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INTEGRATION OF SUSTAINABILITY
INTO SPORTS ANTI-BULLYING POLICIES

Relevance of the research. Today, when there are increasingly more discussions about antisocial and aggressive behaviour in sport, destructive interrelationships such as bullying, there are clear parallels between sport and sustainable development – the sophisticated and complex process, the aim of which is to ensure wellbeing for present and future generations. Sport, providing with common space for everybody to participate, educates a healthy and physically healthy society, enriches human beings' life and conditions the disclosure of their talents, and «has the power to make 'society' more equal, and socially cohesive and peaceful» [1, p.1109]. However, there are quite few theoretic and empirical insights into the issues of sustainability in the sport context, although, they are broadly analysed in other economic sectors. However, the key attention is also paid to their economic and environmental aspects in the studies [2], and the social component is most frequently eliminated or it is mentioned as a contiguous abstraction [3]. Nevertheless, striving for such a social phenomenon as qualitative development of sport, it is requested to take into consideration all three fundamental components of sustainable development – economic, environmental and social, and to implement them. In the latter decade, the scientific discussions, involving sustainability, more broadly analyse the following components of sustainability [4], and the concept of social sustainability in parallel to traditional 'hard' concepts, such as basic needs, equity and employment, involve more broadly used concepts, called new 'soft' themes, such as happiness, well-being, and social capital [5]. Having in mind social sustainability, there are presented a wide range of non-physical factors, such as education and training; inter- and intra-generational social justice; participation and local democracy; health, quality of life and well-being; social inclusion; social capital; community; safety; mixed tenure; fair distribution of income; social order; social cohesion; community cohesion; social networks; social interaction; sense of community and belonging; employment; residential stability; active community organizations; and cultural traditions [6].

In the studies of sport context, social sustainability is most frequently analysed at the community level, as a subject, selecting a sport event [7-8]. However, these studies do not provide with a single response if sport events have positive impact on social sustainability. Though if people are involved in the social life of a society due to the sense that they belong to the society and participate in the society, «then social sustainability will follow» [9, p.3]. The belonging to the

society is related to the individual's participation in the sport activities. In this case, sport is considered being the environment, where there is fostered the sense of social belonging (belonging to the society), as it aids at the creation of a social identity [10]. Thus, a great part of the studies, related to the sport context, is likely to be directed towards an individual level. Here sport, as a phenomenon, is related to people's, involved in sports well-being, quality of life or health [11-13], and in this way there is disclosed their belonging to the society [10]. It is claimed that the participation in the active sport activity has the certain positive impact on the people's involved in sports, physical and mental health, learning outcomes, and it improves their social interactions with others, shapes moral and ethical behaviour [14-16]. Thus, it is possible to foresee that such dimensions as wellbeing, ensured for all, involved in sport activities, will contribute to the implementation of social sustainability in sport.

The aim of the study: to draw up a framework visualizing integration of sustainability into sports anti-bullying policies.

Methods of the research. In the first phase of the study, scientific research from the Web of Science Core Collection (Clarivate Analytics), Scopus and other scientific databases was selected; in the second phase, the analysis and synthesis of scientific literature was conducted, the methods of analogy, chronology and comparison were also applied; in the third phase, based on the analysed scientific literature, the authors' insights are formed drawing up the framework that visualizes integration of sustainability into sports anti-bullying policies.

Research results. The analysis of the scientific literature disclosed that even in the presence of clear parallels between sport and sustainable development in the sport context, there are no many theoretical or practical insights into sustainability issues. There are most frequently analysed economic and environmental aspects, meanwhile social component is eliminated or it is mentioned as a contiguous abstraction. However, each individual' participation in qualitatively organized sport performance should be comprehended as an implementation factor of social sustainability in sport. It is tightly related to the emergence of the belonging sense to the society and social identity creation, what in its turn determines the assurance of wellbeing. Nevertheless, the following requires particularly safe and qualitative relationship among all participants in sport performance. They are frequently enumerated as problematic ones through the statement of participants' antisocial and aggressive behaviour and diverse bullying under the basis of studies. It is attempted to stop such destructive relationship in the most effective way, which in a while will turn into a challenge to social sustainability at the individual level, and there emerges a necessity to create and to implement effective anti-bullying policies.

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PSYCHOLOGICAL VIOLENCE IN THE INTERRELATIONSHIPS BETWEEN ACADEMIC COMMUNITY MEMBERS: THE SITUATION OF HIGHER EDUCATION INSTITUTIONS IN THE PRE-REFORM AND REFORM PERIOD

Relevance of the research. «Homo sum, humani nihil a me alienum puto», stated Roman playwright Publio Terencio Africano, emphasizing the reality of human nature. Paraphrasing this thesis, it can be stated that everything that is human, including noble and negative intentions, is characteristic to the academic community. However, the academic community has traditionally been associated with increased expectations, which in advance implicate a specific image of the institution, which does not necessarily correspond to the reality dictated by human nature. This often turns into a stereotype that traps the academic community itself and can dictate certain self-censorship encouraging to conceal some or other negative circumstances, fearing that there will be no understanding and support.

Many higher education institutions are often justly proud of their organizational culture, but silent physical and psychological violence manifesting itself in various forms promotes to take a closer look at the actual situation. Every year, members of the international academic community conduct thousands of studies dealing with the most diverse aspects of violence [1-4] manifesting