

REFERENCES

- Adelman, C., Schwartz, B., & Riskin, E. (2016). *2016 index of global philanthropy and remittances*. Washington D.C.: The Center for Global Prosperity (CGP) at the Hudson Institute. <http://gpr.hudson.org/files/publications/IndexGlobalPhilanthropy2007.pdf>
- AIESEC. (2020). Global Personas.
- Ajina, A.S. (2019). The perceived value of social media marketing: An empirical study of online word of mouth in Saudi Arabian context. *Entrepreneurship and Sustainability Issues*, 6(3), 1512-1527.
- An, J., Kwak, H., Jung, S., Salminen, J., & Jansen, B. J. (2018). Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data. *Social Network Analysis and Mining*, 8(1). doi:10.1007/s13278-018-0531-0
- Bandyopadhyay, R. (2019). Volunteer tourism and “The White Man’s Burden”: Globalization of suffering, white savior complex, religion and modernity. *Journal of Sustainable Tourism*, 27(3), 327–343. <https://doi.org/10.1080/09669582.2019.1578361>
- Basu, R., Kumar, S. (2020). Awareness, attitude and social identity in the contemporary globalized world: an exploratory study of Emerging Adults. *International Journal of Recent Research in Social Sciences and Humanities*, 7(1), 1-9. www.paperpublications.org
- Bowman, W. (2009). The economic value of volunteers to nonprofit organizations. *Nonprofit Management & Leadership*, 19(4), 491-506. <https://doi.org/10.1002/nml.233>

- Bretag, T., & van der Veen, R. (2015). "Pushing the boundaries": participant motivation and self-reported benefits of short-term international study tours. *Innovations in Education and Teaching International*, 54(3), 175–183. doi:10.1080/14703297.2015.1118397
- Caldron, P. H., Impens, A., Pavlova, M., & Groot, W. (2017). Why do they care? Narratives of physician volunteers on motivations for participation in short-term medical missions abroad. *The International Journal of Health Planning and Management*, 33(1), 67–87. doi:10.1002/hpm.2402
- Caprara, D. L., & Litow, S. (2010). *Up front: The role of the corporation in citizen diplomacy*. Retrieved from <https://www.brookings.edu/blog/up-front/2010/07/22/the-role-of-the-corporation-in-citizen-diplomacy/>
- Chen, S.-C., & Lin, C.-P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. doi:10.1016/j.techfore.2018.11.025
- Cho, H., Wong, Z., & Chiu, W. (2020). The Effect of Volunteer Management on Intention to Continue Volunteering: A Mediating Role of Job Satisfaction of Volunteers. *SAGE Open*, 10(2), 215824402092058. doi:10.1177/2158244020920588
- Conduit, J., Karpen, I.O., Tierney, K.D. (2019), Volunteer engagement: conceptual extensions and value-in-context outcomes, *Journal of Service Theory and Practice*, Vol. 29 No. 4, pp. 462-487. <https://doi.org/10.1108/JSTP-06-2018-0138>
- Cravens, Jayne (2014). *The Last Virtual Volunteering Guidebook: Fully Integrating Online Service Into Volunteer Involvement*. Philadelphia, PA 19144 USA: Energize, Inc. [ISBN 978-0-940576-65-0](https://doi.org/10.1108/JSTP-06-2018-0138).

- Clary, E. G., Snyder, M., Ridge, R. D., Copeland, J., Stukas, A. A., Haugen, J., & Miene, P. (1998). Understanding and assessing the motivations of volunteers: A functional approach. *Journal of Personality and Social Psychology*, 74, 1516-1530.
- Cordery, C. J., Proctor-Thomson, S. B., & Smith, K. A. (2013). Towards communicating the value of volunteers: Lessons from the field. *Public Money & Management*, 33(1), 47-54. <https://doi.org/10.1080/09540962.2013.744894>
- Costa, C. A., Chalip, L., Green, B. C., & Simes, C. (2006). Reconsidering the role of training in event volunteers' satisfaction. *Sport Management Review*, 9(2), 165–182.
- Cutler, N. E. (1980). Toward an appropriate typology for the study of the participation of older persons in voluntary associations. *Journal of Voluntary Action Research*, 9(1–4), 9–19.
- Czerska, M. (2002), *Motywacja*, in: A. Czermiński, M. Czerska, B. Nogalski, R. Rutka, J. Apanowicz, *Zarządzanie organizacjami*, TNOiK „Dom Organizatora”, Toruń.
- Darlington, B. (2016). *What is Corporate Volunteering?*. Benefacto.
- Denzin, N. (1989). *Interpretative interactionism*. London: Sage.
- Devereux, P. (2008). International volunteering for development and sustainability: outdated paternalism or a radical response to globalisation?. *Development in Practice*, 18(3), 357-370.
- Donoghue, F. (2001). Women and Volunteering—A Feminised Space? A paper presented at *The Bigger Picture: A Reflection on Volunteering in Ireland in 2001*, International Year of the Volunteer, NUI Galway, 7 July 2001, Galway, Republic of Ireland.
- Eyler, J. (1999). *Where's the learning in service-learning?*, San Francisco: Jossey-Bass, ISBN 0787944831, 0787944831

- Fait, M. & Sakka, G. (2020), Knowledge sharing: an innovative organizational approach to engage volunteers. *EuroMed Journal of Business*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EMJB-10-2019-0131>
- Fischer, F., Hmelo-Silver, C. E., Goldman, S. R., & Reimann, P. (2018). International handbook of the learning sciences.
- Farmer, S.M. & Fedor, D.B. (1999) Volunteer participation and withdrawal: A psychological contract perspective on the role of expectations and organizational support. *Nonprofit Management & Leadership*, 9(4), pp. 349-367.
- Flood, A. (2010). Understanding phenomenology. *Nurse Researcher*, 17(2), 7–15. doi:10.7748/nr2010.01.17.2.7.c7457
- Fox, J., & Wheeler, D. (2002). Add volunteering to the mix of balancing work and family: The findings and implications for volunteer administrators. *Journal of Volunteer Administration*, 20(4), 27–34.
- Gage, R. L. (2009). Volunteer Motivations and Constraints among Undergraduate College Students. Gainesville, FL, USA: University of Florida.
- Gallagher, S. K. (1994). Doing their share: Comparing patterns of help given by older and younger adults. *Journal of Marriage and the Family*, 567–578.
- Gazzaley, A., Cooney, J. W., Rissman, J., & D'esposito, M. (2005). Top-down suppression deficit underlies working memory impairment in normal aging. *Nature neuroscience*, 8, 1298-1300.
- Giacomin, M., Jordan, C. (2017). Self-Enhancement Motives. *Encyclopedia of Personality and Individual Differences*. Switzerland: Springer. https://doi.org/10.1007/978-3-319-28099-8_1168-1

- Goyal, P. K. (2015). Motivation: Concept, Theories, and practical implications. *International Research Journal of Commerce Arts and Science*, 6(8), pp. 71-78.
- Grosfoguel, R. (2007). The epistemic decolonial turn: Beyond political-economy paradigms 1. *Cultural Studies*, 21(2–3), 211–223. <https://doi.org/10.1080/09502380601162514>
- Halvorsrud, R., Kvale, K., & Følstad, A. (2016). Improving service quality through customer journey analysis. *Journal of Service Theory and Practice*, 26(6), 840–867. doi:10.1108/jstp-05-2015-0111
- Han, H., Meng, B., Chua, B.-L., Ryu, H. B., & Kim, W. (2019). International volunteer tourism and youth travelers – an emerging tourism trend. *Journal of Travel & Tourism Marketing*, 36(5), 549–562. doi:10.1080/10548408.2019.1590293
- Han, H., Lee, S., Meng, B., Chua, B.-L., & Ryu, H. B. (2020). The Relative Importance of Volunteer Tourism (Sustainable/Pro-Social Form of Tourism) Motivation Factors for Young Tourists: A Descriptive Analysis by Continents, Gender, and Frequency. *Sustainability*, 12(10), 4002. doi:10.3390/su12104002
- Haski-Leventhal, D. (2009). Altruism and volunteerism: The perceptions of altruism in four disciplines and their impact on the study of volunteerism. *Journal for the Theory of Social Behaviour*, 39, 271-299.
- Haslebacher, C., Varga, P., & Murphy, H. C. (2019). Insights from images posted on social media: Examining the motivations of volunteer tourists. *Journal of Human Resources in Hospitality & Tourism*, 1–15. doi:10.1080/15332845.2019.1558490
- Holdsworth, C., & Quinn, J. (2010). Student volunteering in English higher education. *Studies in Higher Education*, 35(1), 113-127.
- International Labor Organization, (2010). Manual on the Measurements of Volunteer Work.

- Jacobsen, S. K., Carlton, J. S., & Monroe, M. C. (2012). Motivation and satisfaction of volunteers at a Florida natural resource agency. *Journal of Park and Recreation Administration*, 30(1), 51–67.
- Khetagurova, V. S., Kryukova, E. M., Maloletko, A. N., Kaurova, O. V., Mosalev, A. I., Mukhomorova, I. V., & Egorova, E. N. (2018). Volunteer Tourism as a Variety of Responsible Tourism. *IOP Conference Series: Earth and Environmental Science*, 204, 012015. doi:10.1088/1755-1315/204/1/012015
- Kim, J., & Morgül, K. (2017). Long-term consequences of youth volunteering: Voluntary versus involuntary service. *Social Science Research*, 67, 160–175. doi:10.1016/j.ssresearch.2017.05.002
- Knollenberg, W., McGehee, N. G., Boley, B. B., & Clemmons, D. (2014). Motivation-based transformative learning and potential volunteer tourists: Facilitating more sustainable outcomes. *Journal of Sustainable Tourism*, 22(6), 922–941.
- Koßmann, J. (2019). *4 Qualities You Need As A Global Leader*. AIESEC in Austria. Retrieved on August 6 at <https://aiesec.at/2019/05/30/ldm/>
- Kontogeorgopoulos, N. (2017). Finding oneself while discovering others: An existential perspective on volunteer tourism in Thailand. *Annals of Tourism Research*, 65, 1–12. doi:10.1016/j.annals.2017.04.006
- Kwok, Y. Y., Chui, W. H., & Wong, L. P. (2013). Need satisfaction mechanism linking volunteer motivation and life satisfaction: A mediation study of volunteers subjective well-being. *Social Indicators Research*, 114(3), 1315–1329.

- Lee, M.-A. (2018). Volunteering and Happiness: Examining the Differential Effects of Volunteering Types According to Household Income. *Journal of Happiness Studies*. doi:10.1007/s10902-018-9968-0
- Lee, Y., & Brudney, J. L. (2012). Participation in formal and informal volunteering: Implications for volunteer recruitment. *Nonprofit Management and Leadership*, 23(2), 159–180. doi:10.1002/nml.v23.2
- Lee, Y., & Moon, S. G. (2011). Mainstream and ethnic volunteering by Korean immigrants in the United States. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 22(4), 811–830. doi:10.1007/s11266-010-9176-y
- Lee, Y.-J., & Won, D. (2017). Understanding International Volunteering: Who Is Most Likely to Participate? *Journal of Nonprofit & Public Sector Marketing*, 30(1), 95–110. doi:10.1080/10495142.2017.1326343
- Li, F., Larimo, J., Leonidou, L.C. (2020). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *J. Acad. Mark. Sci*, 48, 1–20.
- Lo, A. S., & Lee, C. Y. S. (2011). Motivations and perceived value of volunteer tourists from Hong Kong. *Tourism Management*, 32, 326–334.
- Lough, B. (2015). The Evolution of International Volunteering. *United Nations Volunteers (UNV) Programme*. 1 – 29.
- Lough, B. J., & Tiessen, R. (2017). How do International Volunteering Characteristics Influence Outcomes? Perspectives from Partner Organizations. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 29(1), 104–118. doi:10.1007/s11266-017-9902-9

- Mannell, R.C. & Kleiber, D.A. (1997) *A Social Psychology of Leisure* (State College, PA, Venture).
- Manning, R.E. (2005) *Studies in Outdoor Recreation: Search and research for satisfaction, Second Edition* (Corvallis, OR, Oregon State University Press).
- McAllum, K. (2014). Meanings of organizational volunteering: Diverse volunteer pathways. *Management Communication Quarterly*, 28, 84-110.
- McClelland, D.L. (1985) How motives, skills, and values determine what people do, *American Psychologist*, 40, pp. 812-825.
- McGehee, N.G., & Santos, C.A. (2005). Social change, discourse and volunteer tourism. *Annals of Tourism Research*, 32(2), 760-779.
- McGehee, N.G. (2014). Volunteer tourism: Evolution, issues and futures. *Journal of Sustainable Tourism*, 22(6), 847-854.
- Montazeribarforoushi, S., Keshavarzsaleh, A., & Ramsøy, T. Z. (2017). On the hierarchy of choice: An applied neuroscience perspective on the AIDA model. *Cogent Psychology*, 4(1). doi:10.1080/23311908.2017.1363343
- National Service Resources. Need of skills based volunteering for Non-Profit activities. Retrieved from <http://www.nationalserviceresources.org/sbv>
- Neubauer, B.E., Witkop, C.T. & Varpio, L. How phenomenology can help us learn from the experiences of others. *Perspect Med Educ* 8, 90–97 (2019). <https://doi.org/10.1007/s40037-019-0509-2>
- Nyaupane, G. P., Paris, C. M., & Teye, V. (2010). Why do Students Study Abroad? Exploring Motivations Beyond Earning Academic Credits. *Tourism Analysis*, 15(2), 263–267. doi:10.3727/108354210x12724863327920

- O'Halloran, A. (2020) *Travel with a purpose: An investigation into the benefits and motives behind Volunteer Tourism*. Dublin, National College of Ireland.
- Omoto, A. M., & Snyder, M. (2016). Considerations of community: The context and process of volunteerism. *American Behavioral Scientist*, 45(5), 846–867.
- Olsen, L. M., Andereck, K., & Vogt, C. (2020). Providing hope: influences of volunteer tourism on program youth. *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2020.1855438
- Pauline, G. (2011). Volunteer satisfaction and intent to remain: An analysis of contributing factors among professional golf event volunteers. *International Journal of Event Management Research*, 26, 10–32.
- Pompurová, K., Marčeková, R., Šebová, L., Sokolová, J., & Žofaj, M. (2018). Volunteer Tourism as a Sustainable Form of Tourism—The Case of Organized Events. *Sustainability*, 10(5), 1468. doi:10.3390/su10051468
- Priyanka, R. (2013). AIDA Marketing Communication Model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps. *International Journal of Multidisciplinary Research in Social Management*, 1, 37-44.
- Proyrungraj, R. (2020). Volunteer Tourism: Motivations of Thai Tourists and Western Tourists. *European Journal of Tourism Research*, 24, 2408. Retrieved from <https://ejtr.vumk.eu/index.php/about/article/view/410>
- Qutoshi, S. B. (2018). Phenomenology: A Philosophy and Method of Inquiry. *Journal of Education and Educational Development*, 5(1), 215 – 222.

- Ratelle, C. F., Guay, F., Vallerand, R. J., Larose, S., & Senécal, C. (2007). Autonomous, controlled, and amotivated types of academic motivation: A person-oriented analysis. *Journal of Educational Psychology, 99*(4), 734–746.
- Raymond, E. M., & Hall, C. M. (2008). The development of cross-cultural (mis)understanding through volunteer tourism. *Journal of Sustainable Tourism, 16*(5), 530–543.
- Rehberg, W. (2005). Altruistic Individualists: Motivations for International Volunteering Among Young Adults in Switzerland. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 16*(2), 109–122. doi:10.1007/s11266-005-5693-5
- Reid, K. T., & Trofimovich, P. (2018). Exploring the influence of community volunteerism on adult L2 learners' willingness to communicate. *System, 74*, 73–86. doi:10.1016/j.system.2018.02.002
- Rotolo, T., & Wilson, J. (2006). Employment sector and volunteering: The contribution of nonprofit and public sector workers to the volunteer labor force. *Sociological Quarterly, 47* (1), 21–40. doi:10.1111/tsq.2006.47.issue-1
- Russell, I. (2005). Report of the Russell Commission: A national framework for youth action and engagement. London: Her Majesty's Stationery Office.
- Ryan, R. M., & Deci, E. L. (2020). Intrinsic and extrinsic motivation from a self-determination theory perspective: Definitions, theory, practices, and future directions. *Contemporary Educational Psychology, 101860*. doi:10.1016/j.cedpsych.2020.101860
- Sax, L.J. & Astin, A. (1997) The benefits of service: Evidence from undergraduates, *Educational Record, 78*, pp. 25-32.
- Sekula, Z. (2008), *Motywowanie do pracy. Teorie i instrumenty*, PWE, Warszawa.

- Serow, R.C. (1991) Students and voluntarism: Looking into the motives of community service participants. *American Educational Research Journal*, 28(3), pp. 543-556.
- Sloane, G. M.-T., & Pröbstl-Haider, U. (2019). Motivation for environmental volunteering - A comparison between Austria and Great Britain. *Journal of Outdoor Recreation and Tourism*. doi:10.1016/j.jort.2019.01.002
- Sedikides, C. (2018). On the doggedness of self-enhancement and self-protection: How constraining are reality constraints? *Self and Identity*. Advance online publication. doi:10.1080/15298868.2018.1562961
- Stainton, H. (2016). A segmented volunteer tourism industry. *Annals of Tourism Research*, 61, 213–267.
- Strigas, A. D., & Jackson, E. N. (2003). Motivating volunteers to serve and succeed: Design and results of a pilot study that explores demographics and motivational factors in sport volunteerism. *International Sports Journal*, 7, 111–123.
- Stukas, A. A., Worth, K. A., Clary, E. G., & Snyder, M. (2009). The matching of motivation to affordances in volunteer environment: An index for assessing the impact of multiple matches on volunteer outcomes. *Nonprofit and Voluntary Sector Quarterly*, 38(1), 5–28.
- Šuba, P. (2017). Motives for young people to volunteer abroad: A case study of AIESEC interns from the perspective of volunteer tourism. *African Journal of Hospitality, Tourism, and Leisure*, 6(3).
- Sundeen, R. (1990). Family life course status and volunteer behavior: Implications for the single parent. *Sociological Perspective*, 33, 483–500. doi:10.2307/1389168

- Thapa, B. (1999) Environmentalism: The relation of environmental attitudes and environmentally responsible behaviors among undergraduate students, *Bulletin of Science, Technology & Society*, 19(5), pp. 432-444.
- Thoits, P. A., & Hewitt, L. N. (2001). Volunteer work and well-being. *Journal of Health and Social Behavior*, 42(2), 115-131.
- Thorne, S. (2000). Data analysis in qualitative research. *Evidence-Based Nursing*, 3(3), 68–70. doi:10.1136/ebn.3.3.68
- Tourism Research and Marketing (2008). *Volunteer tourism: A global analysis*. Arnhem: ATLAS.
- Union of International Associations. (2014). *The yearbook of international organizations*. Munich: Brill.
- UNWTO & WYSE Travel Confederation. (2016). *Global Report on the Power of Youth Travel*. Retrieved on March 5th, 2020 at https://www.wysetc.org/wp-content/uploads/2016/03/Global-Report_Power-of-Youth-Travel_2016.pdf
- Vecina, M. L., Chacón, F., Marzana, D., & Marta, E. (2013). Volunteer engagement and organizational commitment in nonprofit organizations: What makes volunteers remain within organizations and feel happy? *Journal of Community Psychology*, 41, 291–302. <https://doi.org/10.1002/jcop.21530>
- Wang, P. Z. (2004). Assessing motivations for sports volunteerism. *Advances in Consumer Research*, 31(1), 420–435.
- Wearing, S., & McGehee, N. G. (2013). Volunteer tourism: A review. *Tourism Management*, 38, 120–130.

- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., Ruangkanjanases, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13, 189.
- Wilson, J. (2000). Volunteering. *Annual Review of Sociology*, 26(1), 215–240. doi:10.1146/annurev.soc.26.1.215
- Wilson, J. (2012). Volunteerism research: A review essay. *Nonprofit and Voluntary Sector Quarterly*, 41(2), 176-212. <https://doi.org/10.1177%2F0899764011434558>
- Wilson, J., Mantovan, N., & Sauer, R. (2019). The economic benefits of volunteering and social class. *Social Science Research*, 102368. doi:10.1016/j.ssresearch.2019.102368
- Wilson, J., & Musick, M. A. (1997). Work and volunteering: The long arm of the job. *Social Forces*, 251–272.
- Wilson, J., & Musick, M. (1999). The effects of volunteering on the volunteer. *Law and Contemporary Problems*, 62(4), 141-168. <https://scholarship.law.duke.edu/lcp/vol62/iss4/7>
- Winfield, M. (2013). *The Essential Volunteer Handbook*. FriesenPress. ISBN 978-1-4602-1583-8.
- Wisner, P. S., Stringfellow, A., Youngdahl, W. E., & Parker, L. (2005). The service volunteer–loyalty chain: An exploratory study of charitable not-for-profit service organizations. *Journal of Operations Management*, 23, 143–161
- Wong, J., Newton, J. D., & Newton, F. J. (2014). Effects of power and individual-level cultural orientation on preferences for volunteer tourism. *Tourism Management*, 42, 132–140.
- Wu, H. (2011). *Social impact of volunteerism*. Points of Light Foundation.

Wu, Y.-L., Lin, T.-W., & Wang, S. S.-C. (2019). How Do Volunteer's Experiences of Organizational Facilitators Influence Their Satisfaction and Loyalty: An Example of Hospital Volunteers. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. doi:10.1007/s11266-019-00096-6