMIC ADJUSTMENT PROGRAMME REFORMS ON ASPECTS OF SOCIAL PROTECTION AND PENSIONS IN CYPRUS, GREECE, IRELAND AND PORTUGAL: FROM GENEROSITY TO AUSTERITY

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ABSTRACT
This article offers a comparative analysis of the social protection and the pension system structural reforms in Cyprus, Greece, Ireland and Portugal, all euro area periphery countries, subjected to unprecedented Economic Adjustment Programmes (EAPs). We explore the cumulative impact of these reforms on asymmetries and divergences between core and periphery euro area countries. We conceptualize a core of highly developed countries and a periphery of less advanced countries. The qualitative analysis of the EAPs official documents and reviews shows how these reforms differ from past social protection and pension reforms in Germany and France, two core euro area countries not subjected to EAPs. Our findings from exploiting comparative data on old age pensions and social protection benefits in euro per inhabitant suggest an exacerbation of divergence between the two axes', the core and the periphery, to the detriment of the latter. Similar trends are observed when comparisons are drawn between the periphery and the euro area average across the same indicators. We argue that the identified extension of asymmetries is associated to the imposed EAP structural reforms. We suggest that social divergences will continue to increase if the context remains unchanged.

KEY FEATURES OF THE REFORMATION OF PERSONAL INCOME TAX IN GREECE

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ABSTRACT
The formation of a modern and fair tax system must be accompanied by realistic and workable proposals that are in line with the basic fiscal principles and provisions of the Constitution.

At this study the key features of the reformation of the tax system and the benefits of reducing tax evasion are highlighted.

A survey was conducted with the main results of the questionnaire, that was answered by tax experts for the Greek tax system and the principles on which tax policy should be based in correlation to the measures to be taken for the reformation of the tax system.

When imposing a tax, research should be done on the expected rate of collection as well as the income limit, the focal point that exists for the disposable income for consumption and investment. High tax rates combined with lenient sanctions for violators of tax provisions can be

considered the main factors leading to tax avoidance and tax evasion. With lower tax rates there will be significant beneficial effects on the economy. Balance will be achieved in the economy, increase of employment, increase of money supply, increase of private disposable income, reduction of tax evasion, mobilization of economic activity, such as the construction sector, productive enterprises.

PUBLIC ADMINISTRATION AND MULTICULTURAL INTEGRATION: REGIONAL POLICY APPROACHES IN THE PELOPONNESE FOR IMMIGRANT INCLUSION

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ABSTRACT
This paper investigates the impact of public administration on the socio-economic and cultural integration of immigrants in the Peloponnese region of Greece. As migration remains a dynamic and ongoing global phenomenon, the effectiveness of integration policies in host countries becomes increasingly critical. This study focuses on how regional public administration in the Peloponnese shapes the integration process for immigrants, addressing key areas such as education, employment, and cultural adaptation. Using primary data gathered from a survey of immigrants residing in five prefectures (Argolida, Arcadia, Corinthia, Laconia, and Messinia), the research identifies the challenges and opportunities inherent in the current regional integration strategies. The findings underscore the necessity for a holistic and multicultural approach in public policy to enhance the quality of life for immigrant communities. The paper concludes with recommendations aimed at improving regional policies, contributing to the broader discourse on immigrant integration and public administration's role in fostering inclusive societies.

VAT GAP IN THE EU

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ABSTRACT
The effective collection of taxes is the cornerstone of a fair tax system and is essential for equality and the avoidance of distortions in competition. In the European Union, value- added tax is one of the main sources of government revenue in all member states, as it represented 27% of total tax revenues in 2021. Cross- border VAT fraud in the EU is responsible for revenues losses of

approximately 50 billion euros annually. Consequently, measuring the VAT Gap is very important for European countries for many reasons. The VAT Gap calculates the difference between the expected revenue from Value – Added Tax (VAT) and the actual revenue collected by tax authorities. The VAT Gap can be considered an indicator of the effectiveness of VAT enforcement measures and compliance, as it reflects the revenue loss due to cases of tax evasion, tax avoidance, the inability of businesses to pay VAT due to bankruptcies and liquidity issues, as well as the low performance of the tax administration in audits and the collection of tax revenues.

In order to reduce the VAT Gap, coordinated actions are required on various fronts such as improving cooperation within the EU and with third countries, more efficient tax administrations, improving voluntary compliance and cooperation between businesses and tax authorities as well as improving collection performance and reducing costs revenue collection.

Technology is also a key driver for the successful management of VAT and therefore more effective utilization of digital technology opportunities is required. Additionally, action is needed towards a modernized rate policy, by removing unjustified exemptions and reduced rates regarding VAT, broadening the tax base, improving the efficiency of tax collection and tackling tax evasion.

There is a need to simplify the current VAT system in order to reduce the compliance costs and administrative burden for both small and large businesses. It should become more efficient and neutral, as well as strong and fraud resistant. The cooperation between Member States could highlight best practices that could contribute to streamlining the VAT system, thereby reducing compliance costs while simultaneously ensuring VAT revenue.

FINANCIAL EVALUATION OF SELECTED BANKS: MERGERS AND ACQUISITIONS SECTOR OF EUROZON AN APPLICATION OF 5 KEY MODELS (CAMELS, CLSA-STRESS TEST, S-SCORE, Z-SCORE, EAGELS).

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ABSTRACT

This study examines the financial evaluation of the private commercial banks involving at mergers and acquisitions in the sector of Eurozon. Using models like CAMELS, CLSA-Stress test, S-Score, Z-Score, EAGELS, and Panel Data Analysis the banks are going to be evaluated for a long period covering (2002-2023). The study is expected to reveal if all the banks of Eurozone that have gone through mergers and acquisitions individually and as a bank industry in total, has always been in favorable position during the period (2002-2023) also a separate study will take place to determine the financial evaluation before and after the individual banks had gone through mergers and acquisitions, and the effect on the profitability of the shareholders. Finally, the study will conclude if the results of those models are definitely going to help the internal management of any bank in determining insolvency issues and removing the shortcoming generated from inefficiency in banking operations.

BANK SUPERVISION AND CAPITAL ADEQUACY RATIO IN EUROPEAN BANKS OVER 2012- 2022

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ABSTRACT
This paper investigates supervisory policies and more specifically, the effect of banking supervision, and capital adequacy on banking financial performance in the short run - based on accounting measures, and in the long run - based on market measures, respectively. The present study addresses the question: What is the effect (positive, negative, non-linear, or none) of banks' capital adequacy level on their financial performance? To conduct this investigation we use a sample of 31 European banks over the period 2012-2021, extracted from Eikon, the Thomson Reuters database. After a series of several econometric tests and robustness checks that had been applied, our results show that the TIER1 ratio effect on accounting return was a non-linear inverted-U shape, confirming that there is an optimal level of this ratio that maximized accounting returns. Similar results, for accounting measures were found as well for the TIER2 ratio. The TIER1 ratio effect on market performance (in the long run) was insignificant, while the TIER2 effect was linear negative. This study contributes to the growing literature and provides additional insight for academics policymakers and investors.

APPROACHING COURSES FOR INTERNATIONAL STUDENTS

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ABSTRACT
Teachers and students in Business schools all over the world are more and more aware of the fact that *Intercultural Communication*, especially in business settings, but not only, appears to be a very useful course, helping them to overcome cultural barriers and to succeed in their personal and professional goals.

The present paper focuses on a possible approach to such a course, bringing into question some cultural dimensions and their importance in business communication. The course is meant to develop students' communication skills and their awareness of cultural differences in international settings. It prepares them to adapt to various degrees of formality and to overcome possible linguistic and cultural blunders in their professional meetings and business correspondence.

THE CONTRIBUTION OF AI TO THE MODERNIZATION OF THE TAX ADMINISTRATION

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ABSTRACT
Artificial intelligence (AI) has revolutionized many areas of the economy and administration, with significant implications for tax administration as well. Modernizing tax administration through AI offers opportunities to improve the efficiency, accuracy and transparency of tax collection procedures, while helping to fight tax evasion and strengthen citizens' trust in the SAA information system.

One of the main ways in which AI contributes to the modernization of tax administration is the automation of procedures. Through machine learning, AI systems can analyze huge data concerning tax returns, business transactions and citizen financial data. This allows for quick and accurate detection of deviations, anomalies and potential cases of tax evasion. Traditional control systems, requiring time-consuming manual procedures, can now be replaced with systems that automatically detect suspicious behaviors and alert the authorities to further investigation.

AI also improves citizens' experience in tax administration. Through the implementation of intelligent customer support systems such as chatbot and virtual assistants, taxpayers can receive quick and accurate answers to common questions. These systems, using Natural Language Processing - NLP, are able to answer questions, guide users in the steps of completing tax returns and provide tailored information depending on the taxpayer's profile. This reduces the need for telephone or personal communication with the tax administration, which can decongest the public service and make it easier for citizens.

Another important area in which AI contributes is revenue forecasting and risk management. Through data analysis, AI systems can more accurately forecast tax revenues for the next period, enabling governments to take better informed decisions on fiscal policy. In addition, AI systems can identify high-risk areas for tax evasion or other irregularities, allowing authorities to focus their resources where they are most needed.

AI's contribution to transparency and the fight against corruption is also noteworthy. Smart data analysis systems can identify complex tax fraud that may not be easily detected by people, while automated processes reduce the interaction between citizens and state employees, thus reducing opportunities for corruption.

However, despite many benefits, there are challenges in the use of AI in tax administration. The protection of personal data is one of the main concerns, as AI relies on the analysis of a large amount of data. In addition, the development and implementation of AI systems requires significant financial resources and technical expertise. It is therefore necessary to have appropriate legal and ethical arrangements in place to protect data and avoid misuse of technology.

In short, AI plays a key role in modernizing tax administration, providing solutions for automation, data analysis and improving transparency. Despite challenges, the benefits of using AI in taxation are many and can lead to a more efficient, transparent and fair tax system.

MINI-SYMPOSIUMS MINI-SYMPOSIUM: UNVEILING INTERNATIONAL PROJECTS ACROSS DISCIPLINES

Dimitrios Petropoulos, Professor, Elena Athanasopoulou, Ph. D. student

Project Title*:* **Intergovernmental Coordination from Local to European Governance (CA20123), Project partners:** *38 countries from the EEA (European Economic Area), including Slovakia,* **Funding***: COST action* , **Disciplinary Focus***: economics and public sector management, governance*

Mária Murray Svidroňová

OBJECTIVES AND SCOPE:

Achieving coordination between executive actors of territorial units is one of the major challenges of today's politics. External effects and thus the interdependence of political actions beyond borders of sovereign authority have increased dramatically, necessitating better coordination of decision-making and actions across territorial units as well as across levels of government in an increasingly complex environment. The effectiveness and legitimacy of democratic governance in modern States depends crucially on their coordination ability. There is still a serious lack of knowledge among scholars and practitioners on how to organize and process intergovernmental coordination in those various instances. Moreover, there is still no systematic connection between the various research communities dealing with the issues from their separate perspectives, such as federalism, European governance or local and regional governance scholars.

IGCOORD aims at connecting those different strands of research to provide systematic and comparable insights in the institutions, mechanisms and processes of intergovernmental coordination in the horizontal and in the vertical direction, across levels of government, policy sectors and territorial units. More specifically, it aims at 1) collecting comparative evidence, 2) distilling basic mechanisms and causal explanations from analytic comparison, 3) developing new collaborative research questions and 4) disseminating those insights and results to inform real-world policy-making.

IGCOORD is particularly well suited to tackle those challenges because it links expertise that remained unrelated to date from different countries, (sub-)disciplines and problem situations. Fundamentally, only a broad and diverse network of scholars can generate innovative insights and produce knowledge relevant to the political practice.

The challenges of intergovernmental coordination are present in Slovakia, too. There is an effort in modernising the local government by implementing various tools of citizens· participation (e.g. participatory budgeting)

METHODOLOGY:

Comparative analysis to collect comparative evidence on institutions, processes and mechanisms of horizontal, vertical, cross-sectoral and cross-border intergovernmental coordination in a wide variety of federal, decentralized and unitary countries. To systematize and compare this evidence across different countries and across different coordination situations from various disciplinary perspectives; to develop conceptual and analytical tools for interpreting and analysing the evidence; this analysis can be used to distill basic mechanisms and to formulate causal explanations for the effectiveness (or the lack thereof) of specific forms on intergovernmental coordination.

KEY FINDINGS (IF AVAILABLE):

In this presentation, I would use preliminary findings from Slovakia as a member country in the CA20123 project. A team of Slovak researchers analyzed the relationship between the costs of delegated responsibilities and the resources provided to cover these costs in Slovakia. The findings indicate that Slovak municipalities (with some exceptions) do not know the exact costs of delegated responsibilities and that the state does not cover the full costs of delegated responsibilities, which contradicts the Slovak constitution. A short comparison with the Czech Republic shows a very similar conditions of intergovernmental coordination, suggesting that the problem might be common for all post-Soviet countries.

SIGNIFICANCE AND IMPACT:
While in existing networks, scholars from Western Europe and Northern America are clearly over-represented and research is focused primarily on established Western type democracies, IGCOORD explicitly aims at attracting scholars from Eastern Europe with their specific experience on intergovernmental relations between central state and municipal governments in the post-communist period as well as their experiences as new EU member states of adapting their governance structures to the exigencies of the existing European institutional and regulatory framework.

Expected Impact	Scientific	Technological	Socio-Economic/ Political
Short-term	boosting academic creativity leading to joint publications, triggered by availavility of comparative evidence, by interdisciplinary discource and by the structural analogy of situations to date unrelated to each other	development and implementation of a web-based information and exchange platform - improvement of planning and using those forms of crowd-sourced knowledge accumulation, transfer and information networking	raising awareness among practitioners at all levels of government for the relevance of intergovernmental coordination; triggering mutual learning, also across countries, levels and policy sectors
long-term	developing an encompassing conceptual framework on intergovernmental coordination informing future empirical research; emergence of new research cooperations across (sub-)disciplines and countries	broad use of the web-based platform for providing and desseminating information, enabling knowledge exchange, networking and advising; use of crowed-source techniques to keep the platform content up to date	advising and influencing policy-makers on institutional design or reform, improving intergovernmental coordination at all levels and dimensions; possible spill-overs to countries not currently involved in the Action

SERRA DE TRAMUNTANA - MALLORCA. . CHALLENGES OF AN ANCIENT OLIVE TREE WORLD HERITAGE CULTURAL LANDSCAPE. THE EXAMPLE OF SELVA

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ABSTRACT
Given the involvement of the author with heritage as a member of ICOMOS, the concepts of UNESCO world heritage and cultural landscapes will be briefly exposed in order to allocate the topics of the presentation. The main challenge is to combine authenticity and traditions with the survival in modern or decent standards with a resilient focus. Cultural Tourism doctrine will be also integrated given the transversality of it in a place like Mallorca.

The beauty of the Mediterranean island of Mallorca attracts 16 million visitors per year, mostly to the coastal resorts.

Paradoxically in 2011 the Serra Tramuntana (22% of the island's surface) was declared a world heritage as cultural landscape.

The terraces of ancient olive groves and historic irrigation systems for orange orchards contribute enormously to the island's attractiveness and popularity. However, maintaining such a landscape is costly and owners are not recompensed in proportion to the tourism revenue they help generate. As an evolutive agricultural landscape, the main threat is lack of profitability and land abandonment.

World heritage status has highlighted the necessity for shared responsibility and stakeholder participation and as a result, some progress has been made. This paper describes a living heritage management plan, where public and private groups with their varying priorities reach compromises to safeguard the future of the cultural landscape. Clear examples of practical management and participation are described, such as engaging the main SDGs and Climate Change measures affecting heritage and tourism in Mallorca; how the demands of the visitor and importance of tourism to the economy come into conflict with the sensitivity of the landscape.

Improving stakeholder's economy can be achieved through local products. The aim is to foster *proximity* and *slow food* concepts with both locals and tourists. Authenticity and traditional values are vital for the positioning of the products within a responsible tourism strategy.

Insights into maintenance and revival of the traditionnel local economy are illustrated with the example of the municipality of Selva/Caimari promoting the own olives and olive oil being integrated in the "ROUTES OF THE OLIVE TREE" from the Council of Europe created by the Cultural Foundation based in Kalamata. The agreement of this municipality with Edremit in Turkey is another example of the initiative of Selva that will be highlighted.

STRENGTHENING OLIVE CULTIVATION RESILIENCE: INSIGHTS FROM THE SELVA-EDREMIT EXCHANGE ON CLIMATE ADAPTATION STRATEGIES AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

This abstract presents a comprehensive examination of the interdisciplinary exchange between Selva (Spain) and Edremit (Türkiye) facilitated by the European project "Town Twinning Between Türkiye and The EU." The initiative centers on olive tree cultivation, a vital aspect of both regions' agricultural heritage, and its adaptation to climate change. Supported by the Interreg initiative, the project underscores the critical role of bioeconomy and agriculture in advancing sustainable development through the collaborative sharing of knowledge, practices, and innovations.

The core of the project focused on developing and implementing climate adaptation strategies for olive cultivation, a sector highly susceptible to the impacts of climate change, including altered precipitation patterns, rising temperatures, and increased pest and disease pressures. To address these challenges, the project organized workshops, field visits, and joint research efforts that brought together experts, farmers, and local authorities. These activities led to the adoption of several practical solutions, such as drought-resistant olive varieties, precision agriculture technologies, and integrated pest management systems.

Additionally, the project fostered stronger cross-border networks, enhancing ongoing collaboration and knowledge exchange between the two regions. This collaboration has not only improved local agricultural practices but also set a precedent for future international partnerships aimed at sustainable development. The session will explore the specific adaptation strategies developed through the Selva-Edremit partnership and their potential applicability to other regions facing similar climate-related challenges. The project highlights the importance of interdisciplinary approaches and international cooperation in addressing complex global issues. By integrating expertise from agriculture, environmental science, economics, and policy-making, the project demonstrates how collaborative efforts can drive innovation and promote sustainable agricultural practices. In conclusion, the Selva-Edremit exchange serves as a model for how international cooperation and interdisciplinary strategies can lead to effective solutions for climate adaptation in agriculture. The insights gained offer valuable lessons for other regions and sectors, emphasizing the importance of global collaboration in tackling the pressing challenges of climate change and achieving sustainable development goals.

ENHANCING CIRCULAR NUTRIENT FLOWS WITH BIOFERTILIZERS: FEASIBILITY STUDIES AND REGIONAL INSIGHTS FROM THE P2GREEN PROJECT

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ABSTRACT
This paper presents the Horizon Europe P2GreeN project's current research findings and projected outcomes. The project is testing four innovative technologies in Germany, Sweden, and Spain to convert human sanitary waste into safe, bio-based fertilizers for agriculture. The paper outlines the progress of these pilot technologies, initial field trial results, and confirms that the bio-based fertilizers are both safe and efficient compared to conventional chemical alternatives. It also discusses policy and governance considerations for scaling these technologies within the pilot regions and across the EU. The P2GreeN project is also exploring the feasibility of expanding these technologies to Italy, Hungary, France, and Greece, where three distinct feasibility studies are underway. These studies are critical for assessing the regional potential for implementing the technologies. Initial phases of the feasibility studies, focusing on data collection, have begun. Insights from these studies are vital for evaluating the adaptability and effectiveness of technologies in diverse settings. Expert consultations, including focus groups and workshops, show strong support for implementing these bio-based fertilizers, despite challenges like implementation costs.

In the Greek region, three case studies have been identified. The Agricultural University of Athens is conducting a feasibility study on implementing Vuna Nexus's urine treatment technology on its campus. T.O.E.V Tavropou, responsible for land reclamation management in Karditsa, is implementing BioAzul's water reclamation technology. Additionally, Goldeimer's urine separation technology will be implemented in collaboration with a Greek toilet rental company, using dry toilets for large events, such as festivals. This paper reviews the preliminary work and potential agricultural benefits, as well as the next steps for these feasibility studies.

ASSESSING THE EUROPEAN RURAL BIOECONOMY: ADVANCING THE TRANSITION TO A CIRCULAR BIOECONOMY

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ABSTRACT
This paper offers a comprehensive review of the European bioeconomy, focusing on five key sectors: agriculture, water systems, forestry, bioenergy, and biomaterials, with a special emphasis on rural regions. The analysis reveals the complexity and diversity of the EU bioeconomy, presenting detailed biomass flow data for each sector. Notably, despite a decline in overall bioeconomy employment, the sector's economic value has increased.

The findings highlight the rapid growth of sectors like bioenergy and biomaterials. Although these sectors are still smaller than fossil-based industries, they are expected to experience significant growth in the medium to long term, playing a crucial role in the EU's transition to a

sustainable economy. The review also notes the emergence of small-scale biobased initiatives across the EU, which, if scaled up, could drive growth across all bioeconomy sectors and advance EU sustainability targets.

The paper further discusses bioeconomy-related policy developments at both EU and national levels, identifying trends and opportunities. The EU strongly supports a sustainable bioeconomy, with its updated bioeconomy strategy aligned with other key initiatives like the Common Agricultural Policy (CAP), the Green Deal, the Farm to Fork strategy, and the Circular Economy Action Plan. In the short term, the development of national bioeconomy strategies is expected to bolster the policy framework.

Additionally, the study identifies key areas for future research, including more detailed analyses of the bioeconomy across all EU member states, thorough examinations of specific biobased value chains, and the interactions between the bioeconomy, society, and the environment. It also emphasizes the need for further development and refinement of indicators to measure the impact and potential of the bioeconomy, along with research offering projections and scenario analyses for the medium- and long-term future of the bioeconomy.

Keywords: Bioeconomy; circular economy; EU policy; biobased solutions.

FINANCIAL LITERACY FOR THE ECONOMIC DEVELOPMENT OF SOCIETY KA220-SCH-69424D6C, ERASMUS+ PROGRAMME KEY ACTION 2: COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES

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ABSTRACT
This is a project involving universities, colleges and non-governmental organizations from Bulgaria, Greece, Turkey, Italy, Finland and Ireland, which aims to develop and introduce into the learning process age-appropriate content for college-aged children financial literacy.
This issue is of utmost importance in view of the ubiquitous digitization of financial service delivery, the significant access that teenagers are getting to mobile devices and the wide range of opportunities that this option provides.
Special attention in the development of the educational materials is devoted to the preparation for meeting with illegal, criminal and other content in the digital space, as well as the threats of cyber intrusions threatening the integrity of assets on accounts and bank cards.
The work on this topic has a very wide field for development in the higher education system, because, with the exception of students who are preparing to work in the financial industry, the rest experience a systematic lack of such knowledge on personal finance management, investments, budget management and reserves.

MULTIFUNCTIONAL AGRICULTURE: AN ECONOMIC MODEL FOR RURAL ENTREPRENEURSHIP AND DEVELOPMENT IN EUROPE

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ABSTRACT
The AgriNext (Agricultural and Rural Incubator Platform for the Exchange of Competencies) project, supported by the EU Erasmus+ programme, explores multifunctional agriculture as a dynamic economic model for rural entrepreneurship. This initiative, driven by a consortium of European partners from Ireland, Slovenia, Spain, and Croatia, seeks to empower the vocational education and training sector by creating a learning environment that supports skill development in multifunctional agricultural entrepreneurial activities. Leveraging the multifunctionality of agriculture — such as sustainable farming, agrotourism, farm shop, renewable energy, nature and landscape management, farm education, and care farming — AgriNext aims to create resilient rural economies that contribute to environmental sustainability, social inclusion, and economic growth. The project emphasises knowledge transfer, capacity building, and the development of a curriculum and business incubator to support rural entrepreneurs in navigating the challenges of multifunctional agriculture. Through collaborative efforts, AgriNext has developed a curriculum and built capacity for multifunctional agriculture across the participating countries. The AgriNext model emphasises the importance of innovation, knowledge transfer, and supportive policies to enable rural areas to thrive in a rapidly changing global economy. Integrating multifunctional agriculture into the vocational and training sector presents a promising pathway for rural entrepreneurship towards achieving sustainable development goals, particularly in enhancing food security, promoting sustainable agriculture, and fostering inclusive economic growth in rural communities that align with EU policies and Sustainable Development Goals.

«ANIMA TERRA - ΔΡΟΜΟΙ ΤΗΣ ΕΛΙΑΣ» Η ΑΝΑΖΩΟΓΟΝΗΣΗ ΤΩΝ ΑΓΡΟΤΙΚΩΝ ΧΩΡΙΩΝ: ΔΙΝΟΥΜΕ ΠΝΟΗ ΖΩΗΣ ΣΤΗ ΜΕΣΟΓΕΙΟ

Εισηγητής: Γιώργος Καραμπάτος
Εκτελεστικός Δ/ντής Πολιτιστικού Οργανισμού «Δρόμοι της Ελιάς», Πρόεδρος Δικτύου Ελαιοπαραγωγών Πόλεων της Μεσογείου (RECOMED), τέως Πρόεδρος Επιμελητηρίου Μεσσηνίας και του ΑραβοΕλληνικού Επιμελητηρίου

ΠΕΡΙΛΗΨΗ
Το ANIMA TERRA (www.animaterra.org), πρωτοβουλία των "Δρόμων της Ελιάς", αποτελεί ένα πρωτοποριακό πρόγραμμα που στοχεύει στην αναζωογόνηση των αγροτικών περιοχών της Μεσογείου. Συνδυάζοντας την τεχνολογική καινοτομία με τη διατήρηση της πολιτιστικής κληρονομιάς, η πρωτοβουλία αυτή φιλοδοξεί να δώσει νέα πνοή στα μεσογειακά χωριά και τις παραδόσεις τους, συνδέοντας τις περιοχές μέσω της κοινής τους πολιτιστικής κληρονομιάς.

Αντιμετωπίζοντας προκλήσεις όπως η μείωση του πληθυσμού, το αυξανόμενο κόστος ζωής και οι περιορισμένες επαγγελματικές ευκαιρίες, το πρόγραμμα αξιοποιεί προηγμένες τεχνολογίες Έρευνας & Καινοτομίας για να μεταμορφώσει το τοπίο του αγροτικού τουρισμού.

Κεντρικό στοιχείο του ANIMA TERRA είναι το καινοτόμο ψηφιακό οικοσύστημα που περιλαμβάνει έναν Κόμβο Δικτύωσης, ένα MED E-Living Lab και ένα Παρατηρητήριο Στατιστικών Δεδομένων. Επιπλέον, το πρόγραμμα αναπτύσσει στρατηγικά και επιχειρηματικά μοντέλα που

εστιάζουν στην ανθεκτικότητα του πολιτιστικού τουρισμού, καθώς και μια εφαρμογή κινητών με τεχνολογίες AI και AR για την προβολή του τοπικού τουρισμού και της πολιτιστικής κληρονομιάς. Το ANIMA TERRA έχει ήδη κάνει σημαντικά βήματα προς την υλοποίησή του, με την υποβολή πρότασης στο πρόγραμμα NEXT MED του Interreg. Το διεθνές κονσόρτσιουμ, που περιλαμβάνει εταίρους από Ελλάδα, Ισπανία, Ιταλία, Τυνησία, Παλαιστίνη, Λίβανο, Τουρκία και 7 Associates Partners (συνεργάτες), αναδεικνύει τη διακρατική σημασία και το εύρος του προγράμματος.

Με αναμενόμενα αποτελέσματα που περιλαμβάνουν την κοινωνικοοικονομική αναζωογόνηση, την αύξηση της απασχόλησης και την ενίσχυση της ζήτησης τοπικών προϊόντων, το ANIMA TERRA υπόσχεται να φέρει μια νέα εποχή βιώσιμης ανάπτυξης στις αγροτικές περιοχές της Μεσογείου. Καθώς αναμένουμε τα αποτελέσματα της αξιολόγησης στο τέλος του 2024, η επιμελητηριακή πρωτοβουλία ANIMA TERRA των "Δρόμων της Ελιάς" παραμένει στην πρώτη γραμμή της καινοτομίας, συνδυάζοντας την τεχνολογική πρόοδο με τη διατήρηση της πολιτιστικής κληρονομιάς για ένα βιώσιμο μέλλον.

OBCD – OPEN BUSINESS FOR COMMUNITY DEVELOPMENT ERASMUS + ALLIANCE FOR INNOVATION, PROJECT 101056033 (2022-2025)

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ABSTRACT
OBCD draws inspiration from the analysis of a **new entrepreneurship paradigm** which emphasizes on open business models. Based on the necessity of combining economic growth and social innovation, the project aims **to create more inclusive, creative, and sustainable societies and economies.** The project investigates how **open business** approaches applied to **social entrepreneurship (SE)** can contribute to **local development**. This concept creates new challenges for education and training by highlighting new occupations as well as new knowledge, competences, and skills, for the development of the so-called social enterprises (SEs).

OBCD brings together 13 organizations from Greece, Italy, Spain, Finland, and Netherlands, representing higher education (HE) and research, vocational education and training (VET), as well as the SE sector and networks. The main objective is to **foster innovation** in **HE, c-VET, SEs, and the broader socioeconomic environment** by **developing and testing new training modules**, focused on **open business principles**, that address skill gaps in the SE sector.

OBCD analyses **emerging skills and occupations** and identifies learning outcomes to develop **new curricula** and **training modules**, at both HE and VET levels. The project also **promotes the co-creation of knowledge between HE, VET, research, the public sector, and business,** in order to contribute to innovation in business modelling, education and training.

The main outcomes are:

- ✓ Development of 4 Knowledge Triangles to foster collaboration between HE/RI, VET and SEs actors so as to overcome fragmentation in each field and translate academic research into marketable innovations
- ✓ Development of a Comprehensive Training Needs Report, detailing the training needs in the SE sector, which follows a robust research methodology adhering to academic standards.
- ✓ Proposal for the SEntreComp Framework, providing a structured framework for the development and evaluation of competencies in the field of SE.

- ✓ Development of 2 new Occupational Profiles in the SE sector named "Managers and developers of social enterprises" and "Social business administration professionals" based on ESCO (European Skills, Competences, Qualifications and Occupations)
- ✓ Creation of 2 New Curricula at EQF5 and EQF6 levels for the new occupations, each comprising 10 modules
- ✓ Establishment of 4 Local SE Ecosystems and 4 Local Development Plans in Greece, Italy, Spain, and Finland, fostering collaborative environments for SE development.
- ✓ Creation of an Interactive Service Platform to facilitate the exchange of good practices and services among the members of local ecosystems and to promote the adoption of the OBCD model

Participants and target groups of the OBCD project have already experienced tangible benefits, including active involvement in SE field, heightened awareness creation, improved research skills, strategic cooperation opportunities, capacity building in new education models, and enhanced networking and collaboration prospects. These outcomes collectively contribute to the participants' holistic development and the advancement of the SE sector.

OPEN BUSINESS FOR COMMUNITY DEVELOPMENT

Co-funded by the European Union

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GAEA - GRANTING ACCESS TO EMPLOYMENT & ENTREPRENEURSHIP IN AGRICULTURE FOR WOMEN ERASMUS + ALLIANCE FOR INNOVATION PROJECT N. 101056279 (2022-2025)

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ABSTRACT

The 'GAEA' project is an innovative initiative on empowering and training women, particularly those in a NEET (not in employment, education, or training situation) or with a migrant background, and higher education (HE) and vocational education and training (VET) students to consider entrepreneurship as a viable career path. Involving 13 partners across HEI Institutions, VET Providers, Labor Market Actors, Technological Institutions, and more, GAEA aims to enhance skills and mindset in agripreneurship, agrifood, and agritourism. Objectives include empowering rural women and HE students, improving framework conditions, promoting new career pathways, building a multidisciplinary alliance, and enhancing cooperation between education, research, and the business sector. The direct beneficiaries encompass women in NEET situation, including those with a migrant background, HE and VET students while the indirect beneficiaries range from educational institutions to agribusiness enterprises, policy

makers, and environmental organizations. GAEA seeks to create lasting impact by fostering resilience, innovation, and sustainable growth in rural communities.

The GAEA project leverages 11 knowledge committees, 11 National Advisory Boards (NABs), to establish a robust foundation.

Main results

- ✓ A rigorous training needs analysis which guides the project, ensuring alignment with academic standards.
- ✓ 2 business profiles, “Women agribusiness administration Professional” and “Women agribusiness manager” based on ESCO (European Skills, Competences, Qualifications and Occupations).
- ✓ A holistic training model based on the needed competences of the target groups, proposing 2 training curricula in agripreneurship at 5 and 6 EQF levels, an additional curriculum for the upskilling of VET trainers and career counselors, and a micro-credential for agribusiness knowledge angels.
- ✓ A training and assessment methodology, and a framework for validation and accreditation.
- ✓ Innovative and multidisciplinary training resources.
- ✓ An innovative mobile app to be used for skill profiling helping young female agripreneurs to create a valid skills profile connected with the ESCO skills categorization. This enables women agripreneurs to find new professional pathways by linking training and educational contents to skills that can be easily understood by the labor –market.
- ✓ A digital platform in the form of a one-stop shop, for knowledge sharing, networking and exchange.

The project’s holistic approach aims to enhance knowledge and skills, empower women, and foster sustainable growth in agribusiness across European regions, linking tangible project results with far-reaching societal impact.

GAEA

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DIGITOPEN - SUPPORTING THE DIGITAL TRANSFORMATION OF MSMES AND THE THIRD SECTOR THROUGH OPEN-SOURCE ERASMUS + KA220-VET - COOPERATION PARTNERSHIPS IN VOCATIONAL EDUCATION AND TRAINING PROJECT NUMBER - 2023-1-FR01-KA220-VET-000154884 (2023-2025)

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ABSTRACT
The DigitOpen project is a strategic partnership within the field of Vocational Education and Training (VET), funded by the EU under the Erasmus+ programme. The project consortium includes universities, chambers, VET providers, social enterprises, and consultancy firms from Greece France, Italy, Spain, Estonia, and Poland.

The primary aim of DigitOpen is to strengthen the internal environment of third sector organizations (TSOs) and micro small and medium enterprises (MSMEs) by leveraging open-source approaches to facilitate their digital transformation. The project focuses on promoting best practices and developing new training tools to enhance digital skills in these organizations' daily operations.

The objectives of the DigitOpen project are: a) to improve the digital knowledge, skills, and competencies of staff through the use of open-source tools; b) to enhance the capacity of TSOs and MSMEs to meet the needs of their staff; c) to create collaborative and connected learning and working communities utilizing open-source software (OSS); and d) to enrich the digital skills development programs offered by VET providers.

To achieve these objectives, DigitOpen undertakes various activities, including needs analysis research, transnational training events, curriculum development, the creation of a toolkit, the development of an online platform, piloting online training materials, and the creation of self-assessment tools for digital transition. Collectively, these initiatives aim to enhance the digital capabilities of TSOs and MSMEs by promoting the use of open-source digital tools and providing specialized digital training.

The needs analysis research revealed that MSMEs and TSOs are increasingly recognizing the economic advantages of OSS as a flexible alternative to proprietary software. Key factors influencing OSS adoption include software quality, adaptability, reliability, and the availability of support. However, challenges such as a lack of OSS awareness, insufficient organizational knowledge, and limited strategic commitment were identified. The research also highlighted diverse training needs across different countries, underscoring the importance of tailored and flexible training programs that address the specific challenges and preferences of various regions.

In response to the findings, the DigitOpen curriculum and toolkit were developed to equip practitioners in TSOs and MSMEs with essential knowledge and practical skills in using OSS to improve organizational efficiency. The curriculum covers key tools such as Tryton ERP, Odoo, NextCloud, Joomla, Omnisend, ProjectLibre, and Bitwarden, focusing on their application in areas such as event management, project management, marketing, communication, sales, and digital asset security. By emphasizing end-user education and practical strategies, the modules

are designed to enable employees and volunteers in MSMEs and TSOs to implement effective solutions with minimal technical expertise.

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STAY CONNECTED - FOSTERING DIGITAL AND SOCIAL INCLUSION IN HYBRID WORKPLACES ERASMUS + KA220-VET - COOPERATION PARTNERSHIPS IN VOCATIONAL EDUCATION AND TRAINING PROJECT NUMBER – 2023-1-BG01-KA220-VET-000153460 (2023-2025)

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ABSTRACT

The STAY CONNECTED project is a strategic partnership in the field of Vocational Education and Training (VET), funded by the EU under the Erasmus+ programme. The project consortium includes chambers, SMEs, education providers, and universities from Bulgaria, Cyprus, Greece, Ireland, Portugal, and Spain.

The primary objective of STAY CONNECTED project is to empower business staff to actively participate in hybrid working environments through the introduction of specific policies and the provision of support and training. The project focuses on creating innovative training materials tailored for managers and Human Resources (HR) professionals to enhance digital and social inclusion within hybrid work settings. To this end, the project develops a comprehensive curriculum, a toolkit, and a dedicated e-learning platform with appropriate training content. In addition, to improve the curriculum and the content of the training, implements specific training of trainers' actions. Further activities are also employed to raise awareness on digital inclusion and social interconnection in hybrid working models at European level.

The project addresses the need for managers and HR professionals to acquire essential skills for managing hybrid work models effectively, promoting the development of both digital and social skills among employees. Recent research shows that the increasing preference of employees and companies for hybrid work models brings interrelated challenges for HR management. Consequently, companies need support with policy guidelines and tools that enhance team productivity and social connection among employees in the hybrid work context.

The project started with qualitative and quantitative research conducted in all project countries, which revealed that, while hybrid work offers numerous benefits like flexibility and improved work-life balance, presents also challenges, particularly around maintaining motivation, trust, communication, and positive organizational culture. Addressing these challenges requires clear communication lines, effective use of technology, supportive leadership, and tailored strategies to foster collaboration and engagement among team members. By focusing on these areas, organizations can successfully navigate the complexities of hybrid work and create a productive and inclusive work environment.

Based on these insights, the project has developed a toolkit to assist individuals and organizations in adapting to hybrid work environments. This toolkit provides theoretical knowledge on the characteristics of hybrid work, including key terms, benefits, and challenges. Furthermore, the toolkit presents essential digital tools and skills, draws attention on the importance of digital wellbeing, and offers strategies to overcome barriers of digital inclusion. Furthermore, the STAY CONNECTED toolkit includes leadership techniques for fostering engagement and trust, strategies for addressing proximity bias, and best practices for effective hybrid work implementation. The toolkit is supported with case studies, research, and expert insights to guide collaborative planning, communication, and employee well-being. Successful implementation of the toolkit necessitates a combination of top-down guidelines, bottom-up initiatives, and collaborative efforts across the organization.

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STAYCONNECTED

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SUSTAINABLE TOURISM INNOVATION THROUGH HYBRID PROJECT MANAGEMENT (HYPRO4ST)

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Project Title	:	**Sustainable Tourism Innovation Through Hybrid Project Management (HyPro4ST) -** HyPro4ST
Funding	:	European Union under the Erasmus+ Programme, KA2: Cooperation Among Organizations and Institutions: Alliances for Innovation (Agreement Number: 101056300 — HyPro4ST — ERASMUS-EDU-2021-PI-ALLINNO)
Disciplinary Focus	:	Project Management, Sustainable Tourism, Innovation in Adult Education
Objectives and Scope	:	Connecting project management and tourism for the creation of a new job profile
Key Findings (if available)	:	HyPro4ST project partners analysed the main labour market needs and skills' gaps in the tourism sector, with the aim to upskill professionals in sustainable, hybrid, digital, creative and entrepreneurship project management and develop a new job profile "Sustainable and Hybrid Project Manager". The labour market analysis was carried out in all partner countries (Croatia, Greece, Hungary, Italy, Portugal, Slovenia), using a quantitative and qualitative research approach, including: • Administration of online questionnaire to over 300 stakeholders; • Organisation of focus groups and interviews (involving 37 experts in total); • Desk research on documents acquired from indirect sources; • Identification of 15 best practices. Therefore, a considerable amount of technical and scientific texts was analysed, both during the preparation of the questions for the questionnaire and for the interviews, and during the desk research. The analysis underlined the importance to ensure a hybrid managerial approach to the production and distribution of tourism services, as a response to the demand of greater professional skills based on strategies and flexibility. These skills concern not only the technical aspects but also ethics, creativity, and innovation. However, the development of these skills is not adequately supported by the training system. The creation and consolidation of an advanced and transversal profile, such as that of the "Sustainable and Hybrid Project Manager", and also the provision of the appropriate training material to acquire this title can represent an effective response to the demand for change that modern society requires.

Significance and Impact	:	• Public institutions, businesses and local communities consider the green and digital transitions as a necessary step for the further development of societies. • Tourism is already followign these dynamics, as demonstrated by the success of so-called 'experiential' products and the importance of responsible practices such as regenerative tourism. • In order to face the social, economic and environmental challenges of our time, we need ever greater organisational and management skills, for which proper training has a crucial role. • Where the management of organisations is inspired by project management methods, a mixed (and therefore hybrid) solution between traditional and flexible approaches appears to be the most effective. However, this concept is not widespread among tourism organisations, especially if they are small ones. A Project Manager can be consider as a competitive resource for tourism businesses. The connection between project management and tourism is at the core of HyPro4ST project which suggests a 6 module VOOC training As follows 1. Sustainability and the tourism sector 2. The Sustainable Hybrid Project Management for the Sustainable Tourism 3. Creativity and Entrepreneurship in Sustainable Tourism Sector 4. Digital Skills for the Sustainable Tourism Sector 5. The Resilient Sustainable Hybrid Project Manager 6. The Projectized Tourism Business The delivery of the training will be from December 2024 till April 2025.

WORKSHOP "TOOLS IN SUPPORT OF THE READINESS OF ADULT TRAINERS TO COPE WITH CHALLENGES OF THE TRAINING ENVIRONMENT IN ADULT EDUCATION"

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ABSTRACT

AI and new technologies have a significant effect in all aspects of life. The adult education context could not stay untouched and has rather experienced a revolution. Trainers have to adapt their offering so as to cope with the new context, the personalized and flexible offerings in the learning

experiences that are now available. Simultaneously, in this new context, the dual role of trainers (as training facilitators, that support the development of core technical skills and mentors that offer guidance so that trainees improve their personal and social competences through education and lifelong learning) is being stressed. The important role of all trainers in support of the development of soft skills especially those connected to the social area (empathy, communication, collaboration) has been brought to the spotlight. The trainer has to demonstrate readiness to manage diversity as well as combine diverse teams and support them to smoothly cooperate.

Through this session some new tools that are in support of personalized learning along with tools that may foster the accessibility of training services or their interactivity are to be presented. In addition, tools fostering to promote equal opportunities, access, inclusion, diversity and fairness in training environments by means/suggestion of activities that are thematically focused on issues of stereotypes and discrimination combat in the training context. The tools to be presented have been developed in the context of Erasmus+ projects “Educating Adults against Stereotypes- EASY” and AIWOT.

SMACITE: BOOSTING THE SKILLS AND COMPETENCES OF SMART CITIES TECHNICIANS AND ENGINEERS
PROJECT: THE SMACITE

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ABSTRACT

The SMACITE project aims to address the skills gap of technicians and engineers working in the field of smart cities, thanks to a new adapted educational programme that combines technical (AI, big data, IoT, etc.) and non-technical skills (entrepreneurship, green, etc.). The main aim of the SMACITE project is three-fold:

- To fill the skills gap of technicians and engineers designing, developing, and operating Smart Cities infrastructures and services.
- To upgrade the accessibility of Smart Cities professionals to high quality training materials by adjusting proper educational tools and developing profession-specific learning resources.
- To unify the appropriate learning outcomes of Smart Cities technicians and engineers and thus improve their mobility throughout EU countries.

MINI-SYMPOSIUM: SOCIAL ECONOMY AND SOCIAL ENTREPRENEURSHIP, OPPORTUNITIES AND CHALLENGES

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SENTRECOMP: ENTREPRENEURIAL COMPETENCES FOR SOCIAL ENTREPRENEURS BASED ON ENTRECOMP

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ABSTRACT
Entrepreneurship competences are considered crucial in the knowledge-based society and have garnered significant attention in Europe, particularly following the publication of the EntreComp framework in 2016 by the European Commission. The EntreComp framework serves as a widely used reference model for describing and assessing the competences necessary for performing entrepreneurial activities. However, despite its widespread use, the framework has rarely been used in entrepreneurial research with some researchers suggesting the need for further verification and testing in different contexts. The study aims to explore the applicability of the EntreComp framework in describing entrepreneurship competencies within the context of social entrepreneurship (SE). SE involves individuals with specific personal characteristics and entrepreneurial traits, as they pursue a dual mission of achieving both social value and financial sustainability. A mixed-method approach was applied in this research, which was conducted in four countries: Greece, Finland, Italy, and Spain. This included a survey of 120 social entrepreneurs, and multi-stakeholder consultation involving 60 SE practitioners as well as trainers in vocational training and higher education. As a result, the study identified and mapped 192 subdimensions and 80 competencies into 20 categories, which were subsequently compared with the EntreComp framework.

The findings reveled a new core competence "*social literacy* which included two threads: "*Knows the general principles of social challenges*" and "*Masters the general process of social and environmental intervention*". Additionally, seven new threads such as "*Participatory and open governance*", "*Communicate your social impact*", "*Social responsibility*", "*Solidarity*", "*Managing the dual mission*", "*Transparency*", "*Using open resources*" were identified. These competences and threads are proposed as additions to the existing EntreComp framework, along with some adaptations to the descriptive text of some of the current competences. The refined framework, named SEntreComp, adapts the EntreComp framework to the unique context of SE and can

further support the identification and development of the competences required by social entrepreneurs and related actors.

The SEntreComp framework was developed as part of the Erasmus + OBCD project.

CONDITIONS FOR SUCCESS IN MERGER PROCESSES IN SOCIAL ENTERPRISES AND NON-PROFIT ORGANISATIONS: THE CASE OF THE DISABILITY SECTOR IN SPAIN.

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ABSTRACT

Mergers and takeovers are a widely studied phenomenon in the field of business organisation, especially in the field of business enterprise, In the case of the non-profit sector and social enterprises, despite the presence of valuable contributions, the volume of studies is significantly lower, due, among other causes, to the lower frequency of these mergers and the articulation of partnership and network association formulas that have been used more frequently than the mergers themselves.

However, the excessive fragmentation of the social sector, together with the progressive assumption of management formulas closer to the commercial company, has generated an increased interest in mergers in the social sector.

This study analyses the problems of organisational merger processes in the specific case of social entities and companies in the intellectual disability sector in Spain. Based on this sector, it lists the merger processes generated in the last decades and details the policies of promotion of organisational mergers promoted by different public administrations and entities.

Based on survey and qualitative interview processes, the main obstacles experienced by mergers of social entities are detailed, the main singularities of these mergers compared to mergers of commercial companies are pointed out, as described in Renneboog and Vansteenkiste and it concludes with the priority given to organisational culture conditioning factors.

EXPLORING THE USE OF ARTIFICIAL INTELLIGENCE IN THE SPORTS INDUSTRY

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ABSTRACT

In recent years, the development of new technologies based on artificial intelligence has flooded industries including the sports industry. At the same time, in the last decades, the field of sports industry is rapidly evolving in all its fields becoming a driving force of many economies. Artificial intelligence applications are now widespread and becoming accessible to the general public. Among other things, the acquisition of basic human capabilities by AI raises the question of

the extent of the impact of its use on society. The following research focuses on the use of AI applications in the sports industry, exploring the relationship between trust, perceived ease of use, attitudes towards AI and intentions to use it. The research sample included 215 (N=215) electronic questionnaires, collected mainly from members of social media sports interest groups. The results confirmed the influence of trust, perceived ease of use and attitudes towards AI on the intention to use AI. More specifically, the trust factor predicted 47.9% of the variance in usage intentions and 31.6% of perceived ease of use. Additionally, the factor of perceived ease of use predicted 27.4% of the variance in intentions to use and 41.6% of attitudes towards AI. Finally, the attitudes towards AI factor was the key factor predicting 51.7% of the variance in usage intentions. This research could be used by decision makers in the sports industry to further determine strategies for increasing overall confidence in AI-based applications and products, creating business and competitive advantage.

TRAINING NEEDS FOR THE EUROPEAN SOCIAL ENTERPRISE SECTOR: COMPARATIVE ANALYSIS IN FOUR EU COUNTRIES

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ABSTRACT

The social enterprise sector has garnered considerable support from various multilateral entities, primarily due to its ability to generate economic wealth while simultaneously achieving positive social impact. In the European context, both the Organisation for Economic Co-operation and Development (OECD) and the European Union (EU) have actively promoted guidelines and policies designed to enhance the presence and development of social enterprises. Among these policies, a significant emphasis is placed on training for social enterprises, as it is often suggested that a lack of adequate training constitutes a major barrier to the growth of the sector. However, this supposed lack of training, which has been pointed out in various documents, is not entirely clear. There is ongoing debate regarding whether training for social enterprises should differ significantly from traditional business training. Additionally, there is ambiguity around the areas in which the greatest skills gaps exist, the specific traits that distinguish social entrepreneurs from other professional profiles within the social enterprise sector, and the extent to which training requirements differ across countries.

To address these uncertainties, this study presents the findings of research conducted in four European countries—Greece, Finland, Spain, and Italy—employing both qualitative and quantitative methodologies to identify the training needs required for professional roles within social enterprises.

The results reveal the existence of different conflicting paradigms, an issue previously highlighted by researchers in the broader debate concerning the uniqueness of social enterprises. The statistical analysis further indicates that the stronger the belief in the distinctiveness of social enterprises, the greater the perceived training gap. These convictions serve as a crucial statistical factor in explaining the perceived need for specialized training.

ENHANCING AGRIPRENEURIAL OPPORTUNITIES FOR WOMEN IN NEET AND MIGRANT BACKGROUNDS: A COMPREHENSIVE REVIEW OF EDUCATIONAL STRATEGIES

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ABSTRACT

This study investigates the critical role of tailored educational strategies in empowering marginalized women, specifically those classified as NEET (Not in Education, Employment, or Training) and those with a migrant background, within the agripreneurship sector. Drawing on extensive qualitative research, including semi-structured interviews with higher education (HE) and vocational education and training (VET) professionals across 11 European Union countries, the research highlights significant gaps in current agripreneurship programs.

Despite the growing recognition of women's contributions to agriculture, many agripreneurship programs fail to address the unique challenges faced by these marginalized groups. The study reveals that while some programs incorporate agripreneurship into broader agricultural education, there is a lack of standardized curricula that specifically cater to the intersectional barriers these women encounter. This includes socio-economic challenges, gender biases, and cultural differences that are often exacerbated by their migrant status.

The research underscores the need for more inclusive and flexible educational approaches, such as e-learning and blended learning models, which can accommodate the diverse needs of these women. Additionally, the study advocates for the integration of gender-sensitive methodologies and empowerment-focused training to enhance their participation and success in agripreneurship. By tailoring educational programs to the specific contexts of women in NEET and with migrant backgrounds, the potential for fostering a more inclusive and dynamic agripreneurship sector is significantly enhanced.

MINI-SYMPOSIUM: SESSION IN THE GREEK LANGUAGE: "THE MANAGEMENT OF DEVELOPMENT" / Η ΔΙΟΙΚΗΣΗ ΤΗΣ ΑΝΑΠΤΥΞΗΣ (SESSION IN THE GREEK LANGUAGE)

Πρόεδρος Συνεδρίας: Δρ Κωνσταντίνος Παπαδημητρίου,

Πρόεδρος ΔΣ Ομίλου Διοικητικών Επιστημόνων Ελλάδος - Διοικητικού Επιμελητηρίου (ΔΕΕ)

LOCAL GOVERNMENT AND SUSTAINABLE DEVELOPMENT. THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS IN MOUNTAIN AREAS

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ABSTRACT

The Sustainable Development Goals (SDGs) have two principal objectives: to enhance the quality of life for residents and to safeguard the natural environment. Ultimately, it can be argued that we have not inherited the land from our ancestors, but rather borrowed it from our children, as the Indian proverb suggests.

The protection of the environment and the improvement of living conditions have been matters of concern to humanity throughout history. In Greek mythology, the figure of Erysichthon is presented as one, who cut down the sacred oak tree of the goddess Demeter. The construction of the Athenian Fleet resulted in the felling of forests in Attica and Boeotia, while substantial quantities of marble were extracted from Penteli for use in the creation of these monumental works. It was Aristotle who first identified the intrinsic relationship between humanity and the natural environment, emphasizing the importance of this relationship for human health, well-being and development.

Subsequently, the classical economists of the 18th and 19th centuries employed the concept of land as a means of describing natural resources. In the view of classical economists, land was a crucial factor in the production of goods and services. Darwin's theory of evolution encompasses the adaptation of species to dynamic environments. Marx emphasised the estrangement of workers from nature and the exhaustion of natural resources. In the 21st century, considerable efforts have been made, and continue to be made, to protect the natural environment. The initial efforts were guided by the principles set forth in the UN Global Compact, which were subsequently operationalised through the implementation of the 17 Sustainable Development Goals. Recent studies have indicated that a balanced development of the various production sectors is necessary to achieve sustainability. Furthermore, examples from international experience will be presented in order to demonstrate the utility of the aforementioned goals in the strategic planning of local government.

The presentation aims to highlight the link between SDS and local government development and the help it can offer to the inhabitants, especially in the most remote municipalities. The 11th objective on sustainable cities and communities directly links local government at both levels with the implementation of SDS in the Greek territory.

In order to achieve the aforementioned objective, a combination of three methodological tools will be employed: the literature review, bibliometrics and the case study. The case study will focus on the former community of Anavra in Magnesia and the municipality of Argithea in the region of Karditsa. It is of particular importance that the conclusions are considered, as their application will significantly contribute to the enhancement of the implementation of the Sustainable Development Goals at the local government level.

PROPOSAL TITLE: EUROPEAN BIO-ECONOMY ALLIANCE IN FARMING

Proposal acronym: RELIEF
Activity: ERASMUS-EDU-2021-PI-ALL-INNO-EDU-ENTERP

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ABSTRACT

Farming in EU is essential to livelihoods and local development, while facing many challenges such as limited resources and growing environmental challenges. Bio-economy is a solution towards this problem. For a successful bio-economy strategy in farming, further support is needed for the workforce, more knowledge about the impact and business models of bio-economy, raising more awareness and involvement of a wider range of actors. Training in bio-economy is still absent in many EU countries and there is a shortage of people with higher education in the farming sector. The transition to bio-economy needs professionals with multidisciplinary, managerial, and cross-sectoral expertise. Higher education and vocational training can play a critical role in this transition integrating dedicated curricula and training. RELIEF aims to develop and deliver an innovative approach for teaching bio-economy in farming, by developing specific learning resources addressing HEIs students and farming practitioners. HEIs, VETs, farmer consultants, research institutes, and social partners from Italy, Greece, Sweden, Cyprus and Portugal will deliver a high-quality network within the EU to advance bio-economy in the farming agenda. RELIEF will deliver a training needs analysis and develop two curricula in bio-economy, for HE students, farming practitioners and farmers exploring the key areas that are critical for the implementation of business models and strategies towards bio-economy in farming. Based on this knowledge, RELIEF will design and pilot learning units which will incorporate a mix of training methodologies. An e-learning platform will offer learning resources in 5 languages for selftraining and networking to support the long-term sustainability of farming enterprises. RELIEF will stimulate significant changes in the university curricula, course content, and VET training by integrating a learner-centred approach based on problem-based, active and transformational learning.

PROJECT NAME: REGENERATING SUSTAINABLE FOOD CHAINS THROUGH MARKET GARDENING

Project acronym: AGRETAIN

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ABSTRACT:

The main aim of AGRETAIN is to combine the efforts of universities and enterprises (VET providers, farmer consultants), research institutes and social actors to develop new teaching

methods and learning material in the field of market gardening focusing to open up new learning opportunities for the embedding of more resilient, sustainable/ environmental friendly, soil regenerative practices in small scale farming. The specific objectives of AGRETAIN are:

O1: to foster a sustainability mindset by helping users to develop knowledge, skills and attitudes to think, plan and act with empathy, responsibility, and care for our planet and its limited resources through the design of a training approach starting from existing and emerging skills needed to facilitate the transition to sustainable and resilient farming

O2: to enhance the knowledge, skills and competencies of farming practitioners (farmers, agronomists, farmer consultants, young farmers) as well as neo farmers in market gardening.

O3: to develop an innovative and multidisciplinary approach for teaching the integration of biodiversity principles and practices in farming by helping learners to develop, implement and expand sustainable biodiversity strategies in small scale farming.

O4: to promote the cooperation and co-creation of knowledge between higher education (HE) and vocational education and training (VET), research, and the business farming sector in order to contribute to innovation in food safety, rural development and sustainability through the business model of market gardening and in education and training

O5: to empower multiple stakeholders in agriculture, policy makers, regional governments across Europe to utilize high quality, state-of-the-art learning resources, available through an e-learning repository, for the knowledge in market gardening to be developed and spread.

THE NON-VERBAL COMMUNICATION

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ABSTRACT

Non-Verbal communication refers to the communication and interpretation of information by any means other than language. Non-Verbal Communication includes communication through any behavioral or expressive channel of communication such as facial expression, bodily movements, vocal tone and pitch and many other channels. Non-Verbal communication involves cues related to the communication (also referred to as the encoding or sending) of information as well as the interpretation (or the decoding or of information.) The communication and interpretation of non-verbal behaviour draws on tacit, implicit knowledge that all human beings possess. Such communication is often subtle, uncontrollable, spontaneous, rapidly and unconsciously communicated and interpreted and provides a great deal of information regarding affective states.

FREE MARKET ECONOMY: ETHICAL BEHAVIOR AT COMPANIES AND DISASTERS.

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ABSTRACT

Proper ethical behavior exists on a plane above the law. The law merely specifies the lowest common denominator of acceptable behavior. As Friedman himself explains, externalities are the unintended consequences of a transaction between two parties on third parties, and have caused disease, their deaths, environmental disasters, exploitation and poverty. So how can we ask the state not to limit the freedom of businesses in order not to harm the functioning of the free market economy? APPLE data centers operate with renewable energy sources more than the respective units of most companies in the technological industry. But what about the workers at FOXCONN? Also, another case study is the example of clinical trials by pharmaceutical companies in the third world. The absence of controls and low costs push pharmaceutical companies to conduct experiments on people in the third world. Beyond legislation, we can look at activity in relation to ethics. So let's take a closer look at Friedman's position that the sole objective of businesses should be to achieve profit combined with the position to minimize government intervention. A company may not be breaking the law and yet it comes in stark contrast to the common sense of morality.

ESG AS A CONTEMPORARY IPHIGENIA FACING THE INCREASINGLY COST OF A COMPANY. EVIDENCE FROM GREECE

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ABSTRACT

The myth of Iphigenia, as the daughter of king Agamemnon that sacrificed for start the Trojan War, is the most typical example that the ESG for the companies, nowadays could be an alternative and not obligation. The main target after several international crises like the Covid-19 pandemia and the war in Ukraine and in Israel for a company is to survive. And in that road ESG seems to be extra waste and not the main target for the company. A characteristic example is the production of electricity from the main producer in Greece, in order to achieve Greece the Green development

GENDER DIVERSITY ON CORPORATE BOARDS

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ABSTRACT

The role of corporate governance in shaping effective leadership and decision-making processes has gained substantial attention in the global business landscape. Among the most debated issues is gender diversity on corporate boards, which is increasingly recognized as a key component of good governance. This paper explores the relationship between corporate governance and gender diversity on boards, analyzing how increased female representation influences governance practices, corporate performance, and organizational culture. It also evaluates the barriers to achieving gender diversity and the potential regulatory frameworks that can support such efforts.

ACCOUNTING RECORDS AND ACCOUNTING SYSTEM

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ABSTRACT

Entities shall maintain an accounting system that records each transaction or event relating to the entity that occurs during the financial period and any resultant revenues, gains, expenses, losses, purchases and sales of assets, discounts and returns, taxes, levies and contributions to social security organizations.

The accounting system of the entity shall record each asset, liability and equity item, as applicable, and any changes thereon.

The maintenance of accounting records shall be effected in a manner appropriate to the size and nature of the entity.

The accounting system of the entity shall record the accounting basis of income, expenses, assets, liabilities and equity, as applicable, for the purpose of preparing the entity's financial statements. The accounting system of the entity shall also record the tax basis of income, expenses, assets, liabilities and equity and where the tax basis differs from the accounting basis, for the purpose of complying with tax legislation and filing the entity's tax return.

The accounting system and records may be kept manually or electronically. Where abbreviations or symbols are used, each of their meanings shall be clearly defined.

ESTABLISHING RULES ON ARTIFICIAL INTELLIGENCE (REGULATION (EU) 2024/1689): INTEGRATION INTO THE GREEK LEGISLATION FRAME

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ABSTRACT

The purpose of this Article is to interpret the functioning of the internal market by establishing the new single legal framework, in particular for the development, placing on the market, putting into operation and use of artificial intelligence systems (AI systems) within the European Union, in a manner consistent with the values of the Union, to promote the adoption of human-centered and reliable artificial intelligence (AI), while ensuring a high level of protection of health, safety and fundamental rights, as enshrined in the Charter of Fundamental Rights of the European, including democracy, the rule of law and environmental protection, but also to explain how protection against the harmful effects of IT systems in the Union can be provided and innovation supported. AI systems can easily be implemented in a wide range of sectors of the economy and in many sectors of society, therefore a consistent and high level of protection should be ensured across the Union in order to achieve reliable AI while preventing discrepancies that hinder the free movement, innovation, implementation and adoption of IT systems.

DETERMINANTS OF THE POSITION OF YOUNG PEOPLE IN THE LABOUR MARKET IN EUROPEAN UNION COUNTRIES: TAXONOMIC ANALYSIS AND INTERVENTION STRATEGIES

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ABSTRACT

The labour market, as a system of interdependencies between the supply and demand for labour, plays a crucial role in shaping the economy. Young people constitute a significant demographic group in the context of labour supply, and their declining numbers in Europe herald future changes in the labour market that will significantly impact the entire economy. This paper focuses on analysing the current situation of young people in the labour market, by diagnosing the factors that shape it, and identifying key challenges related to creating adequate public policy tools that take into account the diversity of situations in individual EU member states.

The main research objective of the analysis is to identify the key factors determining the situation of young people in the labour market in individual EU countries. Using the taxonomic

method, a factor analysis was conducted, based on which these countries were divided into homogeneous groups. A detailed diagnosis of the factors influencing the situation of young people in the labour market was carried out by comparing two selected member states, which represent relatively the best and worst situations in this regard. The criteria for assessing the situation of young people were determined using a synthetic measure that considers indicators such as: unemployment rate, employment indicators, and the number of NEETs (not in education, employment or training) in the total number of young people.

The analysis highlighted key determinants that should be strengthened or modified in response to identified challenges. The study's results serve as the basis for designing effective public policy instruments, which are proposed in the paper.

The analysis is based on public statistical data between 2013 and 2023.

ADAPTING HR PRACTICES FOR GENERATION Z EMPLOYEES IN GREECE

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ABSTRACT

The concept of human resource management is of paramount importance for all modern organizations. Human resources represent one of the most significant pillars for a company's sustainable competitive advantage, as well as a necessary and sufficient condition for its long-term success and survival. Of course, the study of human resource management as well as its main functions is not something new. A thorough review of extant human resources management literature reveals the existence of multiple alternative theoretical models and paradigms regarding the effective employment of the key personnel management activities, such as attracting, selecting, training, developing, retaining, rewarding etc. employees. However, despite the vast accumulation of knowledge regarding employee management over the recent decades, modern organizations have to address a new challenge: the emergence of Generation Z. People born after the year 2000 are increasingly becoming the most important human resources pool for companies of all industries. However, these people have grown up in an entirely different manner, possessing radically different- "new age" competencies and also exhibiting different work habits and preferences. Therefore, a question arises: Should organizations adapt their human resource management systems to accommodate the needs of this new and dynamic workforce? And if yes, in which way? The present study aspires to answer those questions by means of a quantitative research methodology, whereby an original questionnaire is administered to an initial population of 500 HR managers of companies that operate in the Greek market. The primary data collected from the final sample are then analyzed by means of advanced statistical analyses, in order to reach original and insightful conclusions for both HR practitioners and academics.

CHANGE IN CEREAL PRODUCTION CAUSED BY CLIMATE CHANGE IN GREECE

SIANA-MARIA NTERI

ABSTRACT

This study aims to investigate the impact of climate change variables such as average temperature, carbon dioxide emissions and average rainfall on cereal production in Greece from 1990 to 2021. The study used the ARDL (Autoregressive Distributed Lag) method after preliminary tests on the time series data. The results of the estimated model confirmed the existence of a long-term relationship due to the cointegration between the time series of cereal production and the time series of the climatic and non-climatic factors examined. Specifically, in terms of climatic variables, mean rainfall showed a positive and statistically significant effect on grain production in the long run. On the other hand, the average temperature showed a negative and statistically significant effect in the long term. The relationship between greenhouse gases and cereal production was positive and statistically significant in the short term while in the long term it was statistically insignificant. In addition, cereal land cultivated per hectare was statistically significant and appeared to have a positive effect on cereal production in the long and short term. Furthermore, the labor factor was negative and statistically significant only in the long run. Finally, the Granger causality test showed that there is a bidirectional causality relationship between cereal production and cultivated land as well as between cereal production and temperature. A one-way causality relationship was also observed between rainfall as well as energy and grain production and finally between grain production and labor. Based on the above we suggest that in the agricultural sector research and development expenditure should focus on grain varieties which are resistant to high temperature to address climate change. Furthermore, we recommend that the use by producers and the development by companies of seeds that will yield equivalent amounts of production even at lower levels of soil moisture, given that adequate rainfall is vital for the uptake of nutrients by plant roots.

THE ECONOMIC DIMENSION OF STATE AID IN THE LIGHT OF EUROPEAN UNION LAW

Christina Apostolopoulou

ABSTRACT

The protection of the European market and, by extension, of competition itself, as a prerequisite for ensuring the proper functioning of the open market economy, contribute to the reduction of the prices of products and services provided, to the expansion of consumer choice and to the strengthening of technological innovation. All this in harmony is aimed at the sustainable development of Europe with a view to balanced development and price stability, the social market economy with a high degree of competitiveness as provided for in Article 3(3) of the Treaty. The institution of State aid plays an important role in the construction of Europe as it aims to strengthen the economic and social cohesion of the Union, , to promote a project of common interest or to contribute to the balanced development of a sector or region within a Community framework (Article 107 (3) (a), (b), (c) while at the same time the existing legislative framework ensures the avoidance of state interventions that may distort competition. To the extent that

the State aid granted does not distort healthy competition in the internal market through it (i.e. State aid) it is served to provide incentives by the organised State to promote targeted state economic choices and models while at the same time state aid contributes substantially to the alleviation of existing market dysfunctions by playing a balancing and at the same time protective role (for specific weaker groups - categories). State aid regulations are included in the economic constitution of the Union as it is of fundamental importance for the EU to consolidate the conditions of undistorted competition, but at the same time the absolute prohibition is bent so that the Member States, within the prescribed limits, can serve with more flexibility their intended economic policies.

In addition to undertakings operating in the European area which may distort competition, the Member States themselves, in the exercise of their public authority through specific decisions in the economic field, may influence competition by granting different, more favourable treatment to the benefit of certain undertakings to the detriment of other similar entities operating in the same area. The main type of special treatment in favour of certain undertakings is carried out through the institution of State aid provided for in Articles 107-109 of the Treaty (ex Article 87-89 of the Treaty establishing the European Community). The above provisions include regulations that provide for the prerequisites for an aid to be compatible with the internal market and respectively in which cases the existence of certain conditions (cumulatively applicable) make state aid incompatible while in addition they confer on the European Commission the power to monitor the faithful application of the relevant legislation by the Member States. In order to determine whether specific national measures constitute State aid, we must examine whether the essential components of State aid are present in this case, namely the granting of an economic advantage, the transfer of state resources, the selective - preferential treatment of certain undertakings or economic sectors and the imputation of the measure to the state. We note, therefore, that state aid can take various forms (e.g. grants, subsidies of all kinds, loan guarantees, tax exemptions/deductions, debt arrangements/write-offs, discounts/reductions in insurance contributions, while state aid issues arise and in the extremely critical areas of privatization, sales of public assets and restructuring of firms in difficulty) and occupy a wide scope for action in the economic activity of the Union.

EXPLORING THE CONTRIBUTING FACTORS OF PATIENT-PHYSICIAN TRUST IN GREECE TO DEVELOP RELEVANT MARKETING STRATEGIES

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ABSTRACT
Trust plays a crucial role in the patient–physician relationship. Trust can improve health care effectiveness, whilst the lack of trust could have important consequences in health outcomes. However, the prior research on trust within the patient- medical provider relationship is limited. This paper aims at filling in the gap in the relevant literature by investigating the key elements which contribute to building trust within the doctor-patient relationship. Identifying the key components of trust could allow medical providers to invest on particular issues so as to gain and retain patients' trust. The study is based on a qualitative research design according to the

grounded theory methodology. Data collection involved seven separate interviews with patients/individuals during May 2024. The typical approach of phenomenological interviewing was adopted. Interviews were semi-structured; an interview guide was used. Interview questions included: "Have you ever felt that you immediately trust a doctor?", "What makes you trust a doctor?", "What would you make you distrust a doctor?", "How would you react if you felt to distrust a doctor?" Moreover, respondents were encouraged to describe situations in which they trusted or distrusted a doctor and give details on the elements which contributed to each situation. Results demonstrated that active listening, providing evidence-based information and showing true interest in patients are the central elements for building trust from the patient's perspective. Based on these preliminary findings, medical providers could try to effectively design strategies to gain patients' trust, which would have several benefits in a micro and macro level.

TESTING CAUSALITY BETWEEN TAXES AND SPENDING ON FIVE SIMILAR COUNTRIES

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ABSTRACT

This paper examines the relationship between government revenues and expenditures from 1995 to 2023 using quarterly data for Greece, Spain, Italy, Portugal and Cyprus. Previous studies considered that countries with similar economic situation, for example, poor countries, present a fairly diverse picture as far as their macroeconomic performance is concerned. Antonio Afonso and Christophe Rault (2009), examined the relationship between tax causality and spend for Italy, France, Spain, Greece and Portugal. Authors present that some changes of the causality patterns can also be detected notably with countries like Greece, Italy and Portugal after the second half of 1980's which makes fiscal behavior adjustments to EMU imperative.

Furthemore, from a literature review, authors have studied that spending or tax and spending models in fiscal policy have an impact both on developing and developed countries. This paper examines empirically the relationship between government revenues and government expenditures for Greece, Spain, Portugal, Italy and Cyprus due to fiscal authority. This paper research work is carried out in the context of finding an appropriate fiscal policy which aims to find the correlation for the dynamic interdependence of the basic economic variables of the state economic system. More specifically, the main axe of the economy is the research on government public expenditures and revenues which aim in forming fiscal policy.

In addition, we can classify time series based on observations which are monthly, quarterly etc. Furthermore, this model examines the relationship between revenues and expenditures, aiming to find a way to design an efficient fiscal policy. This study admittedly deals with the analysis of the causality between taxes and expenditures in order to examine whether revenues determine expenses or whether expenses determine revenues. This is crucial when countries draw up the budget. Thus, this paper examines the causality relationship between total revenues and public expenditures in a specific sample of countries, using eurostat's data. Clearly, this empirical analysis examines the stationary of time series, the cointegration, Johansen test and finally Granger's Causality test between revenues and expenditures. In contrast to other studies, the present paper also includes research on Cyprus. According to results in all countries we

used a VAR model and Granger causality test. In the case of Portugal it is observed that there is no causality relationship between total revenues and total expenditures. In other countries, we observed that the logarithm of total expenditures causes the logarithm of total revenues. It is observed that Greece and Ireland plan their expenses at first and then they plan their taxes, while Spain and Portugal do the exact opposite. Finally, the results from Cyprus are similar to those of Greece and Ireland.

SINO-AMERICAN TRADE DYNAMICS AND GLOBAL VALUE CHAINS: INSIGHTS FROM A MIDAS-VAR APPROACH

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ABSTRACT

Understanding the impact of shifts in trade relations between the world's two largest economies, China and the USA, is vital to comprehending the dynamics of global trade [Bown 2021; Meng et al. 2022]. In recent years, tensions between China and the USA have escalated, particularly during Donald Trump's presidency and his subsequent bid for re-election. These trade policies between China and the USA have direct implications for global value chains (GVCs) and the participation structure of individual countries and economic sectors within these chains. Technological advancements further drive these changes, significantly affecting the role of these sectors in GDP creation, especially in high-tech industries. However, a significant challenge in modeling the effects of such shocks and their influence on trade policies is the disparity in data frequency. The US-China Tension Index (UCT) is available at a frequency lower than annual [Rogers et al. 2024], while measures of GVC decoupling and other macroeconomic variables are typically available only on an annual basis. To address this issue, conventional approaches have involved the temporal aggregation of high-frequency shocks, subsequently applying them in VAR specifications or low-frequency local projections.

This article aims to investigate the impact of trade policies between China and the USA on the development of decoupling processes from 1995 to 2022. To achieve this, the study employs the MIDAS-VAR model, as proposed by Ghysels (2016). This model facilitates the estimation of multiplier effects by analyzing the influence of high-frequency data on low-frequency data, and vice versa. The analysis specifically examines the impact of various production factors on the value added in the high-tech sector, including employment, GDP per capita, FDI, and tariffs, while decoupling processes are represented through two endogenous variables. All these variables are of low frequency (annual), with the US-China Tension Index being a high-frequency (quarterly) variable. MIDAS-VAR models and impulse response functions were estimated for 10 economies with the highest trade volumes with China. The findings suggest that data frequency plays a crucial role, and that fluctuations in China-US tensions have a moderate impact on global trade, indicating that the decoupling phenomenon is largely a media-driven narrative rather than a reflection of economic reality.

THE RELATIONSHIP BETWEEN COST SYSTEM FUNCTIONALITY AND HOTEL PERFORMANCE: THE MODERATING EFFECT OF ACCOUNTING INFORMATION SYSTEMS USER SATISFACTION

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ABSTRACT
Hotel managers need detailed costing information in order to face the intense competition of industry (Vij, 2012), as well as a deep understanding of the cost behaviour (Potter and Schmidgall, 1999). Consequently, the design and implementation of a highly complex and functional costing system can satisfy the needs of hotel managers as they obtain more accurate and reliable costing information and subsequently, can make more effective decisions (Cohen and Kaimenaki, 2011). Information Technology (IT) developments have served to improve the collection and provision of costing data (Ratnatunga et al., 2012). Furthermore, according to Reeve (1996), the use of Activity Based Costing (ABC) requires sophisticated IT that can provide extensive financial information as well as information on the cost drivers and on the identification of activities that do not add value (Maiga, 2017). Based on the above arguments, as the functionality of costing systems increases, Accounting Information Systems (AIS) must be effective to provide accurate and timely costing information for the use of functional costing systems. At the same time, as long as hotel financial managers demand high quality costing information for their products and services they should be highly satisfied with AIS. The aim of this study is to investigate whether AIS user satisfaction moderates the relationship between costing system functionality and hotel performance. Hierarchical regression analysis was employed to test the assumption. The results of the analysis support the proposition that AIS user satisfaction is a strong moderator in the relationship between functional costing system and hotel performance. This study extends IS literature, outlining an important aspect of IT in the relationship with Management Accounting Systems that has not been examined in empirical research. Moreover, the results of this study provide important managerial implications for hotel financial managers and IT executives.

THE INFORMATION ECONOMY IN THE AGE OF DIGITIZALITION: |KEY CHARACTERISTICS AND DISTINCTIONS

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ABSTRACT
The information economy, characterized by the use of knowledge and digital technologies as primary resources, has transformed traditional economic models and practices. Despite its growing significance, there are varying and often conflicting interpretations of the essence and unique features of the information economy. This article aims to explore the theoretical

foundations on which the information economy is studied, with the goal of defining its main characteristics. Through an in-depth analysis, a classification of the core characteristics of the modern information economy was established, highlighting its reliance on digital information, knowledge-intensive activities, and network effects. Additionally, the study identifies key development trends within the information economy, emphasizing the impacts of increasing digitalization and globalization. These findings provide a comprehensive understanding of the evolving nature of the information economy and its influence on broader economic practices.

WOMEN EMPOWERMENT AS A DRIVER OF SUSTAINABLE INNOVATION: A CASE STUDY ANALYSIS IN SMES

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ABSTRACT

Substantial evidence suggests a strong positive correlation between women and innovation [1; 2; 3]. However, the relationship between women empowerment and sustainable innovation remains mostly underexplored in academic research. This study addresses this gap by rigorously investigating key drivers of women's empowerment - namely female entrepreneurship, leadership, and networking - within the dynamic context of Small and Medium Enterprises (SMEs) in Italy. Through a robust qualitative case study approach, we conducted in-depth semi-structured interviews with 12 Italian female entrepreneurs across diverse sectors. Our analysis reveals that the participants' varied backgrounds profoundly shape their perceptions of empowerment and therefore, its direct impact on their capability to perform sustainable innovation. Notably, the majority of the interviewees reported a positive influence of empowerment over innovation, underscoring the critical role of female entrepreneurship in fostering innovative sustainable solutions. These insights suggest actionable strategies for policymakers, scholars, and stakeholders to further support women entrepreneurship as key agents of sustainable change, aligning with the 5th goal of the United Nations Agenda 2030.

THE INTRODUCTION OF DRG'S (DIAGNOSIS RELATED GROUPS) IN GREEK PUBLIC HEALTH CARE UNITS AS AN ATTEMPT TO "CORRECT" THE COSTING BASED ON KEN (CLOSED CONSOLIDATED HOSPITALIZATION) AND THE EXCLUSION OF THE ACTUAL COST.

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ABSTRACT
The study aims to highlight the importance of the introduction of DRG's in Greek Public Health Units (PHUs) as an attempt to compensate for the discrepancy in the costing of medical procedures and health services in general, based on the Closed Consolidated Hospitalization (KEN) in combination with the absence of estimation of the actual cost. A survey was conducted in all 125 PHUs in the country, of which 122 had an autonomous finance directorate. Of the 122 hospitals, data were collected from at least 46, representing 107 financial executives (33.6% male and 66.4% female), holding positions of 40.2% Director of Finance Directorate, 16.8% Deputy Director of Finance Directorate and 43% Head of the Finance Department. The minimum representation of the country's PHUs was recorded at 37.77%, that is 46 public hospitals. The statistical analysis of the survey data revealed that the financial executives believe that the replacement of KENs by DRGs can lead to a more accurate costing of health care services (M 3.79, SD .919), while the implementation of DRGs will improve the general way of costing medical procedures (M 3.81, SD .923) and their costing based on actual costs (M 3.57 ± 0.754). In addition, it was found that the costing/pricing of medical procedures of the PHUs resulting from the KENs (M0 3.15, SD 1.164), are limping in relation to actual costs (M 3.72, SD .810) (Sig. 0.000). The financial executives of the Greek PHUs agree that DRG's are superior to KENs as a costing/pricing system, and that the estimation of actual costs would be the most ideal. The future course of the hospital costing process will depend on the dynamics of DRG's versus actual costs, but also to a large extent, on the increased involvement of financial executives in it, since according to the survey, they consider the estimation of real costs a decisive factor for improving the management of hospital expenses and the radical restructuring of the NHS.

CULTURE, INSTITUTIONS, AND SUSTAINABLE DEVELOPMENT

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ABSTRACT
Cultural background is conceptualized as a total of “shared knowledge” consisting of (a) taught thought procedures, (b) belief, behavior, and value constructs, and (c) underlying theories of the physical and social world. Cultural dimensions have been well defined and presented by many researchers like Hofstede in his main works. Hofstede, along with Bond and other authors, has proven that cultural background has a significant effect on economic growth, economic policy,

and political science. Cultural and genetic evolution are simultaneously studied under the prism of the dual inheritance theorem.

Institutions provide incentives that influence economic outcomes and investment decisions, affecting economic output. In the past few years, there has been a resurgence of interest in this subject, including research into the sources of institutional differences across countries, the channels through which institutions may affect economic performance, and the quantitative importance of these links. The renewed attention to the enormous cross-country differences in incomes is motivating much of this work. Not only are the extremes of this global income distribution striking but so is the uneven dispersion of incomes.

Cultural background and institutions interact and evolve together with mutual feedback. The same institutions may function differently in distinct cultural environments, while cultural backgrounds can adapt and change in response to an institutional environment. The coevolution between cultural background and institutions plays a significant role in influencing the motivations of economic, social, and political actors, thus affecting economic development. Within the framework of the Sustainable Development Goals (SDGs), adopted in September 2015 by the United Nations, the international development agenda refers to culture for the first time. The safeguarding and promotion of culture is an end in itself, and at the same time, it contributes directly to many of the SDGs. It would be very fascinating to study the coevolution and impact of both cultural background and institutions on sustainable development as it is defined in Sustainable Development Report 2024.

ASPECTS OF THE INFLATION EVOLUTION: CHARACTERISTICS OF ENERGY AND FOOD INFLATION PATTERNS, AND THEIR CONTRIBUTIONS TO HEADLINE INFLATION IN THE EUROZONE SINCE THE PANDEMIC.

Anastasios Saraidaris

ABSTRACT

The present paper discusses the characteristics and explores patterns of energy and food prices, along with their respective contributions to headline inflation as captured by the HICP. Amid the unprecedented economic disruptions caused by the pandemic, the Eurozone has witnessed notable shifts in inflationary pressures, with energy and food prices emerging as key determinants of overall inflation trends. By analyzing the characteristics of inflation evolution, particularly regarding energy and food prices, we aim to shed light on the underlying drivers shaping the post-pandemic inflation landscape.

Drawing from recent literature, we discuss possible transmission channels through which changes in energy and food prices impact headline inflation, as observed in the HICP. Exploring these fluctuations is essential for policymakers as they navigate the complexities of contemporary inflation dynamics.

In the field literature, inflation dynamics, particularly regarding energy and food prices, have garnered significant interest particularly since the onset of the COVID-19 pandemic. Therefore, exploring drivers of energy and food price inflation in the euro area, as well as how fiscal interventions manage inflationary episodes, is of particular interest.

«G@STROTOURISM»: HOW TECHNOLOGY AND HUMAN PERCEPTION MECHANISM SHAPE FOOD TOURISM EXPERIENCE AND BEHAVIOR

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ABSTRACT

The present study examines the contribution of technology to the gastro tourism experience through the role and the way food experience influences the mechanism of human perception. The study uses various dimensions and examines the relationships between them in the specific proposed way which have not been measured in the past, in the context of gastro tourism both globally and in Greece in particular. The factors of "Technologically Augmented Experiences" (TAE) and "Technologically Augmented Gastro memories" (TAG@) are researched in the context of the gastronomic experience in relation to the mechanism of human perception.). Relations between Smartphones & Social media", "Technology Enhanced Gastronomic Memories (TEGM) and sources of information" in the post gastro tourism trip phase, "Perception and Age" as well as "Perception and Repeat visit" are also examined for their contribution to the formation of an overall perception by the tourists.

The multidimensional approach of Gastrophysics that was followed has proven to be more useful compared to other single-dimensional approaches, as it can overcome the limitation of one-dimensional examination of phenomena, having only one or two dimensions. The multi-dimensional approach can explore and capture research results on an aesthetic, cognitive and emotional level, offering comprehensive realistic and immediately usable information for DMOs to draw useful conclusions. This multi-dimensional approach also helps to understand the multi-level and multi-dimensional process of perception and its mechanism, in the context of experiential gastro-tourism which cannot be addressed single dimensional. This is achieved by accepting the importance and studying the complex & multi-leveled functional way of human perception and the definitive role that our senses play in the holism of the taste experience and the perception of food, combined with the uniqueness of each person and the involvement of technology that differentiates the same experience from one human to another.

The use of technology with this flow of influence has not been researched in the past in a similar conceptual model. Thus, the present study has extended the existing studies of tourism behavioral intention and consumer loyalty, based on the subjective human perception of food and the creation of technological enhanced memories (e-memories), examined in combination with the use and role of technology in the context of a of a new dual "hybrid" tourism concept, which as a whole takes place simultaneously on both a digital and physical level.

This "hybrid" type of tourism; is called "G@strotourism" in the present study, wanting to indicate the decisive and complementary role of human perception and technology in the modern culinary experience.

Taking into account the extracted results, we are given the possibility to design, with the help of technology and the understanding of the human perception mechanism regarding food, modern personalized and customized products, services and gastronomy experiences that will contribute to the upgrading of tourists' experience quality and satisfaction, achieving the maximum immersion of the participants, striving for maximum satisfaction and self-improvement of the participants. In economic and developmental terms, the purpose is to draw useful conclusions for strategies that will lead to the sustainable economic development of a destination, with the utilization of the local culinary wealth, in the context of a contemporary model of food tourism development.

ENVIRONMENTAL ACCOUNTING AND GREEN TAXATION IN THE FRAMEWORK OF ESG

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ABSTRACT

In recent years, due to climate change, which is directly or indirectly linked to human activities, and its consequences on the environment, society and businesses, it has become more imperative than ever to measure and evaluate the ethical and environmental impact of business investments. In this context, companies are gradually called upon to implement actions and policies, for the environment, social and corporate governance (ESG), which overall, through the green transition, will lead to an environment of sustainability and sustainable development, as well as and in achieving climate neutrality. In this direction, businesses should make use of the principles of the circular economy, the sharing economy, the lignite economy and other related economic models.

The measurement and evaluation of the ethical and environmental impacts of business investments, as well as the determination of the cost of waste and raw materials lost during the production process, is the subject of environmental accounting. In order to achieve the goals of environmental policies and promote the transition towards climate neutrality, the contribution of green taxation is expected to be decisive in the immediate future. Green taxation focuses on the taxation of transport, energy, productive resources and pollution.

This research examines the role and importance of environmental accounting and green taxation for the three key components of ESG, environment, social and governance. From the processing of the research data, carried out in Greek businesses, with the method of factor analysis, and their further analysis, it emerged that, overall, at the national level, a great effort is required in order to understand the role of environmental accounting and the necessity of green taxation, especially from medium and small businesses that make up the largest segment of active businesses in the Greek economy.

THE SUPPLY CHAIN OF PROPAGATING MATERIAL AND THE PERCEPTIONS OF FIRMS OPERATING IN THIS MARKET IN WESTERN MACEDONIA

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ABSTRACT

The aim of this paper is to study the attitudes and opinions of firms that produce and/or trade plant propagating material and to analyse the operation of the supply chain in the region of Western Macedonia. The study involved 54 small and medium sized firms operating in this sector. Data collection was carried out between February 2022 and May 2022 through a questionnaire sent by e-mail to the firms due to the coronavirus epidemic and answered by their managers.

The firms in the sample are mainly engaged in the supply of plant propagating material and partly in its production. Participation and experience in the industry varies with 22% of firms

having entered their second decade of operation, 15% having been in business for 21-30 years and 19% including firms with long experience, more than 30 years. It is interesting to note that 81% of respondents do not have an electronic shop while for the remaining 19% the share of online sales is very low. However, a significant proportion of the sample (44%) are start-ups measuring a decade of operation, indicating a dynamism in the industry. Given the need for employment creation, the apparent potential for future growth of the sector in the region of Western Macedonia makes it interesting to investigate the supply chain.

Entrepreneurs obtain propagating material mainly from domestic production companies (72%), the bulk being seeds for field-crops, while the remaining quantity relies on imports (28%). Most of the imports are for bulbs, followed by imports of vegetable seeds, top-graft cuttings and seedling plants, while there are a few firms that import field-crop seeds. According to the firms' views, the main criteria for the purchase of propagating material by farmers are the availability of the desired variety, the price of the propagating material and, most importantly, the adaptability of the propagating material to the climatic conditions of the growing area. Half of the sample of firms (50%) is satisfied with the quality of the domestic propagating material supplied and their managers believe that it largely meets the needs of farmers. A sizeable proportion however (33%), neither agrees nor disagrees and the identified problems relate to the sufficiency of propagating material in the market and its excessive cost.

It is the view of the majority (59%) of respondents that the domestic propagating material can compete with the imported one while (83%) believe that the sector of domestic production and subsequently the distribution of domestic propagating material has significant potential for growth, especially if supported by appropriate policy measures to enhance the trade in certified propagating material.

INVESTIGATING THE DYNAMIC RELATIONSHIP BETWEEN GREEN FINANCE, ENERGY PRICE VOLATILITY AND GEOPOLITICAL RISK: A ROADMAP AND FUTURE RESEARCH AGENDA

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ABSTRACT

Implementing energy efficiency improvements can be considered as an essential strategy for the long-term sustainability of the fight against climate change. The research objective of this study is to investigate the interconnection among energy price volatility, green finance, and geopolitical risk. We analyzed the study's subject using bibliometric methods such as network analysis, theme analysis, co-occurrence analysis, and multiple correspondence analysis (MCA). Data have been exported from the Scopus database covering the years 2018–2024. We also applied the statistical programming language R, along with the bibliometric tools of Biblioshiny and VOSviewer, to analyze the selected bibliometric data using the PRISMA approach. The

analysis identified four primary themes: the economic foundations and investment dynamics in green finance markets, sustainable development within the green energy sector, technological advancements and integration of renewable energy sources, and the environmental impacts influenced by legislation. Furthermore, the results demonstrate that green financing is essential for alleviating energy market fluctuations and fostering sustainable growth. Moreover, alternative sustainable policies, such as environmental levies and green finance, markedly enhance investment in renewable energy, as shown by the research results. Fluctuations in crude oil prices and geopolitical issues negatively influence investment trends in renewable energy, especially concerning the company's size and governance criteria. Finally, this study's results may encourage policymakers and practitioners to use innovative green finance solutions to foster sustainable development and enhance long-term economic resilience.

EXAMINING ANTI-CORRUPTION AND ANTI-COMPETITION CONTROVERSIES: EVALUATING ANTI-ESG PRACTICES IN THE EUROPEAN BANKING INDUSTRY USING ENTROPY WEIGHT-TOPSIS METHODS

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ABSTRACT

The purpose of this research is to determine the extent to which a series of environmental, social, and governance issues may have an influence on the amount of corruption that exists inside the European banking sector. This study is a unique project within the academic community, and its goal is to determine the degree to which this connection may exist. Researchers in this subject often explore financial issues since they are seen to be potential catalysts for the worsening of corruption inside financial institutions. since of this, financial factors are frequently researched. This study is useful because it highlights anti-competitive concerns as a fundamental component that can greatly affect the prevalence of fraud and bribery in investigations of corruption. It is important to note that this research is relevant since it identifies these crucial components. We performed an examination of anti-competitive acts at 344 financial institutions situated in Europe throughout the period ranging from 2018 to 2022 using the entropy-weighted TOPSIS approach. The period covered by this research was from 2018 to 2022. The findings of the research led to the conclusion that environmental controversy and legitimate policy competition are the key elements that define anti-competitive behaviors. This conclusion was reached based on the examination of the findings. Additionally, academics agree that the banking business in Scandinavian countries is the one that exhibits the most pronounced anti-competitive behavior.

BLOCKCHAIN TECHNOLOGY IN THE CORE OF ANTI-FRAUD MANAGEMENT: FROM REGULATION TO IMPLEMENTATION

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ABSTRACT

The great demands of the digital age create challenges and opportunities and require adaptation to the new data from both individuals and organizations as to build a strong governance structure characterized by transparency, accountability, integrity and ethical culture. Effective governance requires the activation of powerful strategic management tools and the utilization of blockchain technologies. Special emphasis is on ESG (Environmental, Social and Governance) and auditing, the critical factors that affect the current financial and business environment. Audit ESG reports provides assurance on firms' sustainable investment decisions, offers valuable information about its anti-fraud performance and regulatory compliance. On the other hand, blockchain technology is a cutting-edge technology that provides security transparency and decentralization. The purpose of this research is to explore these two concepts and how blockchain technology could be used in ESG audit reports shaping and improving the concept of sustainable development in the near future

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THE PHILOSOPHICAL ASPECT OF ACCOUNTABILITY: ARISTOTELIAN APPROACH

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ABSTRACT

In general, somebody is accountable (and responsible) when:

- The actions contradict to established systems of principles or to generally accepted standards of morality.
- The action does not happen under coercion or fallacy.
- There is full knowledge about all alternatives and the consequences deriving from each alternative. The subject is in full knowledge of consequences and the parts who are favored and the parts who are hurt.
- The subject's actions are the causes of the consequences occurred. In that sense, he/she is in a causal relationship with the effects.

In Aristotle's moral theory, accountability for a person is presented as a central argument in

the second book of Nicomachean Ethics and accepts action as the actual factor that produces outcomes and which indicates both the intentions and the beliefs or opinions of the agent. Consequently, one's evaluation derives from actions and not words or of nothing (inactivity), because somebody chooses to be something and acts or does not act in a specific way.

In my paper I suggest that Aristotelian thought may provide us with a complete analysis about the issue of accountability (and responsibility) in general and in administration and politics in particular. In administration and organizational theory, it is commonly accepted the connection between accountability and ethics, and it is mentioned that the concept of modern accountability mainly derives from Athenian Democracy.

I trace the subject not only through Aristotle's moral theory, but political philosophy and epistemology as well, to present from his approach an integrated system about accountability and responsibility. For Aristotle, somebody becomes a subject of accountability when he is responsible for something, or when we wish to chart the extent of his responsibility.

Within the presentation, I intend putting under discussion the argument that it can be considered practically for normative texts or ethical/deontological codes by any organizational entity.

COAL'S LAST BREATH: EXAMINING HEALTH IMPACTS IN ENGLAND'S TRANSITION

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This study used a natural experiment to determine how closure of coal plants affect the air pollution and in-turn the health outcomes (physical and mental health) in England. The introduction of Carbon Tax policy in the United Kingdom in 2013, precipitated the closure of multiple coal plants, highlighting the imperative for further investigation into its implications. The study used a Staggered Difference-in-Difference with the Callaway & Sant'Anna estimator along with an event study model, to incorporate differential treatment timing. The results of this study suggest that coal plant closures improve air quality. Regarding health outcomes, it reduces hospital admissions among respiratory patients, and asthma (among adults), and decreases the prevalence of asthma. Furthermore, it reduces mortality among the most deprived under the age of 75 years and mortality for mental and behaviour diseases. These findings suggest that the closure of the coal plant improves the air quality, and thus aid in enhancing the health outcomes. This finding is crucial for the development of informed and affective environmental polic

Women's entrepreneurship in Bulgaria

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Women's entrepreneurship continues to play an important role in modernizing societies and changing public attitudes towards women, which in turn will enable governments to make better use of the economic potential of female entrepreneurs. Entrepreneurship in Bulgaria flourished after socio-economic changes in 1989. It develops in different sectors and traces different levels of maturity. Business activities through development and implementation of entrepreneurship and risk-taking to start a new activity with no guarantee of return on investment, and business success, are wide spread. As a result of the emergence and functioning of the entrepreneur, there is a widespread technological innovation, organizational innovation and growth of business

in different sectors. Essential in a modern, dynamically changing environment is the support that women and young entrepreneurs have. Encouragement these groups of the society in setting up own business and introducing innovations, leads to improved business performance of organizations in agriculture, as well as to development of rural areas.

The paper discusses the unique role of women in business and their role as entrepreneurs in one dynamic, turbulent and very often unfavorable environment. On the background of a short description of the state of entrepreneurship in Bulgaria is presented and analysed the role of women entrepreneurs – their characteristics, their motivation. Part of paper reveals and analysis the barriers before women-entrepreneurs. Special place is given to the business profile and managerial competencies of women-entrepreneurs in Bulgaria.

Martian Law & Exploration

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The study is dedicated to the planet Mars, which is currently in the constellation of Taurus. It was called ''Ares'', named after the Greek god of war, in the framework of the ancient Greek astronomy. In a comparable way, the prehistory of Outer Space Law is based on the notion of cosmos, meaning the order of the universe, the astronomy with emphasis on constellations, and the right to theory (observation and theoretical approach) [1]. The mainstreaming set of rules of this branch, which emerged in 1957, is the 1967 Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies. Unlike the case of Earth's Moon, corresponding to a specific UN Treaty, such as the 1979 Moon Agreement, the red planet is deprived of any specific international treaty. Notwithstanding this, for those parties of this Agreement, under Article 1(1) its provisions also apply to ''other celestial bodies in the solar system, other than the earth'', so it applies with respect to Mars [2]. Currently, rules on Mars have appeared in various forms, including a not binding text that formally is not an international treaty, such as the 2020 Artemis Accords containing principles for cooperation in the civil exploration and use of the Moon, Mars, Comets and Asteroids for peaceful purposes. Martian Law is a body of legal rules with very restricted normative development and academic elaboration, at least against Lunar Law, whilst Mars exploration is intense, illustrated mainly by the numerous missions of NASA, such as the famous rovers Curiosity and Perseverance. If the term ''Martian Law'' keeps signifying almost uniquely the temporary rule by military authorities of a designated area in time of emergency, Martian exploration is no more a popular kind of science fiction…

KEYWORDS
Ares, Artemis Accords, Cosmic Law, Lunar Law, Martian Law, Martian exploration

JEL CLASSIFICATION CODES: K

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“ECB’s spillovers of unconventional monetary policies in Nordic stock markets”

PhD Adelajda Matuka

The financial crisis of 2007-2008 has had huge financial impact all over the world stock markets, therefore, the European Central Bank (ECB) has been obligated to take non-standard measures to tackle the immediate risk, to reduce the financial turmoil, inject liquidity and stabilize the financial markets. Therefore, this study investigates the impact of ECB’s unconventional monetary policies in Nordic stock markets using daily data from 2008 to 2018. The list of ECB’s policies is composed of 229 announcements which include press releases, conferences and public speeches while the stock indices consist of five European indices that include Denmark (OMXC20), Finland (OMXH25), Iceland (OMIXPI), Norway (OBX) and Sweden (OMXS30). I assume that each event is composed of an anticipated component and a surprise component. I capture the anticipated component through the dummy ECB announcement while the non-anticipated part is captured through four different proxies: a) the change in domestic 10-year government bond yields, b) the changes in the spread between German and Italian (Spanish) 10-year bond yields, and c) German long-term government bond yield which is considered a safe euro-denominated asset. Moreover, as the time framework represents a period of 10 years, which includes different market conditions and risk sentiments, it represents different policies and monetary policy tools used, hence, I divide the sample in two subsamples to determine the evolution of the unconventional monetary policies over time. Therefore, I use an Exponential General Autoregressive Conditional Heteroskedastic (EGARCH) model to investigate the reaction of euro area stock indices due to the ECB’s unconventional monetary policies as the E-GARCH model allows volatility asymmetry and negative volatility coefficients. The findings show that there are slight changes between the overall sample and the crisis period. There are highly significant effects of ECB announcements and the surprise component in Denmark, Finland and Iceland whilst the impact in Norway and Sweden in the postcrises period is limited. To conclude, the results of the overall sample are mainly driven by the first sample while the impact is limited for the second subsample. There is high impact of unconventional monetary policies of ECB in Iceland even though Iceland does not belong to European Union countries but is part of European Union Agreement and European Free trade Association.

Key Words: ECB; Nordic Stock Market; E-GARCH Model.

Proposal title: euRopean bio-Economy aLliancE in Farming
Proposal acronym: RELIEF
Activity: ERASMUS-EDU-2021-PI-ALL-INNO-EDU-ENTERP

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Farming in EU is essential to livelihoods and local development, while facing many challenges such as limited resources and growing environmental challenges. Bio-economy is a solution towards this problem. For a successful bio-economy strategy in farming, further support is needed for the workforce, more knowledge about the impact and business models of bio-economy, raising more awareness and involvement of a wider range of actors. Training in bio-economy is still absent in many EU countries and there is a shortage of people with higher education in the farming sector. The transition to bio-economy needs professionals with multidisciplinary, managerial, and cross-sectoral expertise. Higher education and vocational training can play a critical role in this transition integrating dedicated curricula and training. RELIEF aims to develop and deliver an innovative approach for teaching bio-economy in farming, by developing specific learning resources addressing HEIs students and farming practitioners. HEIs, VETs, farmer consultants, research institutes, and social partners from Italy, Greece, Sweden, Cyprus and Portugal will deliver a high-quality network within the EU to advance bio-economy in the farming agenda. RELIEF will deliver a training needs analysis and develop two curricula in bio-economy, for HE students, farming practitioners and farmers exploring the key areas that are critical for the implementation of business models and strategies towards bio-economy in farming. Based on this knowledge, RELIEF will design and pilot learning units which will incorporate a mix of training methodologies. An e-learning platform will offer learning resources in 5 languages for selftraining and networking to support the long-term sustainability of farming enterprises. RELIEF will stimulate significant changes in the university curricula, course content, and VET training by integrating a learner-centred approach based on problem-based, active and transformational learning.

Project name: REgenerating susTainable food chAINs through MArket Gardening
Project acronym: AGRETAIN

Marie Taylor, Technological University of Shannon (TUS),
Elena Athnasopoulou, University of the Peloponnese

The main aim of AGRETAIN is to combine the efforts of universities and enterprises (VET providers, farmer consultants), research institutes and social actors to develop new teaching methods and learning material in the field of market gardening focusing to open up new learning opportunities for the embedding of more resilient, sustainable/ environmental friendly, soil regenerative practices in small scale farming. The specific objectives of AGRETAIN are:

O1: to foster a sustainability mindset by helping users to develop knowledge, skills and attitudes to think, plan and act with empathy, responsibility, and care for our planet and its limited resources through the design of a training approach starting from existing and emerging skills needed to facilitate the transition to sustainable and resilient farming

O2: to enhance the knowledge, skills and competencies of farming practitioners (farmers, agronomists, farmer consultants, young farmers) as well as neo farmers in market gardening.

O3: to develop an innovative and multidisciplinary approach for teaching the integration of biodiversity principles and practices in farming by helping learners to develop, implement and expand sustainable biodiversity strategies in small scale farming.
O4: to promote the cooperation and co-creation of knowledge between higher education (HE) and vocational education and training (VET), research, and the business farming sector in order to contribute to innovation in food safety, rural development and sustainability through the business model of market gardening and in education and training
O5: to empower multiple stakeholders in agriculture, policy makers, regional governments across Europe to utilize high quality, state-of-the-art learning resources, available through an e-learning repository, for the knowledge in market gardening to be developed and spread.

CURRENT HIRING REQUIREMENTS IN CONSTRUCTION INDUSTRY

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Everyone's goal is to start their ideal job as soon as they graduate. Some students, however, begin working even before they finish their studies. They do this in order to gain hands-on experience that could help them land their desired career after graduation. These students are frequently preferred by employers over graduates with no work history. This is true because skill sets have been added. The problem here is that graduate students without experience frequently only draw their knowledge from books and not from real-world experiences. The practical knowledge required to enter the workforce is not taught in schools. Understanding the numerous hiring factors, a corporation uses when looking for young graduates is the goal of this study. This study is based on a number of factors, including the skill sets needed, degree of experience, sexual orientation, country of origin, undergraduate background, soft skills, etc. The study combines case studies with business survey data. The goal of this research is to aid students by compiling a database of hiring standards, tactics, and priorities.

Keywords: Hiring practices, Construction Industry, Graduates, Skillset, Experience.