

Review of: "Enhancing Corporate Cohesion with Ta'awun through Outdoor Activities for Senior Managers"

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The paper provides a good insight into the literature on outdoor activities as a means to enhance the social capital of enterprises. It argues that group activities among leaders of voluntary organizations or small and medium family enterprises are a means to promote solidarity and common goals. The authors introduce the concept of ta'awun to refer to cooperation and group cohesion.

It would be interesting if this theoretical framework could be used in the analysis of different cases, either regarding the type of association/enterprise, place and cultural background, socio-cultural attributes of its members, position in the organizational hierarchy, among others.

Another suggestion that could be useful is to consider the social conflicts within the organizations and enterprises and how they emerge in the outdoor activities. Thus, some attention could be given to the organizers of these activities, as well as recommendations of strategies that could lead to smoothening non-cooperative feelings. This brings me to the last comment, the theoretical framework presented in this paper is too optimistic, not considering the social, economic and/or cultural conflicts inherent in any social structure.