



STUDENT POSTER SECTION

as part of the **»9th Annual International Business,
Law and Economics Conference«**
organized by ATINER & MLC Ljubljana.

BOOK OF ABSTRACTS

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STUDENT POSTER SECTION as part of the »9th Annual International Business, Law and Economics Conference« organized by ATINER & MLC Ljubljana

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1. EDITORIAL

The idea of Student poster section has emerged some years ago, when MLC Management and Law College Ljubljana, first started to cooperate with the Athens Institute for education and Research (ATINER) from Greece. At the beginning of the cooperation, the students of MLC Ljubljana have joined the Annual international Conference on Business, Law and Economics, that took place every year in Athens, Greece.

The Conference was an opportunity for students to prepare short presentation of their work and present it in front of international audience. Since the early years the conference has grown and so has the idea of including more students from our international partners.

The pandemic situation has brought something good after all, since the digitalisation and use of videoconference programs has made the participation in the Student poster section more approachable to students who may not have the means to travel, but would nevertheless like to cooperate in the international environment.

In the year 2021 first international on-line student poster section was organized and in this year, 2022, it has grown in the number of participating institutions as well as in number of student participants.

The outcome of the student poster sections is in front of you. In the Book of abstracts you will find the program of the Student poster section 2022, short abstracts of the presentations and posters that the students have presented. Their topics are diverse, but nonetheless all in the broader scope of »business, law and economics« theme. They are confronting the modern problems of communication, virtual violence, GRI standards in different economic backgrounds, validity of contracts and also legal regulation of advertising. The students had the support of their mentors, who have overseen their research and help them to prepare interesting presentations.

We believe that such events are a welcome opportunity for students to share their conclusions on the research they have carried out and present their work in the international community. This Student section can also be the means for their academic institutions and mentors to show support and offer them an insight of the international academic sphere and maybe raise some successful academic and research staff in the future.

Natja Lavrič, *uni. dipl. prav.*

Secretary General of MLC Ljubljana

2. PRESENTATION OF ATINER



ATINER (*Athens institute for education and research*) was established in 1995 as an independent world member-based association of academics and researchers. Athens was chosen as the meeting place because of its long history and culture. ATINER's mission is to act as a forum where academics and researchers from all over the world can meet to exchange ideas on their research and discuss the future developments in their disciplines. Homer (3000 years ago) was the first to call such meetings symposiums, a word that today is used by many languages to describe academic meetings. In Classical Athens of the 5th Century BCE, such academic meetings reached their colophon of glory, especially those with Socrates' participation. The epic ergo of Plato's Symposium can be considered as the archives (book proceedings) of just one of many such academic meeting.

ATINER aims to revive Athens' long historical tradition by organizing and hosting international conferences and symposiums as well as promoting research and producing publications. Since 1995, ATINER has organized more than 400 such international academic meetings, attended by academics from close to one thousand universities and other academic institutions from 120 different countries and around the world. It has published more than 200 books. In 2012, the Association launched a series of conference paper publications with close to 1500 papers on various subjects, and in 2014 a series of e-journals.

Academically, the association is organized into six Divisions and thirty-five Units. Each Unit organizes at least an Annual International Conference and undertakes various small and large research projects. ATINER encourages other Institutions to participate as joint members in these research projects.

For more information visit: <https://www.atiner.gr/>

3. PRESENTATION OF MLC LJUBLJANA



MLC Management and Law College Ljubljana was established with the aim of organizing modern studies in the field of business and law, which is oriented in practice and gives students knowledge and skills for a successful business future. This means that the companies that want to conquer competitive markets in the future, will be interested in the personnel with such selected business and legal knowledge and skills. With this, MLC Ljubljana wishes to enrich the higher education offer in Slovenia and the region, since it is the only one that offers such management and law studies, although similar studies are already well-established abroad.

MLC Ljubljana explores the interdisciplinary field of management and business law and their connection in the business environment. It is important to be aware of the importance of interaction between these areas in business decision-making. Management decisions must always be legal in order not to lead to adverse reactions. Consequently, the legal decisions of the managers can be too daring or, on the contrary, because of the lack of knowledge of the law, they are not daring enough. Likewise, on the other hand, lawyers lack knowledge of the content and nature of management and find it difficult to assess and consider its characteristics. Due to the need to connect both areas, research and education of management and law have been developed in a meaningful connection.

The Faculty builds an individual relationship with the student and ensures a high degree of adaptation of studies to the individual's life circumstances. In partnership with the leading institutions, it also offers certified education for all those who already have a higher education degree, specially shaping the offer of specific skills for leaping into the emerging digital business models and related legal and managerial skills. Students acquire a lot of practical knowledge of entrepreneurial law, management and leadership and practical skills for the needs of entrepreneurship. In this way, well-trained businessmen, analysts and web marketing experts and successful leaders are created.

For more information visit: <https://www.mlcijubljana.com/>

4. PROGRAM OF STUDENT POSTER SECTION

Monday, 2nd May 2022 on ZOOM, from 13:00 to 15:00 (Athens Local Time)

Student poster section Program:

Time	Monday 2nd May	
13:00	Natja Lavrič & prof. dr. Tatjana Devjak, MLC Ljubljana	Welcome, Introduction of topics
	Students	Poster topics
13:15	Viktoriiia Mamrenko & Jakob Levstik, MLC Ljubljana	Communication in the 21st Century
13:25	Gleidcy Rocha & Gabriel Noira, IPB	Internet a "land without law": the impunity of virtual violence
13:35	Joana Videira, IPB	GRI Standards as Support in the preparation of Sustainability Reports: Case Study of the Intermunicipal Community of Terras de Tras-os-Montes
13:45	debate, Q&A	
14:00	Barbara Kač, MLC Ljubljana	Validity of contracts in the case of dementia
14:10	Jessica Belchior, IPB	Global Reporting Initiative and Social Responsibility in Portuguese Public Sector Companies: An Exploratory Study
14:20	Joao Sousa & Patricia Dimas, IP Leiria	Advertising restrictions regarding unhealthy food, medication and gambling: problem solution?
14:30	debate, Q&A	
15:00	Conclusion	

5. ABSTRACTS and POSTERS

5.1 COMMUNICATION IN THE 21ST CENTURY

Author: Viktoriia Mamrenko & Jakob Levstik, the students of MLC Management and Law College Ljubljana, Bachelors in Management and Law

Mentor: Sabina Vlašić, *Lecturer*

The purpose of our project is to show all aspects of communication, present the field of communication, its adaptation to the environment and on the basis of the obtained data to predict its future development.

Today, communication has become an indispensable part of our lives, which is why it is so important to show this area in its entirety.

Our main goal is to show the field of communication and its development. Subsidiary goals will help us achieve the main goal. Subsidiary goals are: to define communication and its role in our lives, to present the adaptation of communication to the environment, to present the history of communication from past to present and to anticipate its development in the near future.

In our project we focused on communication in the 21st Century. In the past 2 years, we faced the Global Pandemic SARS-COV-2 and with it, the greatest change in the way we communicate in our lifetime. Face-to-Face communication has moved »On-Line« via the Internet and not »in-person«.

Our project will address the core meaning of what communication really is. The time and pace of our overworked lives often make it impossible or difficult to have a quality social life. We all want to have good quality conversations, effective communication, successful dispute resolution and even better relationships, which can only be achieved through quality communication.

In this thesis we will try to present communication in a holistic way. We will present communication in general terms, what communication actually is. We will present the process and components of communication, the space of communication and the divisions, forms and phenomena of communication. Who is it between and for, what the communication processes are; the elements of communication and the stages of communication process. We will introduce communication styles and levels, what is one-way and two-way communication, and what is verbal and non-verbal communication.

Our project contrasts the differences of future versus past and highlights the otherworldly reality of 21st Century communication. What was the impact of the Covid-19 epidemic on communication and what made it different for people around the world?

We undertook the project because we consider communication to be one of the most important elements defining humanity. Communication has evolved from prehistoric times, from the very existence of man, to the present day and remains a rapidly changing and evolving factor in our society.

In the context of present-day events, communication has been placed firmly in the spotlight. It could be said that communication as we knew it is on the verge of extinction and a new era of inter-personal connectivity is emerging.

We see communication to be the primary means by which people connect, establish trust, develop understanding and remain informed. At the same time, its use or misuse, contributes to people's mental health, and facilitates socialization and a sense of belonging.

COMMUNICATION IN THE 21ST CENTURY

Viktoriia Mamrenko & Jakob Levstik, MLC Ljubljana, Slovenia
Mentor: pred. Sabina Vlašič



Introduction

The purpose of our project is to show all aspects of communication, present the field of communication, its adaptation to the environment and on the basis of the obtained data to predict its future development.

We undertook the project because we consider communication to be the most important element that Humanity has established.

Our main goal is to define communication and its role in our lives, to present the adaptation of communication to the environment, to present communication from its beginning in the past and to continue in the present and to anticipate its development in the near future.

Materials and methods

Literature (and document) review

Results

COMMUNICATION PROCESS DIAGRAM



Literature:

- Berlogar J. (1999), Organizacijsko komuniciranje, Ljubljana, Gospodarski vestnik.
- Lipovec F. (1974), Teorija Organizacije, Ljubljana, Ekonomska fakulteta.
- Možina S., Damjan J. (1992): Poslovno komuniciranje, Ljubljana, Ekonomska Fakulteta.
- Možina S., Tavar M., Kneževič A. (1995), Poslovno komuniciranje, Maribor, Obzorja.

Conclusions

In our project we focused on Communication in the 21st Century. In the past 2 years, we were faced with a Global Pandemic SARS-COV-2 and the Communication has faced its first change in our lifetime, as we were used to Face-to-Face communication and since the Pandemic the Communication became »On-Line« via the Internet and not »in-person« anymore.

Today, everything that is happening is putting it even more in the spotlight. You could say that somehow communication as we knew it is on the verge of extinction and a new era of communication between people is coming.

We see communication itself to be the main factor that enables people to be connected, trusted, understood and informed. At the same time, it contributes to people's mental health, and tries to ensure socialization and the sense of belonging.

5.2 INTERNET “A LAND WITHOUT LAW”: The impunity of virtual violence.

Author: Gleidcy Rocha & Gabriel Noira, the students of Instituto Politécnico de Bragança, Master`s Degree in Municipal Administration and Degree in Computer Science and Communications

Mentor: Rute Couto, Assistant Professor

The idea that social media is a “land-without-law” results in a false sense of impunity, and a consequent abuse of freedom. In view of this, the scope of the study is to evaluate which factors influence behaviours of virtual violence, emphasizing legislative shortcomings as one of the main contributors. It is expected, through a narrative analysis of the literature, to observe which are the main motivations for aggressive behaviours on social media, taking into account psychosocial and legal factors.

Internet a "land without law": the impunity of virtual violence

Gleidcy Rocha & Gabriel Noira, Instituto Politécnico de Bragança



Mentor: Rute Couto

Introduction

- ✓ The Internet has enabled unprecedented advances for humanity, and represents one of the greatest technological innovations ever created;
- ✓ Despite its numerous benefits, there is no doubt that the Internet also has a dark side, as it is often used to perpetuate aggressive, violent, and criminal behavior.
- ✓ In this context, this study is guided by the following research question: What are the major factors that influence virtual violence behaviors?

Materials and methods

- ✓ To answer the question, we chose to conduct a literature and document review, of works and reports related to virtual violence between the years 2008 and 2019.
- ✓ Furthermore, considering that the documents were outdated, we conducted a questionnaire survey to a sample of 53 social media users, in order to verify in reality, the data observed in theory.

Results

Kowalski et.al (2014), were responsible for identifying factors that influence virtual violence behaviors, dividing them into two groups: personal (related to the aggressor individual) and situational (related to the context in which he or she is inserted).

Factors identified in the literature

Person	Situational
Gender/Age	Provocation and perceived support
Motives	Parental involvement
Personality	Perceived anonymity
Psychological states	Alcohol and drug consumption
Socioeconomic status and technology use	Social traumas
Values and perceptions	Impunity

Factors identified in the survey

Prejudice (of any type)
 Lack of moral values
 Impunity
 Anonymity
 Personal dissatisfaction
 Revenge

The vast majority of respondents consider they have been a victim, but on the other hand, a small portion consider they have been an aggressor.



Conclusions

- ✓ With regard to the gender factor, there is no consensus in the literature or in practice, since men and women can be equally victims and aggressors, regardless of their gender;
- ✓ As for age, it was noted that the highest percentages of virtual violence occur among young people, which is directly related to the fact that they are the majority on social media.
- ✓ Finally, when considering the generality of the factors that motivate virtual violence, it was noticed that endogenous factors (intrinsic to the aggressor) are more often listed, to the detriment of exogenous factors (related to the environment in which the aggressor is inserted).

Literature cited

- Sourander, Andre et al. 2010. "Psychosocial Risk Factors Associated with Cyberbullying among Adolescents: A Population-Based Study." Archives of General Psychiatry 67(7): 720–28.2.
- Kowalski, Robin M., Gary W. Giumetti, Amber N. Schroeder, and Micah R. Lattanner. 2014. "Bullying in the Digital Age: A Critical Review and Meta-Analysis of Cyberbullying Research among Youth." Psychological Bulletin 140(4): 1073–1137.
- Wang, Meng Jie et al. 2019. "How Common Is Cyberbullying among Adults? Exploring Gender, Ethnic, and Age Differences in the Prevalence of Cyberbullying." Cyberpsychology, Behavior, and Social Networking 22(11): 736–41.

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5.3 GRI STANDARDS AS SUPPORT IN SUSTAINABILITY REPORTING: A Case Study.

Author: Joana Videira, the student of Instituto Politécnico de Bragança, Accountancy and Finance Master

Mentor: Claudia Costa, *Adjunct Professor* & Ana Paula Monte, *Coordinate Professor*

Sustainability Reports are not yet mandatory. So entities, of their own free will, decide whether they want to implement them. The production of these reports based on the Global Reporting Initiative Standards (GRI Standards) makes it possible to report the economic, environmental and social impacts, thus increasing the responsibility and transparency on the part of the entities regarding their contribution to sustainable development. Furthermore, these Standards aim to increase the comparability and quality of the information provided.

The present study aims to understand how and why to use the GRI Standards as a support in the elaboration of Sustainability Reports in the Intermunicipal Community of Terras de Trás-os-Montes (CIM-TTM). Faced with this challenge, a literature review based on the GRI Standards was selected (eg, Guthrie & Farneti, 2008; Lamprinidi & Kubo, 2008; Muñoz et al., 2020), which was considered adequate for the study of Sustainability Reports (eg, Guthrie & Farneti, 2008; Lodhia et al., 2012), which may result in an original study with new theoretical and practical contributions. That is, contributions to the public sector literature in general and, more specifically, to the CIM-TTM, in order to enhance its application in other Intermunicipal Communities, thus functioning as a driving mechanism. Furthermore, it should be noted that no Intermunicipal Community has yet produced this type of report.

Therefore, the following research question was posed: How and why to use the GRI Standards in the preparation of Sustainability Reports at CIM-TTM? The research method selected was the case study because it is appropriate to answer the how and why questions, typical in qualitative methodology (Yin, 2017). The CIM-TTM is the case under study for this research. As for the analysis model, based on the GRI Standards, it is intended to identify the dimensions and practices of CIM-TTM's social responsibility and to prepare a proposal for a Sustainability Report for it. The analysis period will be 2021 and the data necessary to study the preparation of Sustainability Reports at the CIM-TTM will be collected through documents and by direct observation.

GRI Standards as Support in Sustainability Reporting: A Case Study

Joana Videira, Instituto Politécnico de Bragança, Portugal

Mentors: Cláudia S. Costa and Ana Paula Monte



Introduction

Preparation of sustainability reports by public entities is not yet mandatory

This study aims to understand the use of the GRI Standards as a support for sustainability reporting, considering the case study of the CIM-TTM

How and why use the GRI Standards in the elaboration of Sustainability Reports in the CIM-TTM?



Materials and methods

Research Method (Case Study)
Analysis Model (GRI Standards)
Analysis Period (2021)
Methods of Collection (Documents and Direct Observation)

Results

Elaboration of a Sustainability Report proposal for the CIM-TTM that includes all the GRI Standards



Conclusions

No Intermunicipal Community carries out this type of reporting yet

Contributing to public sector literature

Potentiate its application in other Intermunicipal Communities

Allows reporting of economic, environmental and social impacts

Increase accountability and transparency

Increase the comparability and quality of the information provided

Literature cited

Guthrie, J., & Farneti, F. (2008). GRI sustainability reporting by Australian public sector organizations. *Public Money and Management*, 28(6), 361-366. <https://doi.org/10.1111/j.1467-9302.2008.00670.x>
Global Reporting Initiative 101. (2016). GRI 101: Fundamentos. <https://www.globalreporting.org/how-to-use-the-gri-standards/gri-standards-portuguese-translations/>
Yin, R. (2017). *Case study research: Design and methods* (7th ed.). Sage Publications.

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5.4 VALIDITY OF CONTRACTS IN THE CASE OF DEMENTIA

Author: Barbara Kač, the student of MLC Management and Law College Ljubljana, Master in Management and Business Law

Mentor: Luigi Varanelli, *Assistant Professor*

Our research focuses on the validity of legal transactions in cases where one of the parties suffers from a neurological disease – dementia.

To talk about a valid contract, the formal and substantive conditions, determined by the law must be met. If only one of these conditions is not met, the contract is invalid. Invalidity as a legal category is divided into two groups: nullity (absolute invalidity) and voidability (relative invalidity). Voidability is the result of a mistake of will, irrationality or violation of other legal regulations.

In contract law, the question of rationality is answered in two stages. The first stage determines the natural basis (psychopathological condition), which is in the domain of the expert, and the second stage provides an assessment of the (ir)rationality of the contractor, which is in the domain of the court.

Dementia is a general term for loss of memory and other thinking abilities that are severe enough to interfere with daily life. The existence of a mental or neurological illness, mental disorder or abnormal psycho-physical condition does not mean that the person entering into the transaction is irrational. However, it should be stressed that the validity of legal transactions in the case of dementia must be examined on a case-by-case basis, taking into account the complexity of the very notion of (ir)rationality and dementia.

In our research we are firstly defining the conditions for the validity of contracts, secondly studying and describing the concept of irrationality and thirdly dealing with dementia and its impact on judgment in detail. Our intention is to analyse if the existing legal regulation of rationality or incompetence in Slovenia is appropriate, if the courts consider dementia as a basis for irrationality, and consequently, as a reason for invalidity of the contract in specific cases and lastly if and to what extent judges determine or consider the causal link between a neurological disease and a behaviour resulting from that disease. Empirical part of the contribution is based on research of legal theory and case law.

VALIDITY OF CONTRACTS IN THE CASE OF DEMENTIA

Barbara Kač, MLC Management and Law College Ljubljana

Mentor: doc. dr. Luigi Varanelli



Introduction

Do the courts consider dementia as a basis for irrationality and consequently as a reason for invalidity of the contract?

If and to what extent judges determine or consider the causal link between a neurological disease and a behavior resulting from that disease?



Materials and methods

Research of legal theory and case law.

Literature cited

Varanelli, L. (2017). Pogodbno pravo III, Patologija pogodbe: prvi del. Ljubljana: IUS Software, GV Založba.

Kač, B. (2020). Veljavnost pravnih poslov v primeru demence. Ljubljana: MLC Ljubljana.

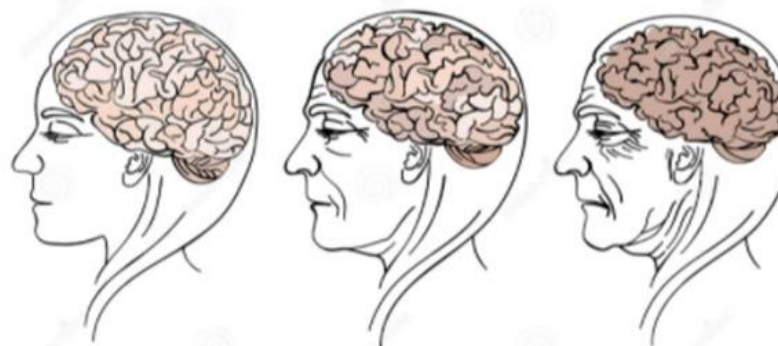


Results

Existing legal regime in Slovenia on the concept of irrationality is partly adequate.

THE COURTS TAKE DEMENTIA INTO ACCOUNT AS A GROUND FOR IRRATIONALITY.

JUDGES DO NOT APPLY AN ETIOLOGICAL APPROACH.



Conclusions

There is much more content about irrationality in the literature and case law than in legislation itself.

In legal proceedings the question of irrationality seems to be fully answered at the first stage of the determination, i.e. by the expert's opinion and not by the judges.

The number of people with dementia is increasing so there is a need for regulation to determine the consequences of legal transactions entered into by persons with dementia or some other form of a neurological disease.

Picture credit: <https://www.dreamstime.com/>

5.5 SOCIAL RESPONSIBILITY IN PORTUGUESE PUBLIC SECTOR COMPANIES ACCORDING TO THE GLOBAL REPORTING INITIATIVE STANDARDS: An exploratory study.

Author: Jessica Belchior, the student of Instituto Politécnico de Bragança, Accountancy and Finance Master

Mentor: Claudia Costa, Adjunct Professor & Ana Paula Monte, Coordinate Professor

Social actions since the 1960s have been the subject of debate within the concept of corporate social responsibility. In the early 1970s the idea that the company's only responsibility is to provide maximum financial return to shareholders is demystified and the concept is redefined with the company's obligations to society, that is, in addition to the search for financial gain, it will tend to balance social, legal and ethical commitments (Carroll, 1991). Despite the business community's concern for society for centuries, it is possible to consider the late 1990s and early 21st century, as a starting point for change in terms of meaning and expansion of the concept of social responsibility in the business environment (Carroll, 2008). Thus, this study will explore the level of corporate social responsibility in Portuguese public sector companies. The intention will be to characterize the most frequent practices of social responsibility. To provide answers to the research questions and validate the hypotheses formulated during this study, the analysis of the sustainability reports of Portuguese public companies will consider the last five years (2015 to 2020). To this end, we will proceed to the content analysis of those reports and build the corporate social responsibility index in each year, for each company, considering the Global Reporting Initiative (GRI) standards and the dimensions identified in the European Union Green Paper on social responsibility.

Social responsibility in Portuguese public sector companies according to the Global Reporting Initiative standards: An exploratory study

Jéssica Belchior, Instituto Politécnico de Bragança, Portugal
Mentors: Cláudia S. Costa and Ana Paula Monte



Introduction

Social actions since the 1960s have been subject of debate within the concept of corporate social responsibility. But in the early 1970s, the idea that the company's sole responsibility is to provide maximum financial return to shareholders was demystified and the concept was redefined with the company's obligations to society. That is, in addition to seeking financial gains, companies should tend to balance profit objectives with their social, legal and ethical commitments.

Results

- ✓ Measure the level of corporate social responsibility (CSR) of companies in the Portuguese public sector, based on the standards of the Global Report Initiative (GRI).
- ✓ Identify the most frequent corporate social responsibility practices among public companies and analyze them.
- ✓ The relationship between corporate social responsibility and economic-financial performance.
- ✓ Dimensions of corporate social responsibility that most influence the economic-financial performance of companies.

Conclusions

Corporate social responsibility positively influences the economic and financial performance of Portuguese public companies.

Contributing to public sector literature.



Materials and methods

- Sustainability reports of Portuguese public companies will be identified and collected, for the period related to the last five years (from 2015 to 2020).
- Their content will be analyzed and built the CSR index in each year, for each company, within the framework of GRI standards and the dimensions identified in the European Union's green paper on social responsibility.
- In the treatment of the collected data, the EXCEL spreadsheet will be used to build the database and the SPSS statistical software to apply descriptive and inferential statistical measures, namely correlational analysis and linear regression.

Literature cited

- Afonso, S. C. (2012). *Práticas de responsabilidade social nas organizações: O caminho para o desenvolvimento sustentável*. [Dissertação de mestrado, Instituto Politécnico de Bragança]. Biblioteca digital do Instituto Politécnico de Bragança. <https://bibliotecadigital.ipb.pt/handle/10198/8232>
- Carroll, A. B. (1999). Corporate social responsibility: Evolution of a definitional construct. *Business & Society*, 38(3), 268-295. <https://doi.org/10.1177/000765039903800303>
- Santos, C. M. (2017). *Divulgação de responsabilidade social: Sustentabilidade e desempenho económico-financeiro a adoção de práticas de responsabilidade social*. [Dissertação de mestrado, Instituto Superior de Contabilidade e Administração do Porto]. Repositório científico do Instituto Politécnico do Porto. <https://recipp.ispp.pt/handle/10400.22/11261>

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5.6 ADVERTISING RESTRICTIONS REGARDING UNHEALTHY FOOD, MEDICATION AND GAMBLING: Problem solution?

Author: João Sousa & Patrícia Dimas, the students of Escola Superior de Tecnologia e Gestão – Instituto Politécnico de Leiria, Solicitadoria / Paralegal studies (Law)

Mentor: Susana Almeida, *Assistant Professor*

Advertising is an important tool that aims to inform, but also influences consumers. So, we set out to demonstrate a direct correlation between advertising and some problematic situations that occur in our society, namely childhood obesity, misinformation regarding medication and gambling addiction. Thus, advertising should be regulated and some restrictions should be laid down. In this poster, we intend to analyse the current legal framework in this regard as well as possible solutions for the future, not only in Portugal, but also in other countries.

Advertising restrictions regarding unhealthy food, medication and gambling: problem solution?

João Sousa & Patrícia Dimas – Escola Superior de Tecnologia e Gestão
 – Instituto Politécnico de Leiria, Portugal, Mentor: Susana Almeida



Introduction

Advertising can have a very positive impact in our society, namely through economic development. On the other hand, when used incorrectly, it can also lead to the increase of some problematic situations, such as childhood obesity, misinformation regarding medication and gambling addiction. Thus, it is of the utmost importance to establish restrictions and change the current legal framework.



Materials and methods

Analytical research from Portuguese and foreign legislation (so as to compare both), as well as from various accredited authors in the Consumer Law field. Statistical analyses.

Results

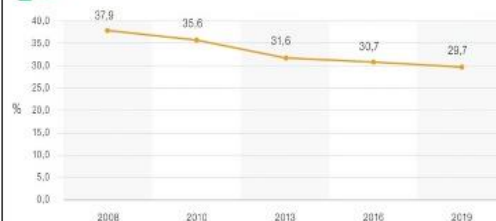


Figure 1 – Percentage of overweight children (6-8 years old) in Portugal (source: Rito *et al.*, 2021).

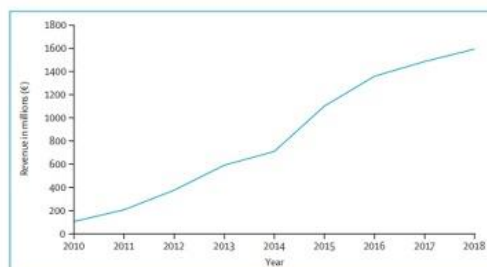


Figure 2 – Evolution of revenue sales from scratchcards in Portugal (source: Vilaverde & Morgado, 2020).

In Portugal, Infarmed is the institution that monitors and controls the pharmaceutical market, which includes medication advertising.

In 2018, 9 admonitions were registered in regards to 36 medication advertisements, resulting in the alteration of 33% of them and the removal of 67%.

Conclusions

We were able to demonstrate a direct correlation between advertising and childhood obesity, misinformation regarding medication and gambling addiction.

Advertising regarding unhealthy food, as well as gambling, should take into account the negative impact it can have on children, since they're considered one of the most vulnerable individuals, whereas advertising of medication should consider the impact its misinformation can have on the health of people of all ages.

In fact, there has been legislative progress regarding the subjects we analysed, but there is still a long way to go.

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