

# The Rise of Right-Wing Populist Parties in Europe and Their Influence on EU Policy: A Case Study of France's National Rally

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## Abstract

The objective of this study was to determine the factors for the rise of right-wing populist parties in Europe and their influence on European Union policy. For this reason, the impact of information exchange channels, digital media influence and targeted communications strategies on public sentiments towards policies was evaluated. Furthermore, the study investigated the impact of public sentiments towards policies on perceived influence on policy. The mediating role of public sentiments towards policies was also investigated. The study used a sample of 333 members of Eurobarometer and statistical analysis was analyzed using JASP 0.19.0. The study found that the impact of information exchange channels, digital media influence and targeted communications strategies on public sentiments towards policies is significant. Furthermore, the impact of public sentiments towards policies on the perceived influence on policy was also found significant. The study also concluded that public sentiments towards policies significantly mediate the impact of information exchange channels, digital media influence and targeted communications strategies on public sentiments towards policies. The findings of this study have novel contribution to literature and policymakers.

## Keywords

Right-Wing Populist Parties, National Rally, European Union Policy, Political Landscape, Economic Uncertainties.

## 1. Introduction

Political parties work for the policymaking and implementation through governance in favor of public (Prier, 2020). The responsibility of these public representatives is to reflect the policies according to the nature of the country. When the policymakers from different political parties are working significantly, they influence the behaviour of the public (Pascual-Ferrá *et al.*, 2021). The popularity of any political party among the public is based on its manifesto. When a higher level of public involvement is required, the policymakers and political leaders comes to their front to address the challenges of public nationwide (Metz *et al.*, 2020). Similarly, the lawmakers have a significant responsibility to address the challenges of public in sophisticated way. The responsibility of lawmakers is to work according to the requirements of the public which can influence them to be sophisticated when dealing with things (Rossini *et al.*, 2021). Furthermore, it is also the responsibility of the lawmakers to work on issues which significantly influence the perception of the public.

The European party system need a significant and continuous reformation which is possible with the involvement of policymakers and leaders (Reiljan, 2020). France's National Rally is a political party which also need to improve its representation in the country house for formation of government. However, the policies of these parties becomes a significant challenge when a proper narrative is not shaped and people are not informed about it (Norman; Wolfs, 2022). A good level of involvement of the public is required to motivate people to address the issues. The policymakers and leaders



in France's National Rally are required to work on the manifesto which is significant for the involvement of public. Furthermore, when the leaders are working well to attract people for policies, it becomes effective for them to deal with the challenges (**Russo; Valbruzzi**, 2022). On the other hand, there is competition with political parties as the public awareness is developed, and people are selecting different leaders are parties based on their profile and manifesto.

The agenda set by France's National Rally has a significant influence on the policymakers in the party. It has an influence on the perception of people. Furthermore, the policy recommendations by France's National Rally also have involvement with European Union based on their manifesto (**Froio**, 2022). The involvement in policy formulation and recommendations helps the public to improve their perception of the political parties. A majority of public supporting France's National Rally are supporting the party becomes of its right of the center agenda (**Froio**, 2022). Hence, the role of political leaders is to set the agenda of the party with the understanding of the public which can influence their overall behaviour that is significant for higher level of working. In addition, the awareness of the public shapes their ideology which can foster a higher level of involvement in the work which is necessary for dealing with significant public issues (**Norman; Wolfs**, 2022). Furthermore, the political parties should develop policies to minimize the gap between community and leadership while maximizing the involvement of party leaders in understanding public issues and resolving them (**Reiljan**, 2020). However, the policymakers should foster a culture of mutual respect and engagement with other political parties for the betterment of the public.

The objective of this study was to determine the factors for the rise of right-wing populist parties in Europe and their influence on European Union policy. This study is noteworthy because the information shared in this research is significant for the political parties to improve their capabilities for learning of use of digital media for selecting the effective communication channels for information dissemination. It would be a helpful for the practitioners to work on the significant directions which can improve the working mechanism of the political parties in general and France's National Rally in particular. The empirical evidences discussed in this study are significant in literature where the gaps in existing studies are discussed. The findings of this study have novel contribution to literature and policymakers. The following structure of paper is based on literature review, research methodology, data analysis, discussion of findings and implications. Furthermore, the future directions of the study are also discussed.

## 2. Review of Literature

The information communication channels are significant to manage the policies for public (**Farkas; Bene**, 2021). The sentiments of the public are influenced when the policies are developed for their purpose. However, sharing information regarding political party policies for any country influences the behaviour of the public (**Boulianne**, 2020). In this way, the right communication channels should be selected for public information sharing mechanisms (**Kavada**, 2020). Furthermore, the shared information on different channels can lead to implementing policies which can foster the culture of innovation for the people (**Sterling et al.**, 2020). In accordance, when the right information is shared to the public, their confidence in political parties working is improved.

H1: There is a relationship between information exchange channels and public sentiments towards policies.

The role of digital media is critical to share information about political parties (**Wilson et al.**, 2020). Many political parties have their social media handles which are used to engage with people. The information channel and sharing information with the public on social media can influence the behaviour of the public (**Jensen**, 2022). The role of digital media channel is important to share information to the public, it helps people to improve their behaviour (**Boulianne; Theocharis**, 2020). When the information is shared with the right channels, the target audience can get the best and most creditable information. When it comes to political parties, most of them are using social media and other digital platforms for sharing information with the community (**Stier et al.**, 2020). This factor helps the political leaders to communicate with their followers using social media platforms and their narratives is improved.

H2: There is a relationship between digital media influence and public sentiments towards policies.

When the communication strategy is rightly selected, it helps the political leaders to communicate with followers (**Pangrazio; Sefton-Green**, 2021). While the right strategy of communication helps the political leaders to communicate effectively, which is a reliable way of political parties working. However, the political leadership should engage with public using the party platforms based on digital media and other channels (**Yarchi et al.**, 2021). In this way, the modern channels of information sharing develop a positive attitude for communication which is required to improve the debate (**Höttecke; Allchin**, 2020). When a political debate is hot, it becomes necessary to get the feedback of the people (**Horner et al.**, 2023). Meanwhile, the feedback of the people helps the political party to review their agenda and work on it significantly to achieve the target goal.

H3: There is a relationship between targeted communication strategies and public sentiments towards policies.

The sentiments of the public are important as they are based on the acceptance of political policies (**Kreiss et al.**, 2020). Different political parties are working on different agenda, while the public involvement in working improves their level

of acceptance (**Castaño-Pulgarín et al.**, 2021). All parties are accountable to the public which is monitoring their policies development. Furthermore, all the policies are developed by different parties and implemented by the government for the favor of the public (**Habermas**, 2022). Hence, the role of public is significant in acceptance of policies. Therefore, the sentiments of the public play a key role in it. The political parties are recommended to work for reliable policies that can help better to the public with the agenda (**Croucher et al.**, 2020). In this way, the attitude of public would be improved for acceptance of policies implementation.

H4: There is a relationship between public sentiments towards policies and perceived influence on policy.

The right choice of information exchange channels helps to share policy related information to the public (**Kubin; Von Sikorski**, 2021). The attitude of the public positively developed when a significant level of information is shared. Public policy is a significant contribution of the political parties, but the political leaders are responsible for getting the acceptance or consent of public for any formulated policy before implementing it (**Nguyen et al.**, 2022). Therefore, the government is also responsible for sharing policy related information to the public which can help to get their approval (**Knoll et al.**, 2020). Furthermore, the political parties working on different manifesto for different communities in society are recommended to share the responsible information which can influence the behaviour of the public (**Heft et al.**, 2020). Likewise, the information shared on the political platforms reduces ambiguity and influences the perception of the public regarding any political decision.

H5: There is a mediating role of public sentiments towards policies between information exchange channels and perceived influence on policy.

The role of digital media is significant in information exchange but the political parties are responsible for using it fairly (**Greenhow; Chapman**, 2020). The right information should be shared with the public without any propaganda which influences the behaviour of the public (**Fowler et al.**, 2021). Furthermore, the policy of government or political parties have different level of acceptability between different segment of the community (**Muhammed T; Mathew**, 2022). In this way, a fair way of information communication should be selected to inform people about the policies. It is a significant way to deal with the emotions of the public (**Freiling et al.**, 2023). When the right information is shared on social media platforms, the trust of the public is positively developed for their better future.

H6: There is a mediating role of public sentiments towards policies between digital media influence and perceived influence on policy.

Communication strategies have a significant influence on information dissemination by political parties (**Shehata; Strömbäck**, 2021). The political parties have a significant responsibility to share information with the public in a better way to develop their understanding of the agenda (**Rhodes**, 2022). When the information is shared using a significant channel, it advances the strategies for communication of information. The higher level of communication management between the political parties is based on public feedback (**Guess**, 2021). While the public have different response on different political narrative and policies. Hence, there is a responsibility of political parties to deal with the issues that can significantly address the challenges (**Helberger**, 2020). Political leaders should influence the public to get consent for the policies based on adapted significant communication channels.

H7: There is a mediating role of public sentiments towards policies between targeted communication strategies and perceived influence on policy.

### 3. Methodology

The findings of this research are based on the primary data. The primary data was collected for this research using the instruments developed by previous studies. The study used these instruments to understand the relationship between variables of the study. The population of the study were employees of well reputed organization Eurobarometer. These respondents were selected randomly to collect the data. The random sampling approach was used in this study because the population of the study were known. However, the consent of top management was collected before the collection of data. The study used instruments which were significant and valid based on the source studies. According to **Sekaran and Bougie** (2016), when instruments achieve coefficients of reliability above 0.70, the instruments can be used in further studies. In this study, the external reviewers were considered to review the questionnaire. These experts also approved the instruments of the study for collection of data.

The research used a survey based method for data collection. Printed questionnaires were distributed to 400 employees of the selected organization. The employees were not confident to provide their demographic information. Therefore, the section for demographic information was removed from the questionnaire. The respondents were requested to provide the real data. No consent from any committee was required because no data related to human organs was collected. This study was purely a survey based research where data was collected to reach on the findings. 367 responses were collected back. During the screening of data, 333 responses were found valid for further analysis. Whereas the other responses were removed due to inconsistency in the findings. In this way, the study used JASP

statistical tool for the analysis of data (Murad *et al.*, 2024). The software is emerging for robust analysis in social sciences related studies.

#### 4. Data Analysis and Findings

Descriptive analysis of the data was checked at the initial stage. The study found that there was no missing value in the data and all 333 responses were valid. Furthermore, the findings of skewness and kurtosis were investigated to determine the normality of data. Furthermore, the mean value and standard deviation of the data was checked. The mean value  $\pm 3$  is considered significant when the study is using a five-point Likert scale instrument. This study data achieved a significant threshold for mean value. Furthermore, the standard deviation of the data was also significant according to the mean value. Hence, the normality of data was confirmed. The normality of data is confirmed when skewness value is less than 2 and kurtosis value is less than 7 (Hair *et al.*, 2010). According to findings, the skewness value and kurtosis value was significantly achieved. Hence, the normality of data was confirmed. Furthermore, the common method variance in the data was also checked. It was checked with the findings of variance inflation factor. According to Hair *et al.* (2011), variance inflation factor value less than 5 confirm no issues in the data. The statistics in Table 1 show that variance inflation factor was significantly achieved. Hence, the study found no issues in the data.

Table 1: Descriptive Statistics.

	IEC	DMI	TCS	PSTP	PIP
Valid	333	333	333	333	333
Missing	0	0	0	0	0
Mean	3.330	3.279	3.294	3.378	3.372
Std. Deviation	1.130	1.139	1.184	1.178	1.174
Variance Inflation Factor	1.276	1.298	1.401	1.387	1.379
Skewness	-0.071	-0.023	-0.039	-0.079	-0.140
Std. Error of Skewness	0.134	0.134	0.134	0.134	0.134
Kurtosis	-0.979	-0.971	-1.173	-1.263	-1.092
Std. Error of Kurtosis	0.266	0.266	0.266	0.266	0.266

IEC = Information Exchange Channels, DMI = Digital Media Influence, TCS = Targeted Communications Strategies, PSTP = Public Sentiments Towards Policies and PIP = Perceived Influence of Policies

The study investigated the findings of factor loadings to determine the reliability of individual items. According to Hair *et al.* (2011), when a study use reflective scale items, the factor loadings should be above 0.70 for significant validity. The study investigated the minimum factor loadings was 0.815 for significant validity. Hence, the data in Table 2 confirms the individual items reliability was confirmed, showing the scale items are reliable to analyze the data.

Table 2: Factor Loadings.

	Loadings
IEC	0.831
DMI	0.815
TCS	0.832
PSTP	0.837
PIP	0.820

Note. The applied rotation method is promax.  
IEC = Information Exchange Channels, DMI = Digital Media Influence, TCS = Targeted Communications Strategies, PSTP = Public Sentiments Towards Policies and PIP = Perceived Influence of Policies

The study also investigated the reliability and validity of the whole construct. This reliability was investigated with the findings of Cronbach's alpha. According to Hair *et al.* (2011), when Cronbach's alpha threshold is  $> 0.70$ , an instrument is considered significant for data collection. The data in Table 3 confirmed that all instruments had significant reliability and validity which was confirmed with Cronbach's alpha value. Hence, the study achieved sufficient reliability because no value was less than 0.70.

Table 3: Frequentist Individual Item Reliability Statistics.

Item	If Item Dropped Cronbach's $\alpha$
IEC	0.859
DMI	0.863
TCS	0.858
PSTP	0.856
PIP	0.862

IEC = Information Exchange Channels, DMI = Digital Media Influence, TCS = Targeted Communications Strategies, PSTP = Public Sentiments Towards Policies and PIP = Perceived Influence of Policies

Finally, the structural equation model was used for analysis of data (see Figure 1). According to Hair *et al.* (2011), a relationship between variables is considered significant when p value is less than 0.05. Following H1, it is found that there is a significant relationship between information exchange channels and public sentiments towards policies.

Furthermore, H2 confirmed that there is a significant relationship between digital media influence and public sentiments towards policies. The findings confirmed acceptance of H3 and reported that there is a relationship between targeted communication strategies and public sentiments towards policies. Finally, the study reported that H4 is accepted and there is a significant relationship between public sentiments towards policies and perceived influence on policy. The results of direct relationships are shown in Table 4.

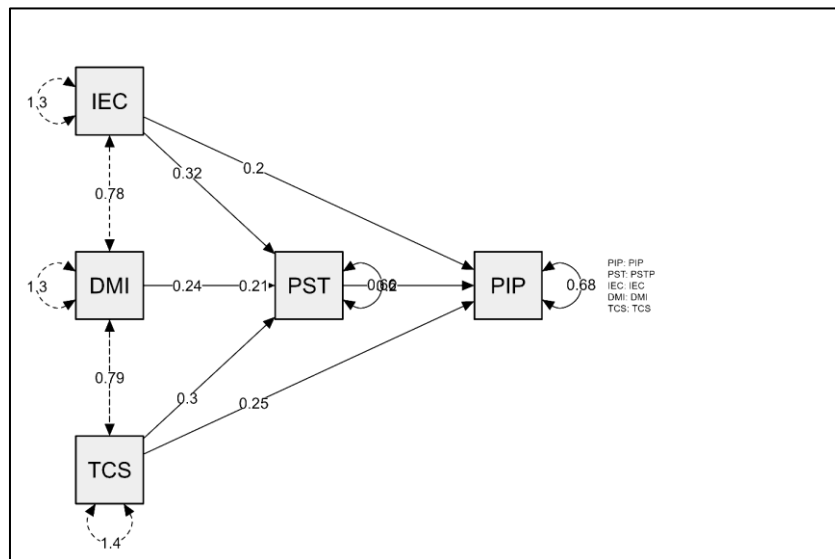


Figure 1: Path Plot.

Table 4: Path Coefficients.

							95% Confidence Interval	
			Estimate	Std. Error	z-value	p	Lower	Upper
PSTP	→	PIP	0.202	0.056	3.637	< .001	0.093	0.311
IEC	→	PSTP	0.323	0.054	6.028	< .001	0.218	0.429
DMI	→	PSTP	0.238	0.052	4.535	< .001	0.135	0.341
TCS	→	PSTP	0.301	0.051	5.953	< .001	0.202	0.400

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.  
 IEC = Information Exchange Channels, DMI = Digital Media Influence, TCS = Targeted Communications Strategies, PSTP = Public Sentiments Towards Policies and PIP = Perceived Influence of Policies

Finally, the findings of indirect effects were analyzed to test the mediating relationship between variables. Discussing H5, it is found that there is a positive mediating role of public sentiments towards policies between information exchange channels and perceived influence on policy. Regarding H6, it is found that there is a positive mediating role of public sentiments towards policies between digital media influence and perceived influence on policy. Finally, H7 is also accepted as the study found that there is a positive mediating role of public sentiments towards policies between targeted communication strategies and perceived influence on policy. The findings of indirect relationships are shown in Table 5.

Table 5: Indirect Effects.

									95% Confidence Interval	
					Estimate	Std. Error	z-value	p	Lower	Upper
IEC	→	PSTP	→	PIP	0.065	0.021	3.114	0.002	0.024	0.106
DMI	→	PSTP	→	PIP	0.048	0.017	2.837	0.005	0.015	0.081
TCS	→	PSTP	→	PIP	0.061	0.020	3.104	0.002	0.022	0.099

EC = Information Exchange Channels, DMI = Digital Media Influence, TCS = Targeted Communications Strategies, PSTP = Public Sentiments Towards Policies and PIP = Perceived Influence of Policies

### 5. Discussion and Conclusion

In this section, the findings of this research are discussed based on empirical evidences. Following H1, it is found that there is a significant relationship between information exchange channels and public sentiments towards policies. The findings of this hypothesis were aligned with existing studies. It is essential to have information communication channels in order to effectively administer policies for the general public (Kubin; Von Sikorski, 2021). According to Muhammed T and Mathew (2022), it is possible for the public's feelings to be influenced when policies are designed for the goal for which they were intended. Meanwhile, the dissemination of information concerning the policies of political parties in any country has an effect on the conduct of the general people. According to Sterling et al. (2020), through this method, the appropriate communication routes should be chosen for the systems that facilitate the sharing of public information.

Furthermore, H2 confirmed that there is a significant relationship between digital media influence and public sentiments towards policies. According to Boulianne (2020), it is essential for digital media to play a role in the dissemination of

information regarding political parties. A great number of political parties already have their own social media handles, which they use to interact with the general public. According to **Yarchi et al.** (2021), there is the potential for the information channel and the dissemination of information to the public through social media to have an effect on the behaviour of the public. Furthermore, the behaviour of the general public is influenced by the increased level of public involvement in the media (**Knoll et al.**, 2020).

The findings confirmed acceptance of H3 and reported that there is a relationship between targeted communication strategies and public sentiments towards policies. According to **Jensen** (2022), when it comes to public issues and growth, the function that communication tactics play is quite significant. It is necessary for political parties to focus on developing major communication strategies that may assist in the accomplishment of goals and the formulation of policies that can be relied upon. According to **Habermas** (2022), the influence of public policy has the effect of improving the behaviour of the general population with relation to the working environment. When communication tactics are effectively implemented, they have the ability to impact on the behaviour of the general public (**Pangrazio; Sefton-Green**, 2021).

Moreover, the study reported that H4 is accepted and there is a significant relationship between public sentiments towards policies and perceived influence on policy. According to **Croucher et al.** (2020), it is for this reason that the public plays a crucial influence in the acceptability of policies. Meanwhile, the feelings of the general public are an important factor in consideration. According to **Fowler et al.** (2021), it is advised that political parties work towards the development of trustworthy policies that can assist the public in a more effective manner with the agenda. Therefore, the public's attitude towards the implementation of policies would be enhanced, which would lead to its approval.

Discussing H5, it is found that there is a positive mediating role of public sentiments towards policies between information exchange channels and perceived influence on policy. According to **Helberger** (2020), making the appropriate selection of information exchange channels is beneficial to the dissemination of policy-related information to the general public. When a substantial amount of knowledge is disseminated, the public's attitude shifts in a good direction. According to **Kavada** (2020), the political parties make a substantial contribution to public policy; however, it is the responsibility of the political leaders to obtain the acceptance or consent of the people for any policy that is established before it is put into effect. According to **Boulianne and Theocharis** (2020), it is therefore the responsibility of the government to disseminate information concerning policies to the general public, which can assist in gaining the acceptance of the general public. According to **Guess** (2021), it is recommended that political parties that are working on distinct manifestos for different communities in society provide responsible information that has the potential to impact the behaviour of the general public. Furthermore, **Kreiss et al.** (2020) discussed that the information that is disseminated on political platforms helps to eliminate ambiguity and has an impact on how the general public views any political choice.

Regarding H6, it is found that there is a positive mediating role of public sentiments towards policies between digital media influence and perceived influence on policy. According to **Pascual-Ferrá et al.** (2021), when it comes to the dissemination of information, digital media plays a crucial role; nonetheless, it is the responsibility of political parties to use it in an equitable manner. According to **Freiling et al.** (2023), only accurate information should be disseminated to the general public, and there should be no propaganda that could potentially influence the behaviour of the general public. In addition, the level of tolerance that different segments of the population have for the policies of the government or political parties varies from one sphere of society to another. According to **Rhodes** (2022), a method of information communication that is both fair and effective should be chosen in this manner in order to educate people about the policies. According to **Shehata and Strömbäck** (2021), one of the most important ways to deal with the feelings of the general public. When the appropriate information is disseminated throughout social media platforms, the public's trust is positively developed, which ultimately leads to a promising future for them.

Finally, H7 is also accepted as the study found that there is a positive mediating role of public sentiments towards policies between targeted communication strategies and perceived influence on policy. According to **Farkas and Bene** (2021), the dissemination of information by political parties is significantly impacted by the communication methods that an organization employs. The political parties have a great responsibility to improve the manner in which they disseminate information to the general public in order to facilitate the development of the public's comprehension of the agenda (**Stier et al.**, 2020). According to **Greenhow and Chapman** (2020), when information is disseminated through a significant channel, it contributes to the advancement of strategies for the conveyance of relevant information. The feedback from the general public is the foundation for the greater level of communication management that occurs between political parties. According to **Horner et al.** (2023), this is despite the fact that the public's reaction to various political narratives and policies varies drastically. According to **Heft et al.** (2020), it is the obligation of political parties to address the topics that have the potential to significantly address the challenges. In order to obtain public approval for policies that are based on adapted significant communication channels, political leaders need to exert their influence on the general public.

## 5.1. Theoretical Implications

This research contributes significant discussion into literature, which is novel. To begin with, the study discusses in

literature that there is a significant relationship between information exchange channels and public sentiments towards policies. This relationship is newly discovered as previous studies paid no attention to it. Secondly, the study also discusses in literature that there is a significant relationship between digital media influence and public sentiments towards policies. In previous studies, this relationship was not discussed, which is a significant contribution to this research. Furthermore, the study contributes into the knowledge that there is a relationship between targeted communication strategies and public sentiments towards policies. This relationship is also at the infancy stage in literature as limited discussion was developed on this relationship before this research. Fourthly, the study contributes to knowledge of a significant relationship between public sentiments towards policies and perceived influence on policy. This direction relationship between these two variables was not discussed in the previous studies. Therefore, this relationship is a significant contribution to literature. Apart from the direction relationships between variables, the study contributes significant mediating relationships in literature. At first, the study discussed a positive mediating role of public sentiments towards policies between information exchange channels and perceived influence on policy. This mediating relationship is newly developed and scholars have had no discussion on it previously. Moreover, the study discussed that there is a positive mediating role of public sentiments towards policies between digital media influence and perceived influence on policy. In literature, this is the first study which discussed this relationship. Lastly, the study discussed that there is a positive mediating role of public sentiments towards policies between targeted communication strategies and perceived influence on policy. Previously, this relationship was also not debated by scholars. Cumulatively, this research shed light on the new relationship which have no evidence in previous studies.

## 5.2. Practical Implications

On the practical value, this research have significant suggestions and recommendations. Firstly, the study discussed that information exchange channels have a significant influence on the sentiments of the public. Therefore, the working on information channels should be improved to influence their strategies of working. The study discusses that information channels are significant to deal with the public emotions which political parties can use in their favour. In addition, the study discusses that when the public sentiments would be improved with reliable shared information, it would be a significant way to be influenced by the policies. Therefore, the information exchange channels have significant importance in public sentiments and perception about the policies. Secondly, the study recommends that digital media has a significant influence on the improvement of public sentiments and feelings. When the public sentiments are improved, the policies of public are positively improved which can influence their feelings. Hence, there is a significant need to work on the digital media for information dissemination which can foster a culture of information sharing. Furthermore, the study recommends that political leaders are responsible for improving the public sentiments with sharing of information. When the information should be shared properly with the public, it will improve their overall understanding and working process. Hence, the role of digital media is significant in sharing information about the developed policies. Thirdly, this study recommends adopting targeted communications strategies that are significant to improve the sentiments of the public about the political parties and policies. The significance of targeted communications strategies is discussed by this study which should be used by the political leaders to improve the sentiments of the public. The advancements in the public sentiments with these strategies can foster the perception of public related to the policies. In this way, this study has a significant influence on policies which is necessary to achieve the goals of organizations. In addition, the policies parties can use communication strategies as an agenda to achieve the target of influence of policies which has a lasting impact on public. By following these recommendations, the sentiments of the public can be improved by political parties, which is a significant way to improve behaviour.

## 5.3. Future Directions

Despite the significant findings of this research, the study reach to a conclusion with some limitations. Firstly, the data of this study was collected using a cross-sectional method which provides a limited time orientation of the findings. Therefore, future studies are recommended to collect data from more than one time using longitudinal method which can influence the findings. Secondly, the sample of this study was collected from one organization which reports the limitations of the findings. Although the population was relevant to the study, it would be a different view while collecting data from another set of population. Therefore, future studies are recommended to collect data from universities' professors or members of societies which are linked to professional planning and policy making regarding politics. It would be helpful to use a diverse sample to reach on the findings of this research. In this way, the scholars can interpret the findings in a better way to achieve research goals. Thirdly, the data also should be collected from the political leaders which are involved in policymaking related affairs. It would be a significant contribution to the body of knowledge, and a way forward to understanding the complex phenomena. Although the study has some other scope related limitations, the working of scholars on these issues would improve the body of knowledge and scholarly contributions.

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