

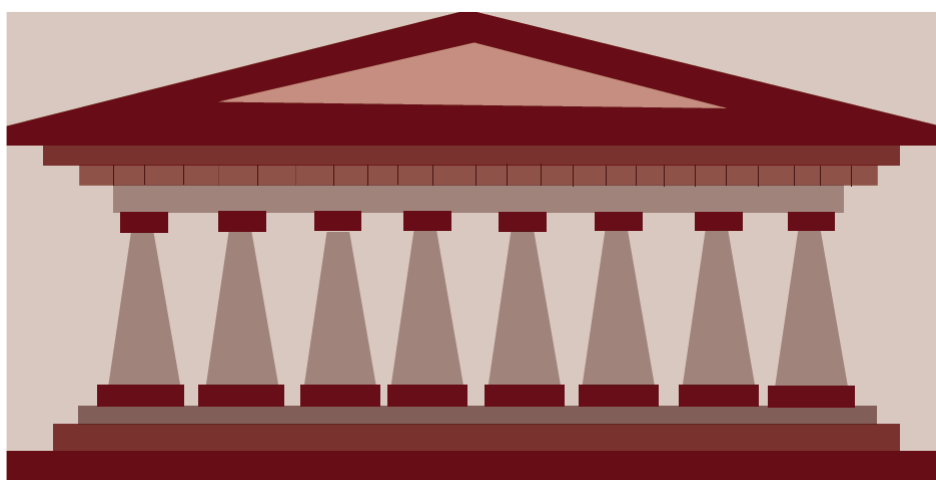
Athens Journal of Humanities & Arts

Quarterly Academic Periodical, Volume 13, Issue 4

Published by the Athens Institute

URL: <https://www.athensjournals.gr/ajha> Email: journals@atiner.gr

e-ISSN: 2241-7702 DOI: 10.30958/ajha



October 2026

Athens Journal of Humanities & Arts

Quarterly Academic Periodical, Volume 13, Issue 4, October 2026

Published by the Athens Institute

URL: <https://www.athensjournals.gr/ajha> Email: journals@atiner.gr

e-ISSN: 2241-7702 DOI: 10.30958/ajha

Front Pages

ORI Z SOLTES

[The Linguistics and Theology of Defining, Understanding, Misunderstanding, Liking and Disliking Jews and Judaism](#)

ANTHONY OLSON & YAN (EVA) PENG

[Globalization and Westernization of Chinese Music: A Journey through Folksongs and Cultural Transformation](#)

VINCENZO DE MASI, QINKE DI, SIYI LI & YUHAN SONG

[The Ascendance of Chinese Animation: An Analysis of Market Performance, Production Innovation, and Policy Support](#)

NIRBHAY KUMAR TRIGUN & ANJULI JAIN

[Artistic Innovation as a Catalyst for Corporate Creativity: Integrating Arts into Business Strategy](#)

GREGORY T. PAPANIKOS

[Ethics and Academic Integrity: Lessons from Plato's Protagoras](#)

Athens Journal of Humanities & Arts

Published by the Athens Institute

Editor-in-chief

- Dr. David Philip Wick, Director, [Arts, Humanities and Education Division](#), Athens Institute & Retired Professor of History, Gordon College, USA.

Associate Editors

- Dr. Ori Soltes, Head, [Arts & Culture Unit](#), Athens Institute & Professor, Georgetown University, USA.
- Dr. Eliza Gardiner, Deputy Head (Theatre), [Arts & Culture Unit](#), Athens Institute & Professor, Vancouver Island University, Canada.
- Dr. Peter Walther Baur, Deputy Head (Culture), [Arts & Culture Unit](#), Athens Institute & Associate Professor, University of Johannesburg, South Africa.

<https://www.athensjournals.gr/ajha/eb>

Administration of the Journal

1. Vice President of Publications: Dr Zoe Boutsioli
2. General Managing Editor of all Athens Institute's Publications: Ms. Afrodete Papanikou
3. ICT Managing Editor of all Athens Institute's: Mr. Kostas Spyropoulos
4. Managing Editor of this Journal: Ms. Eirini Lentzou ([bio](#))

Athens Institute is an Athens-based World Association of Academics and Researchers based in Athens. Athens Institute is an independent and non-profit Association with a Mission to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, as well as engage with professionals from other fields. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to Plato's Academy and Aristotle's Lyceum. Both these historic places are within walking distance from Athens Institute's downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, Athens "...is open to the world, we never expel a foreigner from learning or seeing". ("Pericles' Funeral Oration", in Thucydides, The History of the Peloponnesian War). It is Athens Institute's mission to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people's opinions and beliefs. After all, the free expression of one's opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. Education and (Re)searching for the 'truth' are the pillars of any free (democratic) society. This is the reason why Education and Research are the two core words in Athens Institute's name.

The **Athens Journal of Humanities & Arts (AJHA)** is an Open Access quarterly double-blind peer reviewed journal and considers papers all areas of arts and humanities, including papers on history, philosophy, linguistics, language, literature, visual and performing arts. Many of the in this journal have been presented at the various conferences sponsored by the [Arts, Humanities and Education Division](#) of the Athens Institute. All papers are subject to Athens Institute's [Publication Ethical Policy and Statement](#).

Athens Journal of Humanities & Arts
ISSN NUMBER: 2241-7702 - DOI: 10.30958/ajha
Volume 13, Issue 4, October 2026
Download the entire issue ([PDF](#))

Front Pages i-viii

[The Linguistics and Theology of Defining, Understanding, Misunderstanding, Liking and Disliking Jews and Judaism](#) 315
Ori Z Soltes

[Globalization and Westernization of Chinese Music: A Journey through Folksongs and Cultural Transformation](#) 327
Anthony Olson & Yan (Eva) Peng

[The Ascendance of Chinese Animation: An Analysis of Market Performance, Production Innovation, and Policy Support](#) 337
Vincenzo De Masi, Qinke Di, Siyi Li & Yuhan Song

[Artistic Innovation as a Catalyst for Corporate Creativity: Integrating Arts into Business Strategy](#) 359
Nirbhay Kumar Trigun & Anjuli Jain

[Ethics and Academic Integrity: Lessons from Plato's Protagoras](#) 377
Gregory T. Papanikos

Athens Journal of Humanities & Arts

Editorial and Reviewers' Board

Editor-in-chief

- **Dr. David Philip Wick**, Director, [Arts, Humanities and Education Division](#), Athens Institute & Retired Professor of History, Gordon College, USA.

Associate Editors

- **Dr. Ori Soltes**, Head, [Arts & Culture Unit](#), Athens Institute & Professor, Georgetown University, USA.
- **Dr. Eliza Gardiner**, Deputy Head (Theatre), [Arts & Culture Unit](#), Athens Institute & Professor, Vancouver Island University, Canada.
- **Dr. Peter Walther Baur**, Deputy Head (Culture), [Arts & Culture Unit](#), Athens Institute & Associate Professor, University of Johannesburg, South Africa.

Editorial Board

- Dr. Nicholas Pappas, Vice President of Academic Conferences and Meetings, Athens Institute & Professor (Retired) of History, Sam Houston University, USA.
- Dr. Stamos Metzidakis, Head, Literature Unit, Athens Institute & Professor Emeritus of French and Comparative Literature, Washington University in Saint Louis, USA & Adjunct Professor of French, Hunter College-CUNY, USA.
- Dr. Jayoung Che, Director, Center for European & Mediterranean Affairs (CEMA) & Visiting Professor, Hankuk University of Foreign Studies, South Korea.
- Dr. Clara Germana Gonçalves, Head, Architecture Unit, Athens Institute & Invited Assistant Professor and Integrated Researcher at CIAUD – Research Center for Architecture, Urbanism, and Design, Lisbon School of Architecture, University of Lisbon, Portugal.
- Dr. William O'Meara, Academic Member, Athens Institute & Professor, Department of Philosophy and Religion, James Madison University, USA.
- Dr. Ranko Kozic, Associate Professor, University of Belgrade, Serbia.
- Dr. Valia Spiliotopoulos, Head, Languages & Linguistics Unit, Athens Institute & Assistant Professor, University of Ottawa, Canada
- Dr. Jayoung Che, Head, History Unit, Athens Institute & Visiting Professor, Hankuk University of Foreign Studies, South Korea.
- Dr. Alexander Makedon, Independent Scholar (Retired Full Professor, Chicago State University, USA).
- Dr. Tatiana Tsakirpoulou-Summers, Director, Athens Center for Classical & Byzantine Studies (ACCBS) & Director, UA in Greece, Summer Abroad Program, Department of Modern Languages & Classics, The University of Alabama, USA.
- Dr. Daniel Binns, Academic Member, Athens Institute & Lecturer, RMIT University, Australia.
- Mr. Hugh O'Gorman, Director, Athens Center for Theatre Studies (ACTS) & Professor and Head of Performance, California State University, Long Beach, USA.

- **Vice President of Publications:** Dr Zoe Boutsioli
- **General Managing Editor of all Athens Institute's Publications:** Ms. Afrodete Papanikou
- **ICT Managing Editor of all Athens Institute's Publications:** Mr. Kostas Spyropoulos
- **Managing Editor of this Journal:** Ms. Eirini Lentzou ([bio](#))

Reviewers' Board

[Click Here](#)

President's Message

All Athens Institute's publications including its e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and is independent of presentations at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by Athens Institute throughout the year and entail significant costs of participating. The intellectual property rights of the submitting papers remain with the author. Before you submit, please make sure your paper meets the [basic academic standards](#), which includes proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different divisions and units of the Athens Institute for Education and Research. The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top-quality academic journal. In addition to papers presented, Athens Institute will encourage the independent submission of papers to be evaluated for publication.

The current issue is the fourth of the thirteenth volume of the *Athens Journal of Humanities & Arts (AJHA)*, published by the [Arts, Humanities and Education Division](#) of Athens Institute.

Gregory T. Papanikos
President
Athens Institute



Athens Institute for Education and Research

A World Association of Academics and Researchers

18th Annual International Conference on Visual and Performing Arts **7-12 June 2027, Athens, Greece**

The [Arts & Culture Unit](#) of Athens Institute is organizing its **18th Annual International Conference on Visual and Performing Arts, 7-12 June 2027, Athens, Greece** sponsored by the [Athens Journal of Humanities & Arts](#). The aim of the conference is to bring together academics and researchers of visual and performing arts, and other related disciplines. You may participate as stream leader, presenter of one paper, chair of a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2027/FORM-ART.doc>).

Academic Members Responsible for the Conference

- **Dr. Stephen Andrew Arbury**, Head, [Arts & Culture Unit](#), Athens Institute and Professor of Art History, Radford University, USA.

Important Dates

- Abstract Submission: **10 November 2026**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **10 May 2027**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Athens Institute.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/fees>



Athens Institute for Education and Research

A World Association of Academics and Researchers

12th Annual International Symposium on Religion & Theology **24-29 May 2027, Athens, Greece**

The [Humanities & Education Division](https://www.atiner.gr/) of Athens Institute is organizing its **12th Annual International Symposium on Religion & Theology, 24-29 May 2027, Athens, Greece**. The aim of the conference is to bring together academics and researchers of Religion, Theology and other related disciplines. You may participate as stream leader, presenter of one paper, chair of a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2027/FORM-REL.doc>).

Important Dates

- Abstract Submission: **27 October 2026**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **26 April 2027**

Academic Member Responsible for the Conference

- **Dr. William O'Meara**, Academic Member, Athens Institute & Professor, Department of Philosophy and Religion, James Madison University, USA.

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Athens Institute.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

More information can be found here: <https://www.atiner.gr/social-program>

Conference Fees

Conference fees vary from 400€ to 2000€

Details can be found at: <https://www.atiner.gr/fees>