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Designer as an Innovation Trigger for the SME Manufacturing Sector

An European joint Master's degree program based on soft, digital, green, and design skills

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ABSTRACT

The aim of this article was to describe the definition process of a joint master's degree program as a proposal for the training of professional smart designers on the skills needed to contribute to the current green and digital transition of the European industry context. Arising from the framework of the INTRIDE European project, this article has been structured starting from an introductory analysis of the demanded skills of designers and the needs of European Union (EU) companies in the current contemporary scenario. As such, the reflection extends to the research methodology established for the development of a state of the art on soft, digital, and green skills as a scientific basis for the definition of a cross and interdisciplinary training course entitled Strategic design for innovation in the manufacturing sector. Thus, focusing on the Bologna Declaration (June 19, 1999) in which the need to build a "European Higher Education Area" has been declared. Based on the achieved research results, the authors propose the INTRIDE Joint Master's Degree Program (JM DP) as a cross and interdisciplinary training course for smart designers that will become the future innovation triggers for small- and medium-sized enterprises (SMEs) in the EU manufacturing sector. This, together with added competencies related to soft, digital, and green skills – as general ones – and design and technological – as specific ones. At the end of this scientific contribution, a discussion has been reported regarding a general reflection on the developed design process and the lessons learned in the application of the design methodology, combined with the suggestions for a sustainable use and implementation of the proposed training program.

KEY WORDS

Designer skills, joint master's degree program, design higher education, SME manufacturing sector, education methodology

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Urban Cultural Hierarchy through the Lens of a National TV Reporting

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ABSTRACT

There are only few doubts on the importance of culture for urban life. This article deals with the culture in Czech regional metropolises as it is reflected in the frame of the national TV reporting. The main objective of this article was to analyse and assess contributions that concern culture in individual capitals of self-governing regions in Czechia and are broadcasted within national TV coverage. The focal point of this article was represented by culture-related contributions bound just to the 13 regional metropolises in Czechia. The whole issue will be monitored from both quantitative and qualitative views. Contrary to other media topics, cultural themes tend to be much more positive and generally improve images and reputations of respective towns. In spite of the relevance of this topic, an amazingly small amount of research has been accomplished on the culture in Czech regional metropolises as portrayed within national TV coverage.

KEY WORDS

Cultural themes, urban milieu, TV coverage, regional capitals, Czechia, quantitative and qualitative perspectives

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Introduction

A great body of research is currently centred on towns. Ironically, there are no generally accepted definitions of towns so far. Town is a general notion for an urban place, usually a settlement exceeding a prescribed minimum population threshold (Johnston, Gregory, Smith, 1994).

Urban entities typically constitute rather peculiar places. Compared with other territorial structures and settlement systems in general, the town represents one of the highest ranks of developmental structures. At the same time,

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the area occupied by a town is not usually very large (see Sucháček, 2019).

Put succinctly, we are entitled to call urban structures “created environments”. Towns form nodes expressing the social, economic, historical and cultural characteristics of wider

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Analysis of ICT Implementation in Teaching and Learning using Analytic Hierarchy Process (AHP): A Comparison of Rural and Urban Areas in Kedah

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ABSTRACT

Nowadays, digital technology has been increasingly ubiquitous, particularly in teaching pedagogy. Digital technology-based teaching has the potential to significantly increase the students' learning outcomes as well as their critical thinking and problem-solving skills. As a result, the Ministry of Education has initiated, supported, and promoted the incorporation of information and communications technology (ICT) into educational policy, as well as infusing classrooms with digital learning tools and resources. The Ministry of Education believes that implementing ICT into teaching and learning processes could assist and improve educational standards. However, due to some barriers, ICT integration in teaching has not yet been effectively adopted in Malaysia's secondary schools. The aim of this study was to analyze and rank the factors that impede the implementation of ICT in urban and rural secondary schools using the analytic hierarchy process (AHP) approach. A t-test analysis is also carried out to determine the significant difference between factors from both urban and rural areas. The finding shows that there is no significant difference between factors from areas. The new mean values have been computed for each factor in order to determine the new ranking for each factor. The workload, lack of accessibility and network connection, and lack of support assistance are the top three factors that impede the ICT adoption in secondary schools in Kedah according to the new mean values obtained. In contrast, a lack of confidence has the least impact factor in this issue, accounting for only 3.5% of the total.

KEY WORDS

AHP, t-test, ICT education, secondary schools, teaching-learning process

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Impact of the COVID-19 Crisis in the Cultural and Creative Sectors – Three Perspectives: International, National and the Cultural Entity

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ABSTRACT

This article presents the issues related to the impact of the COVID-19 crisis on the activities of the cultural and creative sectors. The description of the situation faced by the entities of these sectors comprises both the international and national perspectives. Special attention is paid to the analysis and evaluation of a specific example of the Castle Museum in Pszczyna. The studies and research of available literature, papers and statistical data for 2019–2020 allowed for diagnoses at the general level, i.e. the level of a specific field of activity, which is the activity of museums, and at the level of a given entity. The presented statistical data from 2020 compared to 2019 (normal year of operation) indicate a drastic deterioration of the financial situation and the scope of conducted activity of the surveyed entities. When looking for an antidote to emerging problems, many of them reorganized their activities and transferred their operation to the Internet. It seems that new forms of building relationships with consumers have become a routine and will be continued in an improved form in the future. This article presents a critical review of domestic and foreign literature, as well as Internet sources. The presented assessments and conclusions are justified by the analysis of statistical data contained in the documents of Główny Urząd Statystyczny (GUS) (the Central Statistical Office), Organisation for Economic Co-operation and Development (OECD), international reports and information provided by the Castle Museum in Pszczyna.

KEY WORDS

Pandemic, crisis, cultural and creative sectors, museum, Castle Museum in Pszczyna

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The Effect of Pondering over the Holy Quran on Science Habits of Mind of Grade Nine Students in Omani Schools

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ABSTRACT

The Holy Quran encourages the functioning brain to reach the truth and understand this universe by using mental habits: "For the worst of beasts in the sight of Allah are the deaf and the dumb, - those who do not understand" (22:8). In contrast, science emphasizes the importance of mind habits in learning and applying it peacefully to humanity. However, recent studies have not investigated the distribution of Holy Quran verses in developing scientific habits of mind. This research aimed to assess the effect of pondering over the Holy Quran verses on the students' scientific habits of mind. The study participants consist of 94 science students in grade 9 in from two schools in Oman. This study highlights the importance of subjects' integration and enhances meaningful learning. This semi-experimental research adopted Solomon four groups and applied well-developed two tools, namely, habits of mind scale and semi-instructed interview. The results showed there is significant difference in the post-test mean scores of scientific habits of mind between non-prettested groups compared to the experimental group. The combination between science subject and Holy Quran verses related to science enhances students' scientific habits of mind. Thus, activating verses in science classes should be encouraged in science curricula.

KEY WORDS

Habits of mind, pondering over Quran, Oman, science subject, Solomon four-group design

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Introduction

The Holy Quran contains different types of verses which can help students to develop their scientific habits of mind. It encourages the continued learning: "Recite

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Green Marketing – a New Norm: a Qualitative Evidence of Green Marketing Challenges and Future Perspectives in High-Low Context Communication Cultures

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ABSTRACT

This study aimed to explore current challenges and future perspectives of green marketing. The researchers interviewed nine marketing managers from arts, energy, hospitality, telecommunications, digital printing, cosmetics, and windows & doors enterprises in Lithuania, which belongs to high-context communication culture, and Norway, which is a low-context culture. The interviewed marketing professionals who represented organizations with an environmentally conscientious cultural value identified many green marketing challenges, such as greenwashing, great resource demand, COVID-19, lack of society and employee awareness, insufficient or malfunctioning government support, shortage of ideas, and lack of supply. The findings indicated that the challenges of green marketing vary across industries and enterprises that differ in the number of employees. The study also found that increasing society's awareness, promoting inspiring cases, recycling incentives, digitalization, and packaging innovations could be valuable inspirations to overcome these challenges. The research findings will be helpful for academics and marketing managers interested in understanding, implementing, and developing green marketing solutions for achieving business sustainability in high- and low-context communication cultures.

KEY WORDS

Green marketing, sustainability, greenwashing, environmentally conscientious culture, communication culture

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Remote Work and Other Effects of the COVID-19 Pandemic in Enterprises and Cultural Management

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ABSTRACT

Due to the COVID-19 pandemic, companies, not only in the cultural management, and their employees had to cope with a number of changes, and people faced new challenges, not only in the workplace. However, remote work has become a pandemic phenomenon. The aim of the article was to analyse the experience with remote work during the COVID-19 pandemic in 2020 and 2021 in Enterprises on the examples of Czech Republic and in worldwide cultural management, i.e. to prepare the state-of-the-art report and, based on the report, to present recommendations for remote work in the future. The methodology process was that at first, the secondary data were obtained by selection and content analysis of 475 quantitative and qualitative print and virtual information published on the topic of pandemic impact. Then through search, comparison and synthesis, an insight into the major changes that have occurred in working life due to the pandemic has been gained. Based on induction, deduction and the authors' own experience, recommendations were then made for the future use of remote work. Amongst the findings of the article is a comprehensive view of the experience with the remote work phenomenon, its positives and negatives, as well as a description of particular effects of coronavirus pandemics on both employers and employees. The discussion then covers the recommendations on how to better face and cope with these situations in the future, not only in our conditions but also in conditions of similar economies.

KEY WORDS

Pandemic, remote work, experience, way of work, digitalization, remote management, workspace, benefits

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Introduction

The pandemic of the virus disease COVID-19 caused by the coronavirus SARS-CoV-2, which occurred first in December 2019 in Wuhan, China, and then

spread all over the world, has turned into global economic and social disruption. It has dramatically affected the lives of people in the Czech Republic in private and work-related