

ABSTRACTS

CIK- 12th International Conference in collaboration with ESCA and SINGEP

Oct. 23-25, 2024, Hybrid

Theme: Climate Change, Entrepreneurship, Innovation, and Sustainable Development



CYRUS Institute of Knowledge

Cambridge, USA,

ESCA Ecole de Management, Casablanca Morocco,

And

Simpósio Internacional de Gestão de Projetos,

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October 23-25, 2024

Hybrid

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Co-sponsors:

- **Bentley University – USA**
- ***ESCA, Casablanca - Morocco***
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Conference Theme:

**CLIMATE CHANGE, ENTREPRENEURSHIP, INNOVATION,
AND SUSTAINABLE DEVELOPMENT**

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CLIMATE CHANGE THREATENS THE HEALTH OF HUMAN SOCIETIES

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Abstract

Today, climate and weather changes have affected all aspects of human life. The average global temperature has increased by about one degree. The concentration of carbon dioxide in the earth's atmosphere is increasing. The increase in temperature and [greenhouse gases](#), in addition to bad environmental effects, has directly and indirectly endangered human health transmitted by insects. On the other hand, climate change, by increasing the risks of floods and natural disasters, exposes mankind to mental disorders caused by accidents such as anxiety and depression.

The increase in the concentration of carbon dioxide on agricultural products also has adverse effects such as the reduction of protein and vitamins. These changes have adverse effects on the human body and lead to an increase in non-communicable diseases. An increase in temperature, especially in the elderly, can lead to an increase in various diseases such as diarrhoea and malaria. It is estimated that climate change can lead to the death of about 500 thousand people in the world every year.

Climate change is also associated with an increase in pollutants in the air, which can be associated with an increase in non-communicable diseases such as heart and lung diseases. Chronic kidney diseases are also increasing due to climate change and temperature rise. This topic is especially prominent in hot and dry regions of the world such as the Middle East and Central America.

Field studies in Iran show that about a quarter of the population suffers from some degree of [kidney](#) failure. In Central America, in countries such as Nicaragua and El Salvador, half of the deaths are due to kidney diseases. It seems that this problem is related to the increase in temperature and as a result heat stroke and dehydration caused by it.

In scientific studies, global warming and climate change have been associated with increased mortality, need to be hospitalized, heart-pulmonary diseases, childbirth problems, various cancers and mental illnesses. The

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increase of these diseases is associated with a decrease in people's productivity and an increase in poverty, especially in vulnerable groups.

The medical staff, health system and policy makers should be aware of these changes in order to deal with their adverse effects. One of the most important problems of combating the increase in temperature and carbon dioxide is the cost of this work. Emphasizing the adverse effects of climate and weather changes on human health is one of the best ways to fight for investment in this field. Policymaking to reduce greenhouse gases ultimately benefits society and humanity.

Some of these measures include:

reducing the use of fossil energy sources such as coal and oil derivatives,
improving public transportation,
improving agricultural and food systems.

Reducing the use of fossil fuels by reducing air pollutants will lead to the reduction of heart-pulmonary diseases, strokes, types of cancer and diabetes.

In 2016, many countries of the world signed the Paris Agreement to reduce greenhouse gas emissions and combat global warming. The purpose of this treaty is to combat global warming by reducing greenhouse gases. The role of the medical and health staff around the world is very decisive in this field.

Policymakers in the field of health and treatment should also prevent the adverse effects of this phenomenon on [the health](#) of the society by making the right decisions. Encouraging correct health behaviors such as not using tobacco or increasing movement can be very helpful in this regard.

The statesmen should also avoid risky policies for the environment. Increasing public knowledge in the field of climate and weather changes and funding research in this field can also be helpful in better understanding this phenomenon and providing practical solutions.

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LOWERING THEIR CARBON FOOTPRINT AND IMPROVING WORKER BENEFITS? DOES THE PUBLIC EXPECT BUSINESSES TO “DO IT ALL”?

Michael Quinn and Patrick Scholten

Bentley University, MA USA

Abstract

The demands on firms have grown over the last few decades. It is no longer enough for firms to have the single-minded goal of maximizing profit. Consumers, investors and the public expect firms to be pursuing social and environmental goals. Businesses need to be seen to be doing good for society. Firms have responded to these increased demands by engaging in varied corporate social responsibility (CSR) activities. There are a number of dimensions to CSR and a multitude of different social and environmental goals which a firm can pursue. But firms can lack knowledge if their prioritizing and substitution of CSR dimensions matches stakeholder perspectives on CSR. Some stakeholders may expect firms to “do it all” or perceive relationships between dimensions that firms do not. This paper utilizes two waves of the Bentley-Gallup survey on people’s attitudes towards business to examine if people view firms’ social, environmental and workers’ rights goals as complements or as substitutes. Results find that, despite firms substituting behavior, people do not see substitutability between goals. There is, however, significant (and often surprising) differences in which goals are seen as complements to each other versus being unrelated objectives. Understanding which goals stakeholders view as related and to what magnitude is crucial for firms allocating their resources into CSR activities. Firms could be focusing on achieving one goal without engaging in another goal which stakeholders view as highly complementary and important to be pursued together. This can be especially challenging for firms as results showed these relationships varied based on gender, education, age and race.

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NAVIGATING AGAINST THE ENVIRONMENTAL KUZNETZ CURVE: CLIMATE STRATEGIES AND SOLUTIONS FOR MOROCCO

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and

Purity Kagendo Mugambi

University of Nairobi, Kenya

Abstract

The Middle East and North Africa (MENA) region is one of the world's most vulnerable to the effects of climate change, such as higher temperatures, droughts, floods, water scarcity, and air pollution. Recognizing the immense challenges posed by the climate crisis for North Africa, the World Bank has pledged \$10 billion during FY 2021-2025. This funding will be allocated to projects aimed at reducing net carbon emissions and to projects focused on building community capacity to adapt and build resilience to natural disasters (World Bank, November 2023). The Environmental Kuznets Curve (EKC) posits that an inverse U-shape relationship exists between environmental degradation and economic development, such that as a country's level of economic development rises, the negative impact of this development on the environment is initially large, and it diminishes as the country becomes more economically healthy (Stern, 2018). This paper tests this hypothesis in the context of Morocco and identifies strategies and solutions that could be adopted by the Moroccan institutions, private companies, and non-profit organizations, to tackle the complex challenges of climate change

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THE IMPACT OF ECONOMIC GROWTH ON THE ENVIRONMENT: EVIDENCE FROM EMERGING ECONOMIES

Saad Laraqui, Hicham Nachit, and Kaoutar Jamaï,

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and

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Elizabethtown College, USA

Abstract

Increased economic activities have led to higher fossil fuel use and CO₂ emissions, causing significant environmental degradation. Using data from emerging and developed economies, the study examines these trends and highlights the need for policies to decouple economic growth from emissions with a focus on Morocco.

Many researchers have argued that human activities often involve the burning of fossil fuels that lead to the emission of harmful greenhouse gases and consequent environmental degradation. These impacts have highlighted the negative impact of climate risk on human livelihood, health, and well-being. In addition to environmental scientists, the general public in many countries has put pressure on governments and industries to design strategies to combat the negative impact of environmental damage. Decision makers from industry leaders to elected officials to international organizations are under pressure to design social policies to predict future greenhouse gas emissions, minimize the impact of climate risk, and enhance the quality of life for current and future generations.

This research aims to explore the impact growth of GDP per capita on the amount of carbon dioxide emissions by using data from a group of emerging economies and comparing the results with the trend in several developed countries in the past two decades. The last part of the paper focuses on Morocco as a case study to explore policies to decouple economic growth and emissions.

Overall, Morocco faces the dual challenge of fostering economic growth while mitigating environmental impacts. The strong correlation between GDP per capita and CO₂ emissions underscores the need for

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comprehensive and integrated policy measures. By focusing on sustainable development practices, green technologies, and robust climate policies, Morocco can achieve its economic goals without compromising environmental sustainability. Collaboration across all sectors—policy reform, corporate responsibility, and educational initiatives—is essential to achieve long-term sustainability and effectively reduce carbon emissions, thereby mitigating the impacts of climate change.



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THE EFFECT OF FOSSIL FUEL SUBSIDIES ON CO2 EMISSIONS:

THREE COUNTY ANALYSIS

Ryder Paulus and Lillian Hicks,

Elizabethtown College, USA

Abstract

Climate change, while being an ever-growing presence since the advent of the Industrial Revolution, has morphed into a global issue at the forefront of modern politics and economics. While international agreements such as the Paris Accords and the UNCOP have been put in place, many member states have failed to meet the requirements of said agreements. Beyond our initial qualitative research, we have found additional quantitative data to support our previous findings.

A study from the [International Energy Agency \(IEA\)](#) details how in the past, an increase in GDP was accompanied by an increase in CO2 emissions, however, this correlation is fading and is no longer an important issue regarding environmental regulations and policies. Thus, decreasing fossil fuel subsidies should not negatively impact GDP for countries; instead, such changes are causing a decrease in CO2 emissions. An article from the [IMF](#) discusses how cutting fossil fuel subsidies will decrease CO2 emissions to the needed level to maintain a sub-2°C mark while raising revenues worth 3.6% of global GDP. These fossil fuel subsidy reductions can be rebalanced into the renewable energy sector, via the [International Renewable Energy Agency](#), as the current cost of unpriced externalities and direct subsidies for fossil fuels is around 19 times the amount currently spent on renewable energy subsidies. Any decline in fossil fuel subsidies will help reduce CO2 emissions while providing governments with extra money to be used to meet other environmental regulations and goals. To conclude, we are looking to examine the relationship between fossil fuel energy subsidies as our independent variable and CO2 emissions as the dependent variable. The goal of this paper is to use data from the United States, the United Kingdom, and China; utilizing three developed economies with different environmental regulations to illustrate the effects of different levels of subsidies on emissions.

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ASSESSING ECONOMIC DRIVERS OF CARBON DIOXIDE EMISSIONS: THE ROLE OF MONETARY POLICY AND US FEDERAL FUNDS RATE SPILLOVERS

Nadeen Omar, Jens Klose, and Dina Yousri

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Abstract

This paper aims to empirically estimate these economic effects while including monetary policy as a determinant of CO₂ emissions and investigate the US monetary policy spillover by including the federal funds rate. For this purpose, we employ an unbalanced panel of 78 countries using annual data between 1990 and 2022. We estimate a panel vector autoregression (VAR) model to show the dynamic response of CO₂ emissions by including a number of macroeconomic variables. These are: population, GDP, investment, trade, oil price, renewable energy consumption, inflation, effective exchange rate, and nominal interest rate. Robustness checks were done to account for panel heterogeneity by splitting the sample based on geographic location, income level, population, and emission level. The results showed that CO₂ emissions respond significantly to shocks from population growth, GDP growth, renewable energy consumption, and interest rate changes. We also find evidence of spillover effects from the US federal funds rate, particularly in developed economies.

Keywords: CO₂ emissions, climate change, energy consumption, economic growth, monetary policy, panel VAR, spillover

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THE CHALLENGES OF ORGANIZATIONAL SUSTAINABILITY WITH SOCIAL AND ECONOMIC DEVELOPMENT

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ABSTRACT

Objective: to analyze the challenges of organizational sustainability and technologies in social and economic development. Problem: how do organizational sustainability and technologies impact sustainable social and economic development? Relevance/originality: organizational sustainability combined with management technologies, such as Integrated Sustainability Management and the dimensions of technological capacity, point to development prospects in emerging economies. Methodology/approach: literary and field research in the universe of micro, small and medium-sized industrial and service companies, and public organizations, from 2012 to 2021. Results: literary analyses and empirical findings suggest that organizational sustainability and technologies are relevant for socioeconomic development, raising the Human Development Index and reducing inequalities. Theoretical/methodological contributions, indicates to the academy evidence of findings on themes of organizational sustainability and management technologies that broaden the empirical debates in academia, organizations and society, focused on social and economic development. Social/management contributions: the sustainability of the organizational sustainability of productive sectors and management technologies indicate significant advances in the development of emerging economies and favoring climate issues.

Keywords: Integrated Sustainability Management. Small and Medium-sized Enterprises. Sustainable Public Organizations. Technological capacity. Entrepreneurship.

INTRODUCTION

Sustainable social and economic development, arising from organizational sustainability and technologies, emerges as one of the viable paths to balancing climate change. The Integrated Sustainability Management model - GSI (Polary-Pereira, 2012, 2019, 2023), and technological capacity in 04 components (Lall, 1992; Bell & Pavitt, 1995; Figueiredo, 2003). The GSI model, which integrates 03 dimensions, 05 components and 12 variables, and was based on the Theory of Entrepreneurship, in the approaches: managerial (McClelland, 1970s), Theories of Organizations (Lumpkin and Dess, 1966); and Economic (Schumpeter, 1934), is applicable in private and public

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organizations. For Kuzma, Doliveira & Silva (2017, p. 431), organizations in the sustainability debate seek ways that can develop new forms of production and management.

METHODOLOGY

The approach methods, procedures and techniques (Marconi & Lakatos, 2007) were: in the literature, bibliographic research, in field research, universe of 1,758 industrial MPEs in 2012, 15,112 industrial and service MPEs in 2016 and 16,231 in 2021, 16 Hospitals and 2 Public Universities in 2015, 01 Public Hospital in 2020 (Polary-Pereira & Oliveira, 2020). Statistical data: Levene's test of homogeneity of variances, ANOVA, correlation test, multiple and regression.

EMPIRICAL SESSION/RESULTS

Results of Multiple Regression and Correlation (Polary-Pereira, 2012), of the 06 variables that most positively influence the Management, Success and Permanence of Micro Enterprises - MIs, Small Enterprises - PEs and Medium Enterprises - MEs (Independent) and of the 06 most important for the success of MIs, PEs and MEs in the sustainability phase (Dependent) of the GSI Model, “Conduct feasibility studies: technical, economic and financial”, presented a substantial positive correlation in MIs; in PEs, “qualified industrial labor” presented a substantial positive correlation; and in MEs, “managerial skills and abilities of partners” presented a very strong positive correlation.

In the research of Contemporary Administration Technologies (Polary-Pereira et al., 2016), in MIs and Small Businesses - EPPs, in the industrial and service sectors regarding the relevance of the GSI model variables, the one with the highest average in MIs was “environmental preservation”, 8.18; and in EPPs it was Business location, 8.68. Of the GSI model technology variables present in MIs and EPPs that most contribute to sustainability, “Products and services” predominated, with averages of 8.75 and 8.36. In research into 60 industrial and service MPEs on technological innovation, sustainability and management technologies, using the GSI model (Polary-Pereira & Castro, 2021), it was found that technological innovations are predominantly focused on “physical structure and equipment”, 63.33%, followed by: “physical structure, equipment, systems and work methods”, 13.33%; management, 8.33%; and “management and physical structure”, “management, physical structure and equipment”, and “management, physical structure, equipment, systems and work methods”, with 5.00%.

In the research on the “relevance of public hospitals and universities for society” (Polary-Pereira & Silva, 2015), the results were: 46% for mission fulfillment; 23% for satisfaction of external customers; 16% for employee

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satisfaction and 15% related to the organizational excellence of services. In the research in a public children's hospital to "Assess the relevance of technologies and professional management for Brazilian public administration", the predominant dimensions of the GSI model were: Technological Administrative, 8.4%, Economic-Social, 8.3%, and Political-Institutional, 8.1%, and their respective components and variables (Polary-Pereira & Oliveira, 2020). These results respond to the problem and certify that the objective was achieved.

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UNRAVELING THE SOCIO-EMOTIONAL TAPESTRY OF FAMILY BUSINESSES FOR A SOCIALLY COMMITTED TOMORROW

Azzeddine Alloui and Hicham Nachit

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Abstract

The current research endeavors to examine the fundamental tenets of accountability within the context of small and medium-sized family enterprises. This approach recognizes the many objectives of family-owned businesses and suggests a method for integrating them into a structure that represents the owners; desire to increase the social and emotional advantages they get from doing business. Consideration is given to the application of this conceptual framework to the study of social responsibility in small and medium-sized businesses. We illustrate the distinction between non-family organizations and big family enterprises about the foundations of accountability in small and medium-sized family businesses by comparing a number of theoretical approaches that are the result of interdisciplinary study.

Keywords: Corporate Social Responsibility, Family SMEs, Socio-emotional Wealth, Responsible Commitment.

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FAMILY-OWNED BUSINESSES CHALLENGES FOR BECOMING MULTIGENRATION

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Abstract

Family-owned businesses (FOB) are the backbone of most countries' businesses, especially for developing countries. As economies grow and rules and regulation for businesses are developed some of these FOBs shall become professionally run businesses. In this paper we will examine the role of FOB leadership and composition and characteristics of board of governance. We have developed a model and a series of hypotheses regarding factors influencing FOB becoming multigenerational. We utilize data from S&P 500 FOB to test our hypotheses.

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STRATEGY PATHS IN ENTREPRENEURSHIP: A BIBLIOMETRIC ANALYSIS IN THE STRATEGIC ENTREPRENEURSHIP JOURNAL

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and Isabelle Carlos Campos Rezende Cavalcante**

Universidade Nove de Julho, Brazil

and

Maling Ebrahimpour

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Abstract

This study investigates the developments and trends in the intersection of strategy and entrepreneurship by conducting a bibliometric analysis of articles published in the Strategic Entrepreneurship Journal (SEJ). The aim is to identify key research areas and intellectual connections, shedding light on emerging themes that influence the current academic and practical landscape.

Design/Methodology/Approach:

The research applies bibliometric coupling analysis to 44 selected articles from the SEJ published between 2018 and 2023. Data was collected from the Web of Science database and processed using exploratory factor analysis (EFA) and network analysis tools (SPSS and Ucinet) to uncover the intellectual structure and relationships within the research field. Eight distinct research factors were identified.

Findings:

The analysis revealed eight significant factors, ranging from competitive strategies for innovation to the impact of human capital and social entrepreneurship. The research highlights a balanced relationship network between established topics (2018-2019) and emerging trends (2020-2023), with key articles serving as bridges between older and newer themes. Factor 8, focusing on social entrepreneurship and contextual diversity, presents one of the major innovations in the field, indicating new avenues for future research.

Practical Implications:

The findings provide critical insights for entrepreneurs and policymakers, particularly regarding the adaptation of strategic practices in different entrepreneurial contexts, such as emerging economies. Understanding these

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factors can enhance decision-making, support the design of public policies, and improve entrepreneurial success by aligning strategy with context-specific opportunities.

Social Implications:

The study emphasizes the importance of social entrepreneurship and contextual diversity, suggesting that entrepreneurial initiatives tailored to specific cultural and economic environments can foster social inclusion and sustainable development, particularly in underprivileged communities.

Originality/Relevance:

This research contributes to the field by offering a comprehensive analysis of the evolution and trends in strategy and entrepreneurship research, providing both academic and practical insights into how entrepreneurial strategies can be adapted to diverse contexts. The study proposes a research agenda based on these findings, guiding future studies in the field. The study contributes by mapping the interconnections between articles and identifying both established and emerging themes, offering insights into the evolution of academic discussions in strategy and entrepreneurship, highlighting the continuity and expansion of the field.

Keywords:

Strategy, Entrepreneurship, Bibliometric Analysis, Strategic Entrepreneurship Journal, Social Entrepreneurship, Human Capital, Innovation

BRAIN DRAIN: PROPOSAL FOR A MANAGEMENT MODEL OF THE CAPES FULL

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DOCTORAL PROGRAM IN THE LIGHT OF THE RESOURCE-BASED VIEW

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Abstract

Globalization and the network society, with processes that go beyond national borders, mark the beginning of the 21st century. These factors challenge Higher Education Institutions to internationalize to train high-level human resources, highlighting the need of the State in prioritizing and encouraging academic mobility. In Brazil, the Coordination for the Improvement of Higher Education Personnel (CAPES) is the main agency for promoting

internationalization, allowing scholarship holders to complete their stricto sensu postgraduate studies in full abroad through the Full Doctorate Program. However, this can lead to brain drain when researchers do not return to their country of origin, causing losses. This dissertation investigates strategies for managing the CAPES Full Doctorate Program in light of the Resource-Based View (RBV), considering brain drain. The objective of the study is to propose a Program management model in accordance with the RBV theory, which considers Human Resources as sources of sustainable competitive advantage. The research is qualitative in nature, exploratory in approach and based on a single case study. Data collection included documentary survey on the Ministry of Education - MEC/CAPES portal, data from the Sucupira Platform (GeoCAPES), semi-structured interviews with managers from the Directorate of International Relations (DRI) CAPES, students and graduates of the Program, and semi-structured questionnaires with students, allowing data triangulation according to Yin (2001). The analysis followed the Content Analysis technique proposed by Bardin (2011). The main results indicate that, despite the return commitment established with CAPES in the Grant and Scholarship Acceptance Term, some participating researchers do not return to Brazil due to lack of resources, infrastructure, political instability, better salaries or

scholarships abroad, participation in research groups at renowned universities and negotiations with CAPES (Novação). Data analysis led to the Proposal of a Management Model that replaces the interstice with the researcher's contribution through an Alternative Academic Activities Plan, with an impact and relevance equivalent to the investment made. For the effectiveness of the proposed Model, it is suggested for future studies to calibrate Academic Activities with ad hoc consultants. This work contributes to the Sustainable Development Goals (SDGs 4, 8, 16 and 17), demonstrating its social impact.

Keywords: Internationalization of postgraduate studies, Brain drain, Full Doctorate, CAPES,

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DIGITAL TRANSFORMATION IMPACT ON HUMAN CAPITAL

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Abstract

The advancement of digitization is creating opportunities but also challenges to firms and their workforce in the new digital work world. This is particularly affecting Multinationals (MNEs) who need to strategically deploy smart technologies around the world. However, the literature concerning Human Capital adoption of smart technology in the digital work world is significantly lacking. The purpose of this research is to identify the most salient factors that influence Human Capital adoption of digital technologies in the workplace, with the aim to bring Human Capital into the core of the Digital Transformation ecosystem. This type of study can help decision makers better understand how Human Capital approaches novel and constantly changing technology to better leverage this third leg of the Digital Transformation implementation (technology, strategy, and human capital).

This study is applying an Analytical Hierarchical Process (AHP) on twelve factors drawn from literature. AHP is a multiple-criteria decision making technique which is based on Mathematics and Psychology. It was originally developed in the 1970's by Dr. Thomas Saaty and it is a technique which used for making decisions in complex situations where multiple factors are present but require a rapid answer. The Analytical Hierarchy Process follows a basic five steps to find a solution to a complex problem. The first step in this study was to identify key factors related to digital transformation in the workplace based on an extensive literature review. Further steps consisted on collecting and analyzing data from professionals working for multinational organization and currently pursuing an Executive MBA Program in the US.

Findings reveal that "Employee Engagement Factors" and "Job Related Resources" are the two most crucial factors to human capital operating in the digital work world. Formal technical training provided by the employer "Relevant training" along with the "Technical support" provided by the employer in case of technical issues and lastly, the level of perseverance and energy "Vigor" one brings to a task as it relates to technology at work, proved to be top three salient subfactors influencing human capital adoption of smart technology.

The complex decision MNEs need to determine is what type of approach is best to undertake when deciding on the digital transformation implementation strategy. Decision makers need to be able to prioritize factors influencing employee's digital technology tools adoption for the Regional & Global Market. The goal is to

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determine the best approach suited for the Human Capital in each market as defined by the criteria in the Analytical Hierarchy Process (AHP), that will lead to the decision in a logical, rational, transparent, and measurable process, using expert's inputs rather than personal preferences and opinions.

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TRANSFORMING LIVES: FAROOQI WELFARE FOUNDATION'S SUPPORTING INITIATIVE IN AFGHANISTAN

Ahmad Sahak and Hamid Farooqi

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Abstract

The Farooqi Welfare Foundation, established to providing critical support to vulnerable populations in Afghanistan, particularly focusing on those in dire need and orphans who lack family support. Our cash assistance programs are designed to alleviate immediate hardships faced by families and children, ensuring they have access to basic necessities such as food, shelter, healthcare and education. Through our onetime cash assistance and ongoing monthly support for orphans, we aim to foster resilience and empowerment within communities. Our ultimate goal is to create a sustainable framework that promotes dignity, stability, and hope for a better future for the most marginalized individuals in Afghanistan.

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A MATHEMATICAL FRAMEWORK, BASED ON REGULATORY FOCUS THEORY, OF ANGEL INVESTORS' RISK-REWARD PROFILES AND STRATEGIC INVESTMENT PREDISPOSITIONS

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Abstract

This paper proposes a mathematical framework that characterizes Angel investors' strategic inclinations accounting for the risk and reward uncertainties inherent in funding entrepreneurial ventures. The paradigm is applied to analyze how these strategic inclinations affect Angels' funding decisions and their fit with entrepreneurs, entrepreneurial ventures, and entrepreneurs' presentations.

The model is based on Regulatory Focus Theory (Higgins, 1997), which divides persons into two different orientations, a Promotion Regulatory Focus and a Prevention Regulatory Focus.

The existing literature considering the application of Regulatory Focus Theory to Angel investing proposed that an Angel's Regulatory Focus orientation affects their funding decisions (Brockner, Higgins and Low, 2004; Mitteness, Sudek and Cardon, 2012). For example, Brockner et al. (2004: 212) proposed that the greater the congruence or match between the Regulatory Focus orientation (Promotion or Prevention) of an Angel and an Entrepreneur, the stronger the Regulatory Fit, and the greater probability of a positive funding decision.

However, the existing literature has not considered the issue at the level of how, within matching Regulatory Focus orientations, the juxtaposition of the relative magnitudes of each separate gain and loss function (sub-components of Regulatory Focus) results in Regulatory Fit or does not produce a Regulatory Fit; and how this thereby affects an Angel's funding decisions.

This paper compliments the existing literature by proposing that:

(1) Angels' strategic inclinations are modeled by the mathematical framework set forth in this paper that deconstructs Angels' Regulatory Focus gain and loss functions into separate root and power functions. This provides a new perspective to understand how Angels' underlying risk and gain components produce an overall Regulatory Focus, which furthers the theoretical understanding of why and how it influences an Angels' funding decisions.

(2) The proposed mathematical framework provides an additional perspective to analyze the Regulatory Fit between Angels and Entrepreneurs at a level deeper than simple congruences; to the level of juxtaposing the

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magnitude of the separate gain and risk profiles underlying Angels' and entrepreneurs' Regulatory Focus. This analysis discloses that not all incongruences or asymmetries result in negative funding decisions.

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SOCIALLY RESPONSIBLE INVESTING: THE GOOD, THE BAD AND THE UGLY

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Abstract

Socially Responsible Investing (SRI), also known as Environmental, Social, and Governance (ESG) investing, is a growing theme that considers societal good in addition to financial return. It was popularized in the 1960s as a form of sustainable investment philosophy where investors began to exclude stocks, bonds or commodities from their portfolios so as to align their investment choices with their personal values. In recent years, SRI has expanded to include far more ESG factors, as the popularity of this investment classification continues to grow. At the end of 2021, SRI funds managed approximately \$8.4 trillion in assets from an overall investment pool of \$66.6 trillion in the United States, according to data from US SIF. (<https://www.ussif.org/fastfacts>). ESG-focused institutional investment is expected to rise 84% to over \$33 trillion by 2026, making up 21.5% of assets under management (PwC report, October 2022).

This paper examines the performance of faith-based investing as a subset of SRI. Much like SRI, faith-based investing considers the long-term impact that business practices have on society, the environment, and the performance of the business itself. What separates faith-based investing from SRI is the application of an investor's religious beliefs as additional criteria when making investment decisions. With respect to moral values, we have divided faith-based investment vehicles into "The Good, The Bad, and The Ugly," as follows:

The Good: There are several types of faith-based funds available for this study, including those designed for Catholics, Protestants, and Muslims, which are Sharia-compliant.

The Bad: On the contrary, there are several funds that pursue "vice" or "sin" investing strategies. Vice investors capitalize on the exploitation of consumers' vices, primarily focusing on the "sin triumvirate": tobacco, alcohol, and gaming (gambling) stocks.

The Ugly: Any fund that promises virtuous investment portfolios to unsuspecting investors keen on upholding their religious values, but upon deeper inspection of the underlying stocks, one will find non-compliant holdings belonging to "The Bad".

Good, Bad or Ugly: Who Wins the Contest?

This study will evaluate the investment performance of U.S. investment funds that fit into these three categories in a statistical shootout to see which strategy gains the highest return. The results will be presented at the conference.

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A BIBLIOMETRIC ANALYSIS OF ETHICS AND GAMIFICATION BY INDUSTRY, 2011-2020: WHAT MATTERS AND FOR WHOM?

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and

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Abstract

Purpose – This paper identifies the occurrences of gamification topics and content in scholarly articles that relate ethics to gamification by industry from 2015 to 2020. We identify salient ethical issues with gamification in general and propose ‘exemplar’ articles from selected industries that offer particularly informative and insightful ethical perspectives that report what matters and for whom within sampled industries.

Design/methodology/approach – We used bibliometric methods with five major databases to discover occurrences in academic articles on *gamification* by industry between 2011 and 2020. Searches were conducted employing the word *gamification* paired with *ethic** to identify the percentage of articles related to and that used ethical perspectives. We selected articles from the searches that we termed ‘exemplar’ to illustrate particularly insightful ethical topics and content reflecting “what matters and for whom” in those industries.

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PAX POPULI: EDUCATION FOR THE WOMEN OF AFGHANISTAN

Harper Flint, Andrew Freger, and Lily D'Amico

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Abstract

Pax Populi was founded 13 years ago with the goal of empowering women in Afghanistan through the pursuit of higher education. Due to the Taliban's regime establishing a foothold in Afghanistan following the US Military's departure, strict and misogynistic laws have been instituted to repress the women of Afghanistan. Dr. McNulty and his team have dedicated their lives to creating the Pax Populi Academy which has been developed as a virtual classroom for women to receive a wide range of educational programs that extend past the sixth grade. Ultimately, the goal is to have these students graduate with the ability to pursue higher education or greater opportunity outside the confines of Taliban control. The program has seen great success and continued growth with opportunity to expand with more schools and a larger number of enrolled students. With the continued growth; however, there have been growing concerns in regard to funding and protections. Dr. McNulty has successfully launched this prospering nonprofit, but has indicated that it will take significant donations, grants, et al. in order to expand and provide students with the ability to flourish in the classroom. In addition, it has been indicated that the element of discretion and inability to broadcast their nonprofit has been an obstacle that has made the ability to gain monetary support extremely difficult. With the Taliban in strong command of Afghanistan, the need for Pax Populi to not become a household name in the country is imperative.

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“IT TAKES A VILLAGE”

ANALYSIS OF AFRICANO WALTHAM

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Introduction

Africano Waltham is a nonprofit that aims to help African immigrant youth and families with support in areas like education, mental health, performing arts and cultural connections. Africano Waltham helps children learn about their culture and provides them with educational support. It additionally helps families by helping them assimilate to living in the United States by providing food pantries and a support network that allows participants to learn about American culture and living in America. A key aspect in achieving these goals is Africano Waltham’s many programs and activities offered to both the youth and adults, allowing these individuals to lean on to and support each other.

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CYRUS INSTITUTE OF KNOWLEDGE: STRENGTHS AND WEAKNESSES

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Abstract

In this study we analyze the business model of the Cyrus Institute of Knowledge (CIK). We analyze what CIK is as an organization as well as the services they provide. In addition to the core values and missions of the organization, we will briefly discuss the importance of the name “Cyrus” and the correlation between the organization and its historical significance.

We find that the Cyrus Institute of Knowledge is an academic organization that specializes in the development of postgraduate PhD students. The organization immerses these individuals in the research process by sponsoring a program where they are paired with an experienced professional to research and study an area of choice. The organization works to uplift individuals from less developed countries and give them an opportunity to research and receive a certification at the completion of their program. CIK recruits researchers from the Middle East, North Africa, and Central Asia. The Cyrus Institute of Knowledge works to fund the research efforts of the individuals in the program, based on financial need.

The Cyrus Institute of Knowledge hosts an annual conference that serves the purpose of sharing the research efforts of scholars in the Think Tank program. This is an opportunity for researchers and professionals to showcase their work. The conference also includes programming for networking and professional career development.

The organization has had some difficulties finding enough funding to fully accomplish their mission of encouraging and supporting research studies. Looking at nonprofit organizations with similar goals, we found some successes that can be implemented into the Cyrus Institute of Knowledge.

From our analysis, we believe the Cyrus Institute of Knowledge needs funding in the areas of research development, supporting scholars, and hosting a showcase conference. We believe a more refined mission statement and values could increase the likelihood of more consistent funding. This funding for these efforts would further the mission, vision, and values of the nonprofit organization.

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INSPIRED MASSES: AN ARTS NONPROFIT ORGANIZATION'S SUCCESSES AND CHALLENGES

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Abstract

This study will analyze the case of the organization, Inspired Masses, from its inception in 2019 to the current day across its operations, mission and values, and in comparison, to similar organizations that extend itself to performance and traditional arts. This study will review the background and strengths and weaknesses organizationally, and community impact of Inspired Masses to assess potential grants and opportunities to further grow and develop. Overall, this case may serve as a review of a recent creative nonprofit within the Greater Boston area.

Inspired Masses was founded in 2019 in Waltham, MA, by current Executive Director, Jane De León Griffin. Currently operate out of the aforementioned location, and its scope extends to the Greater Boston area. There are two official team members behind Inspired Masses.

Inspired Masses works to provide opportunities to engage and create art within the Greater Boston area at no cost—and this can be seen in their work to provide a space for Massachusetts residents and people to showcase their creative talent, consume and enjoy the byproducts from that showcase, and provide a wider scope of visibility surrounding the arts in Boston all for free.

Current collaborating organizations and communities that either provide funding or event support include the following: Plagio Fundación, City of Boston Arts and Culture, Boston Public Library, Boston Public Schools, Boston Book Festival, WERS 88.9FM, grubstreet, and Trident Bookstore and Cafe. Collaborations and contributed funding has resulted in the production and development regarding their focal project, the “Boston in 100 Words” contest from 2020 to present. Yet, with potential grant opportunities, Inspired Masses will be able to continue to exist and even expand upon their operations and scope to fulfill their mission.