

AN ANALYSIS OF CUSTOMER COMPLAINING BEHAVIOR IN TRAVEL AGENCIES COMPARATIVE STUDY BETWEEN EGYPT AND SAUDI ARABIA

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ABSTRACT

Customer complaining behavior (CCB) is a significant topic in the service industries. The customer complaint is an important indicator for the service companies' success, but especially those of the travel, tourism and hospitality industries. The intensive labor and complex nature of services in these industries makes service failures a frequent happening. This affects negatively the customer satisfaction and the concept of service quality, particularly with bad service recovery. Consequently, there is a vital need for continuous understanding of the nature, dimensions, changes and various factors affecting customer complaining behavior, in order to avoid the loss of customers or their negative word of mouth (WOM). Especially with the widespread use of Internet and appearance of a large segment of customers prefer e- tourism, and thus a new segment of e-complaints.

This paper aims to analyze and understand the behaviors, motives, causes and factors influencing the travel agents' customer complaints as a comparative study between Egypt and Saudi Arabia. For this goal **the paper methodology depends on** the descriptive and analytical approach based on a survey by a questionnaire will distributed for random sample of customers of the three largest travel agencies in Egypt and Saudi Arabia.

Originality/value: Majority of appreciable research all over the world have focused on the consumer complaining behavior (CCB) in hospitality industry, especially in hotels, but few studies have discussed consumer complaining behavior in the sector of travel agencies. This paper contributes a unique perspective to analyze and understand the features of consumer complaining behavior in the field of travel agencies.

Keywords: Travel agencies, Consumer complaining behavior (CCB), Customers, Satisfaction, Word of mouth, Factors, E-complaints.

PIRITUAL COMBAT POWER AND ISLAMIC PRACTICE AMONG THE MALAYSIAN ARMED FORCES PERSONNELS

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ABSTRACT

Internalisation of Islam has resulted from the phenomenon of the revival of Islam where Islamic communities in this country are inclined to make Islam a way of life rather than focusing merely on daily rituals. In this context, the Malaysian Armed Forces, through the Armed Forces Religious Corps formed in 1985, has strived to enhance internalisation of Islam among its personnel to strengthen them spiritually and mentally so that they can be a solid combat force to defend religion, race and nation. This study examines the extent of internalisation of Islam among Malaysian Armed Forces personnel base on the Religious Corps through the Malaysian Armed Forces Islamic Mental and Spiritual Development programmed. Data related to internalisation of Islam among the Malaysian Armed Forces personnel was obtained through library research, questionnaire, interviews and observation. The survey method was used as an instrument for the field study to assess their internalisation of Islam through faith, acts of religious devotion as well as morals. A study was made of 383 Malaysian Armed Forces personnel who formed the study sample. Random sampling was conducted and the overall results of the results of the research were analyzed using SPSS version 16 software descriptively and by inference. Generally, the results of the research showed high internalisation of Islam among the Malaysian Armed Forces personnel. The study also proves that the efforts of the Armed Forces Religious Corps in promoting internalisation of Islam among the Malaysian Armed Forces personnel have been successful.

Key words: Islamic understanding, spirituality, dakwah, Islamic military

IMAGINING AND INVENTING HONG KONG DELICACIES IN CONTEMPORARY JAPAN

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ABSTRACT

Hong Kong cuisine (honkon ryori) has been popularized in Japan since the 1990s. In Yokohama Chinatown and Kobe Chinatown, people can easily find restaurants serving Hong Kong-style dim sum, seafood, claypot rice, wonton noodle, congee, and dessert. The Japanese have also invented some Hong Kong dishes (such as Hong Kong taxi rice, Hong Kong fried rice, Hong Kong fried noodle, Hong Kong ramen, Hong Kong tomato ramen, etc.) that do not actually exist in Hong Kong. This study examines the formation of “invented” Hong Kong dishes in contemporary Japan from historical and ethnographic perspectives. It will deepen our understanding of the perception of Hong Kong among the Japanese and the localization and hybridization of Hong Kong cuisine in Japan.

ASSESSING LANGUAGE LEARNING STRATEGIES AND THEIR RELEVANCE TO TEACHING PRACTICES OF SAUDI UNIVERSITY STUDENTS

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ABSTRACT

This study investigated the nature and frequency of language learning strategies used by Saudi freshmen students enrolled in an orientation year, and their relevance to teaching practices, using Oxford's (1990) Strategy Inventory for Language Learning (SILL). The subjects were 150 male university students enrolled in an orientation year at a medical college. The importance of language learning strategies to foreign and second language learning and teaching and their impact on different academic outcomes is reflected in a large body of literature (Oxford, 1990, Ellis, 1997, O'Malley and Chamot, 1990).

Results revealed that the study subjects reported significant use of language learning strategies related to metacognitive, social and compensation strategies and less-frequent use of cognitive, memory and affective strategies. In addition, several of the learning strategies preferred by students were emphasized in some teachers' practices inside the classrooms. These teaching practices enhanced the implementation of certain learning strategies and lessened or restricted the frequency of others. This study concludes with suggestions and a description of pedagogical implications for further research.

Keywords: language learning strategies, , strategy inventory for language learning (SILL), teaching practices.

DELINQUENCY OF THE TEENAGERS : PREFACE FOR THE GUARDIANS & TEACHERS

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ABSTRACT

Most BEHAVIORS of the peoples are outcome of the social behaviors compels on him. Because his activities demeanors at around of his fulfillment of expectations and collapse. Everybody holds a dreamlike planet internally. Enormous joys and majesty attracts him eventually to like this planet. Yet in spite of so striking of realization, his dream always upturns to him. So his behavior has to be rushed and diminishes the normal and expected reticence. Children and teenagers are not different. Every teenager holds into a well-felling anticipation world himself. From inborn affinity, teenagers have to so much keen for wandering into that planet. But he is growing up at where and which environment therein he cannot accomplish his venerable activities independently, parents, teachers and seniors obstructs him gratuitously. Then his dreams become breakdowns and he makes abnormality. To improve the characteristic behaviors if the teenager does not get friendship behave from anybody then they would not hesitate to involve themselves to the crimes with bid the chances. However, children and teenagers would move with their self-thoughts such this apply would not acceptable. In this way, there has necessity to have to learn for these practiced behaviors for the parents, teachers and seniors that is the main objects of this present composition.

THE CONSTRUCTION AND PROMOTION OF A LOCAL DIGITAL QUASI-MUSEUM

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ABSTRACT

The integrated project aims to complete within three years combining digital technology and cultural assets, and then jointly promote and maintain it with local government and residents sustainably. By creating the digital world via design science to enrich the local cultural resources and to promote the in-depth sightseeing tours it can help to re-create a new culture in the digital world, and thus to develop the international competitiveness thru city marketing. The overall objectives are shown as followings:

1. Basic studies on digital technology and cross-media integration to clarify the possibility of integrating cultural resources of local people, culture, landscapes, products, and attractions in the view of quasi-museum into a service platform for five-sense experiences.
2. Construction of cross-media service system via integrating the application of digital technology and the activation of cultural assets.
3. All senses experience, evaluation and promotion of the cross-media service system for a variety of stakeholders on every aspects (using, sharing, maintaining and updating) and actively advocating and promoting thru exhibitions and public hearings.

The interim results of the project will be presented in a poster showing the structure and data flow of the service system as well as a brief demo shot of the on-going prototyping.

Keywords: quasi-museum, cloud curation, community development, tourism, virtual reality, augmented reality, mobile APP, Kansei map, interface design, cultural creative goods

USING ICT FOR PEER FEEDBACK: A CASE STUDY OF A SUB-DEGREE TRANSLATION CLASS

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ABSTRACT

Recent developments of Information and Communication Technology (ICT) have added new dimensions to modes of peer review. Because both computer-mediated and traditional peer review modes have their own strengths, some researchers have suggested that these two different modes can be used together; however, this combination mode of peer review has not been widely investigated, especially in translation training contexts. This study examines the impact of combining electronic commenting using editing features of word-processor and a course management system (Moodle) with face-to-face interaction as a two-step peer review process. It investigates translation students' perceptions and attitudes toward this blended mode of peer review and examines how medium influenced the types of feedback given.

Adopting a case study approach, both qualitative and quantitative data—students' written texts (Chinese-English translated drafts, peer feedback, and revisions), transcriptions of oral talk, and interviews—were collected from twelve Higher Diploma students in Hong Kong. The results revealed that the translation students appreciated the peer review as a valuable activity that facilitated learning and reflection. They suggested a number of linguistic, cognitive and socio-affective benefits arising from peer comments. The participants generally had positive attitudes toward this combination mode and suggested that it could merge some of the best features of e-feedback and oral talk. In terms of the impact of medium upon feedback provided, it was found that tools adopted served different purposes—oral responses and comments on the Moodle forum focused more on global evaluation and suggestions, while a large amount of e-feedback generated by the editing features were corrections for surface level errors. In addition, this research shows how other individual factors influence the efficacy of peer review, such as relationship between peers and motivation. This study highlights a new form of combination mode, offers insights into joining oral response to online collaboration, and sheds light on the changing roles of the instructor, students and technology in the twenty-first century translation training.

TOWARDS A TAXONOMY OF ENGLISH ARTICLES ERRORS: A CASE OF CANTONESE ESL LEARNERS

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ABSTRACT

This paper provides a taxonomy of errors in the use of English articles by Cantonese ESL learners in Hong Kong. A study was conducted with 387 Hong Kong Cantonese ESL learners, including 65 students from three local universities and 322 students from five local secondary schools. The students could be categorized as lower-intermediate, upper-intermediate and advanced learners respectively. They did two free writing tasks of about 200-300 words administered at two different time slots of 40 minutes at an interval of about two weeks. Over 600 pieces of free writing were obtained. A native speaker of English holding a PhD degree in English was engaged in identifying anomalous structures regarding the use of English articles from the corpus. It was found that co-occurrence errors were the least serious, while substitution errors, over-extension errors and under-extension errors were all quite common. The function of the noun phrase in which an article error occurred also played in part in error severity. It is suggested that more emphasis should be put on the teaching of English articles to learners at different proficiency levels. Learners at a higher level of English proficiency, such as university students, should also be taught about the semantics and functions of English articles.

PERFORMANCE APPRAISAL APPLICATIONS AND WORK PERFORMANCE RELATIONS: A CASE FROM TURKISH HOTEL EMPLOYEES

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ABSTRACT

According to the human resource management (HRM) theorists, employee behavior and attitudes can be shaped by effective application of HR practices (Guzzo and Noonan, 1994). Guest (1999) suggests that the impact of HR practices on employees' commitment and performance depends on employees' perception and evaluation of these practices. Because of the pivotal role that performance appraisal plays in managing human resources (Cardy and Dobbins, 1994), there has been a great deal of research conducted to understand appraisals. It has been suggested that employees' attitudes about and reactions toward the performance appraisal practices are among the most important criteria to consider when evaluating the usefulness of performance appraisal systems (Bernardin and Beatty, 1984; Bernardin, et al, 1993). Quality of the appraisal and feedback that employees receive may have a significant effect on perceptions of fairness, perceptions of the organization, and important job attitudes (Murphy and Cleveland 1995). The idea that high commitment performance appraisal practices affect work-related attitudes through employees' perceptions or experiences of them is supported by social exchange theory (Blau, 1964; Eisenberger, et al., 1986). Since social exchange theories argue that employees view HR practices as organizational support, which they then reciprocate back to the organization (Allen et al., 2003). Prior research has revealed that a well-designed performance evaluation system may enhance employee perceptions of procedural justice (Bartol et al, 2001). Procedural justice refers to how fair the process appears. From a procedural justice perspective, perceived injustice will lead to negative perceptions of the organization and, hence, to counterproductive behaviors that will hurt the organization. When procedural injustice influences attitudes toward the organization and its authorities, attitudes negatively affect performance (e.g., Brockner and Wiesenfeld, 1996; Greenberg, 1987). Some justice researchers relied on social exchange theory to predict positive relations between perceived procedural fairness and work performance (Cropanzano and Prehar, 1999; Masterson et al., 2000). In current study we will examine counterproductive behaviors as following a similar reasoning as organizational justice leading to organizational citizenship behavior (OCB), that is, as viewing the relations between the employee and the organization as social exchange (Organ and Moorman, 1993). This means the logic behind OCB and counterproductive behaviors (or deviance behaviors) should be similar: To the extent employees perceive their organization to be unfair because it uses unfair procedures for resource allocations, employees will develop negative attitudes toward the organization. Negative attitudes and emotions lead to employees not having incentives to work in favor of the organization. Moreover, they might lead employees to act against the organization (Dailey and Kirk, 1992; Skarlicki and Folger, 1997).

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PSYCHOLOGY OF INDIVIDUAL INVESTMENT DECISION UNDER RISK: IMPLICATIONS FOR THEORY AND PRACTICE

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ABSTRACT

There exists vast heterogeneity in investors in terms of financial knowledge and experience given that investors are different from each other's. The purpose of this study is to examine the behavior and attitude of investors towards investment decision-making process. We take into account the some significant factors that can affect investor's attitude towards investment decision making. Those factors include information available to of investor, investor's knowledge and risk-return expectation as well as outcomes. We also examine some additional factors descriptive. Those factors include mood and vividness which also influence the emotions of investors. The findings of this study assist financial managers and individual investors in their risk taking decisions particularly by originating implications on the mood, emotions and feelings of investor on return expectation in their investment decisions.

Keyword: Emotion, Risk- Returns relationship, individual investors, Investment decision making, Behavioral factors

CHANGING UNIVERSITY GOVERNANCE: A CASE STUDY OF A TOP UNIVERSITY IN WESTERN CHINA

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ABSTRACT

In order to raise the international reputation and quality of higher education in China, the Ministry of Education has aimed to modernize the university system through reform of university governance. Recent governance reform has led to the establishment of professor committees, which seek to enhance the participation of professors in decision making. This study uses qualitative methods to investigate how university teachers perceived the new governance reform and how authority was exercised at the university, faculty, and department levels. Our study indicates that the various professor committees operated in unclear ways. Within our sample university, a clear hierarchical system of top-down authority existed at the university, faculty, and department levels. Teachers perceived that their voices were weak throughout decision-making processes. Concerted efforts should be made to offer a more supportive environment for university teachers of various ranks to participate and make decisions.

INTEREST RATE DEREGULATION AND FINANCIAL INNOVATION IN HONG KONG

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ABSTRACT

This study first identifies the internal and external influences on the adoption of financial innovation. While external influence captures the impact of exogenous bank-specific and market factors on financial adoption, internal influence postulates that the adoption level in a given period is a function of prior adoption. This study then investigates the impact of the interest rate deregulation on banks' financial innovation in Hong Kong. The empirical findings suggest that the deregulation increases the rate of financial innovation adoption by strengthening the internal influence, which supports the notion that the increased competition caused by the deregulation motivates the banks to speed up the development of extra income sources.

Keywords: Interest rate deregulation, financial innovation, Hong Kong banks.

DYNAMICS AND DETERMINANTS OF LONG-TERM INTEREST RATES IN EMU MEMBER STATES IN 2001-2013

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ABSTRACT

After the outbreak of the Euro zone debt crisis interest rates on 10-year bonds of EU Members States have been highly divergent. This situation contrasts the first years of the Economic and Monetary Union when the yield on sovereign debt decreased. The present paper has as its object the dynamics of long-term interest rates in the European Union over the period 2001-2013. The objective is to identify the most important determinants explaining the volatility in the yield on long-term debt observed in past few years in these countries. The main conclusion of the paper is that long-term interest rates are mostly affected by the levels of private debt but also on external imbalances as measured by the current account deficit.

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SERVICE INNOVATION IN HOTELS: READINESS FOR ASEAN ECONOMIC COMMUNITY 2015

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ABSTRACT

As the ASEAN Economy Community (AEC) will come into full operation by 2015, entrepreneurial firms should brace themselves for the potential changes. On one hand, firms can expand their markets, which provide them opportunity to reach new customers. On the other hand, they have to compete with more competitors. To deal with the pressure of new competition and win new customers, innovation is considered as a critical factor that determines whether an organization can handle new challenges. Moreover, companies normally introduce more innovative services in order to be more competitive and to attain the competitive advantage (Noorani, 2014). It is vital for the organizations to establish readiness for the changes. Therefore, this research aims to explore the impacts of the emerging AEC on service innovation. Specifically, it endeavors to investigate the readiness for the forthcoming AEC, and the associations between the readiness and the service innovation. This study proposes that service innovation performance can be improved depending on the readiness for change of employees in the organization, which are the recognition of the need for change (Tichy and Devanna, 1986), Employees' needs for the prospective change (Holt et al., 2007), and employees' response to changes (Daft and Weick, 1984; Milliken et al., 1992). In Thailand, service sector accounts for half of the national income, and almost 50% of GDP mostly derives from private sector services (Koonnathamdee, 2013). Additionally, tourism is a primary source of its national income (Wonglorsaichon and Wiriyakitjar, 2013). According to the dynamic nature of the hotel industry, the hotel business is chosen for this research because competitiveness in tourism depends on innovation, which should lead to lower costs and higher quality services (Ottenbacher, 2005). Focusing on hotel services, this research aims to provide an insight into high contact based service innovation. The survey is conducted in the hotel sector in Bangkok, Thailand. Moreover, hypotheses are tested by Structural Equation Modeling (SEM) technique using Amos 21. The research findings provide guidance to managers as to how service innovation performance is influenced by the readiness for the changes due to the upcoming AEC. The theoretical and managerial implications of this research will be presented.

Keywords – service innovation, readiness, AEC 2015

STRATEGIC ACTION PLAN MODELS DEVELOPED TO INCREASE INNOVATION IN TURKEY THROUGH EDUCATION OF GIFTED INDIVIDUALS AND SUGGESTIONS FOR APPLICATIONS

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ABSTRACT

Throughout the historical process in Turkey, the education of gifted individuals (GI) was conducted at Nizamiye Madrasahs in the Seljuklu Empire Era -since 950 than 1310- and at Enderun School in the Ottoman Empire period -since 1445 than 1908- (TBMM, 2013). It is observed that education of gifted individuals has been given special importance in the new Turkish Republic. However, it seems that education of GI has not reached the desired level. The Turkish Republic is a state that intends to become one of the ten biggest states in the world in the hundredth anniversary of its foundation (2023). Today, the most strategic asset for countries is the education of all individuals living in those countries. In order for a country to advance economically, it is necessary that innovative and creative skills of its citizens be advanced. Of these individuals, those who have the highest levels of creativity and innovation and need improvement in this regard are gifted individuals.

In this study, a strategic action plan (SAP) proposal was developed to improve the creative and innovative skills of gifted individuals in Turkey. The study was conducted using the document analysis technique with a qualitative approach. Reports on workshops that have been held over the past five years were used in the study. In this context, a SAP was formed by reviewing 8 workshop reports.

At the end of the study, a strategic action plan based on three fundamental bases was prepared taking into account the overall situation of education in Turkey and the current practices regarding GI. The bases of SAP will be to 1) ensure that individuals recognize their skills and characteristics and thus use their potentials at a maximum level, 2) raise researchers who generate knowledge, technology and creative solutions and contribute to the development of mankind and 3) bring up leaders, scientists, artists and sports of future who possess unique, ethical and aesthetic values. The vision of SAP in accordance with those bases is to 1) raise GI who will contribute to the fields of scientific, technological and economic creativity and innovation in the world and 2) to turn our country into a center where education of gifted individuals on a national and international level is encouraged, and all opportunities providing a ground for curiosity, learning and creativity are offered and made use of naturally.

The first step of SAP concerns strategic goals regarding educational models with which, different educational models are integrated into our formal and non-formal education systems aimed at improving creative and innovative skills of GI. The second step of SAP concerns strategic goals regarding human resources. The purpose here is to raise personnel specialized in teaching of creative and innovative skills that will plan and implement effectively and efficiently the education of GI in different educational models. The last step of SAP relates to the strategic goals associated with generalizability and sustainability. In the light of these goals, different educational models and programs intended for gifted children were developed in this study on a national level and detailed information was given about their implementation. The data obtained from these studies will be presented in detail at the congress.

Keywords: Education of Gifted Individuals in Turkey, national strategic plan 2014-2017, new teaching and learning models, new education programs developed.

THE EVALUATION OF THE QUALIFICATIONS OF TEACHERS WORKING WITH STUDENTS WITH AUTISM IN TURKEY IN TERMS OF VIEWS OF TEACHERS AND PARENTS

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Individuals with a diagnosis of autism are placed in different educational environment depending on the characteristics and needs. In the process of determining the educational environment, the individuals should be placed the most appropriate educational environment starting from the least limited environments and considering the characteristics and needs. According to the Special Education Services Regulation (2012), these individuals no matter which institution they are, teachers need to prepare the individualized education program, because individuals with autism may show different characteristics. Teachers are the most important elements with the regards to the expected positive results from the education of the Autistic individuals. The main tasks of the teachers are planning, administering and evaluating of educational activities. It is emphasized that the teachers should be educated with the knowledge of the field, world knowledge and professional teaching knowledge. In this sense, it is expected that the teachers who work with individuals with autism should have knowledge about the autism, the education of autistic individuals, scientific based education and training applications used in training individuals with autism. In the researches, the families with children with autism stated that they need the support to help their children, provide appropriate support services.

This research is related with the efficiencies that should be of the teachers working in the field of autism, determined in reference to the families and the teachers working in the field. 23 families and 24 teachers from Konya, Edirne and Afyon provinces joined to the research. The research data were obtained from semi-structured interview form. The obtained data were analyzed descriptively. According to the findings; it is determined that the teachers should have efficiencies in the behavior modification, usage of the appropriate methods and techniques, knowledge about autism, effective communication, effective communication with the family and environment, being tolerant, being patient, planning and applying the teaching.

Keywords: *Autism, special education teacher, teachers' efficiencies.*

DETERMINING OF THE CONTRIBUTION STATUS OF HANDICAPPED CHILDREN'S FATHERS ON THEIR TRAINING

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ABSTRACT

The aim of this study is to determine fathers' contributions for their handicapped children after their trainings. For this purpose, 26 parents of handicapped children (26 fathers and 26 mothers, totally 52 people) were participated in 2013-2014 education years at Konya province in Turkey. Both fathers and mothers evaluated the fathers' role on handicapped children's training. The quantitative research and survey method were used in the study. "Paternal Involvement in Child Care Index (PICCI)" survey was used as data collecting tool. Descriptive statistical method was used as a statistical method. According to research findings, the fathers and mothers stated that the fathers contribute to their child training at the low level, but, the means of mothers were less than the means of fathers. So, it can be said the fathers see themselves more related to disabled child. But, the fathers accepted the mothers as a primarily responsible for disabled children's training.

Keywords: Handicapped children, father contribution, handicapped child training.

**LEARNING AN ARTIFICIAL LANGUAGE IN THE AUDITORY MODALITY TILBURG
CENTER FOR LOGIC AND PHILOSOPHY OF SCIENCE; TILBURG CENTER FOR
COGNITION AND COMMUNICATION**

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ABSTRACT

A growing body of research has shown that humans are able to learn complex hierarchical structures with center-embedded recursion (Bahlmann, Schubotz, & Friderici, 2006; Poletiek & Lai, 2012). Increasing evidence indicates that properties of input have an impact on learning this type of recursion. For instance, a number of studies found a starting small effect, which refers to the facilitation of learning by staged input (Lai & Poletiek, 2011; 2013). In a recent study, Lai, Kraemer, and Sprenger (2014) observed a staged input effect with fewer unique exemplars, and also a frequency effect. Most of these studies investigated the learnability of visual input with center-embedding, whereas few studies examined the processing of auditory input. In the current study, we test: 1) whether participants are able to learn an auditory center-embedded recursive structure. 2) whether the facilitative cues (the ordering cue and the frequency distribution cue) are attuned to auditory modality. Our results successfully demonstrated the learning of auditory sequences with center-embedded recursion, and replicated the effect with visual input in the previous study (Lai et al., 2014).

Keywords: auditory; artificial language; recursion; starting small; frequency distribution

DESIGN FOR IMPROVING THE SPEAKING SKILLS IN ONLINE ASYNCHRONOUS COMMUNITIES

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ABSTRACT

The goals of this study are (a) to design an asynchronous learning community to support students' practice; and (b) evaluate both the ability of students' speaking skills based on their opinions and previous experiences about the subject as well as on information that they were given to talk and the learning environment based on students' opinions. This study mainly examines how the web-based collaborative learning communities such as specific Facebook groups could be designed in order to improve students' speaking skills by using videos created by students. To provide the natural learning environment, this design study focuses on the informal language, which emphasizes the daily spoken language. Informal language consists of spontaneous speech in situations that may be described as daily life. People may use the informal language to talk to friends, and family. If students could use language in their private lives outside of the classes, they can adopt their knowledge to the other situations easily (Terwel, 1999). To investigate the role of design of online asynchronous learning communities on point of views of students, Facebook is used an online asynchronous learning platform. After creating a private Facebook group for students, students are asked to do activities, and comment about what they like and do not like. These comments are analyzed, and codes and themes are created about the design such as cheating named "Inspiration", social interaction, and time management

THE EVALUATION ON THE EFFECTS OF THE INCLUSION STUDENTS' SUCCESS OF THE MATERIAL SUPPORT IN THE INCLUSION CLASSES DURING EDUCATION PERIOD IN TURKEY IN TERMS OF VIEWS OF TEACHERS

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ABSTRACT

The requirement of the special students' education in the least restrictive environment have become important increasingly. At the beginning of the least restrictive environments inclusion practices should be taken into view. In Turkey, special students are placed in inclusion practices according to the fulltime or part-time and they are placed to the special education classes according to their educational performances. Teachers need various instructional technologies and materials for education of students with special educational needs. Instructional materials are the tools that are presented to the students in different time and environments by teachers (Kaya, 2005).. It is known that the teachers use written materials, pictures and diagrams, overhead projects, types, video cassettes, Tv programs, computer software and natural person, objects and models during the education period.

The purpose of this research is the assessment on the effects of the inclusion students' success of the material support in the inclusion classes during education period in terms of views of teachers. The research was conducted with 25 teachers who have inclusion students in their classes, in the kindergarten, primary school and secondary school in Konya and in central districts Meram, Selçuk and Karatay. The data in the research were obtained with the semi-structured form developed by the researchers. The obtained data were analyzed with the use of Content Analysis. The data are presented as percentages and frequencies.

The findings obtained from the research results showed that 1) Teachers generally use written materials and computer software in inclusion classes 2) According to the type of handicap there is no different application in usage instructional technologies and materials and 3) They cannot take sufficient help to obtain material.

Keywords: Inclusion, Special Educational, Technologies and Materials for effective instruction.

**AN ANALYSIS OF DIFFICULTIES OF CHILDREN WITH STUTTERING
ENROLLED IN INCLUSIVE CLASSES WHO ENCOUNTER IN ACADEMIC AND
SOCIAL ACTIVITIES: FROM THEIR PERSPECTIVES (A PRIMARY SCHOOL
EXAMPLE IN KONYA IN TURKEY)**

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ABSTRACT

Stuttering means that children have difficulties in rhythm, sound, syllable, word and phrase repetitions, or flow of speech cut in the form of extension or block form. In the International Classification of Diseases (1992) (International Classification of Diseases- 10 “ICD-10”), it was defined as speech disturbances emerging as a result of repetitions or cut of one sound involuntarily although an individual knows what s/he wants to say. The number of children with stuttering applied to the Counseling and Research Centre due to speech and language difficulties because of having stuttering was determined as two thousand and nine hundred and forty six reported with a research carried out by the Turkish Ministry of National Education in schools (2012). When these children have been classified according to the types of difficulties, it is seen that stuttering is 42 percent (42%), rhythm disorder is 36 percent (36%), delayed speech is 16 percent (16%), and other speech and language difficulties are 6 percent (% 6) (Sarı, 2014). However, in Turkey, there are few studies related to the difficulties that stuttering children encounter in their academic and social settings. Therefore, the aim of this study is to determine what kind of difficulties children with stuttering have in primary schools in Konya province in terms of their academic and social activities. In this research, semi-structured interview method as one of the qualitative research methods was used because the researcher wanted to receive rich and detailed information on their difficulties which the children face in academic and social activities. The data were collected by using semi-structured interview forms developed by the researchers with selected 32 students from the primary schools. The data collected for this research were analysed with “Content Analysis Technique”. According to the results of this research, children with stuttering have considerable difficulties in the interactions of student and teacher, and student and student. Additionally, it has been observed that children with stuttering exhibited negative attitudes towards participating social and academic activities or taking part in social activities. In addition to these, other children have lack of social interaction with those who stutter. This attitude caused children with stuttering to fall behind in learning concepts and skills during their education.

Keywords: *Stuttering, primary school, special education, children with stuttering, Difficulties of Children with stuttering*

IMPLEMENTATION OF MATHEMATICS ASSESSMENT SYSTEM BASED E-LEARNING IN HIGHER EDUCATION

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ABSTRACT

National Council of Teachers of Mathematics (2000) states that students should learn mathematics through understanding, and actively building new knowledge from experience and prior knowledge. It is covered in how the achievement of mathematical power by learners. UNESCO (2011) states that the integration of telecommunications and information technology (ICT) into the learning can build a knowledge-based society habits; develop skills in using technology (ICT literacy); and improve the effectiveness and efficiency of the learning process. Based on the research about the implementation of e-learning mathematics, among other: the mathematical power of students are still not optimal yet; and there are deficiencies in the e-learning system used, both in content and facilities (Yaniawati, 2010). The purpose of this research is to implement an assessment system based on e-learning in mathematics, so as to encourage learning becomes more effective and innovative. It is possible effect on the improvement of mathematical power of students. This research method is the Research and Development (R & D). Instruments: self-test of capabilities of the computer and the Internet, test the ability of prior knowledge, and test of mathematical power. The subjects were students of candidate of mathematics education teachers at the University of Pasundan, Bandung, Indonesia. The results of this study are: assessment system based e-learning in the course of capita selecta of mathematics; mathematical power of students who use e-learning is increase, and self-regulated learning of students is increase.

Keywords: mathematical power, assessment, e-learning, self-regulated learning

AN ANALYSIS OF THE RELATIONSHIP BETWEEN THE BURNOUT LEVELS OF SPECIAL EDUCATION TEACHERS WORKING WITH STUDENTS WITH SPECIAL EDUCATIONAL NEEDS AND ATTITUDES TO THEIR TEACHING PROFESSION

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ABSTRACT

To fulfill the requirements of the profession of teachers in special education is directly related with teachers' thoughts about themselves and their beliefs that they can achieve. However, the differences and the problems that the special education teachers face were caused by the feeling of exhaustion led with occupational stress. However, there are few researches on that issue in Turkey. Because of the fact that the aims of this research are 1) Is there a relationship between the professional competencies of special education teachers and burnout levels? 2) To find out other variables which effect their attitudes and their burnout levels. The methods of this study are both quantitative and qualitative research methods. The study groups of this study are 1) for survey, 178 participants are appointed who are teachers for teaching mentally handicapped , for interviews, 30 interviewees . Totally, the number of participants consisted of 208 participants. The Data were collected via using 1) 'Maslach Burnout Inventory " developed by Maslach and Johnson In 1981, 2) 'The Attitudes Towards Teaching Profession (ATTP)' developed by Cetin (2006) and 3) 'Semi-Structured Interview Form' developed by the researchers. The anlysis of the data were still being analysed. The detailed findings of this research will be presented in the congress.

Keyword: Attitudes towards Special Education, Burnout level of special education teachers, Teacher Training, Attitudes towards teaching profession in special education.

AN ANALYSIS OF THE EFFECTS OF TRAINING PROGRAM ON THE 1ST AND 4TH GRADE STUDENTS' ATTITUDES ENROLLED IN THE DIVISION OF MENTALLY HANDICAPED IN SPECIAL EDUCATION DEPARTMENTS

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ABSTRACT

Teaching in Special Education is a profession which includes affective domain knowledge such as attitudes towards vocational qualifications as well as their cognitive skills qualifications. There are many factors that determine attitudes and behaviors such as the quality of the education they received, professional expectations, personality traits, psychological needs. However, it is observed that there is very limited research on this issue in our country. Therefore, the purposes of this study are; 1) Is there an effect on the university students' attitudes in terms of their grade levels 2) To reveal whether there is an effect on their attitudes in terms of their types of high school from which they graduated. Both quantitative and qualitative research methods are used in this study. The 'Survey' as a quantitative research method and 'Semi-Structured Interview Technique' as a qualitative research method were used. The participants consisted of 1st and 4th grade students enrolled in the department of special education –division of mentally handicapped in 2015. 212 participants for survey and 30 participants as interviewees joined in this study. The data were collected via using 'The Scale for Attitudes Towards Teaching Profession (ATTP)' developed by Cetin (2006) and Semi-Structured Interview Form developed by the researchers. Research results will be presented in detail at the congress.

Keywords: Teachers' Attitudes towards Special Education, Teacher Training, Teaching Mentally Handicapped.

AN EXAMINATION OF THE PROBLEMS ENCOUNTERED BY PRESCHOOL TEACHERS IN INCLUSIVE PRACTICES IN TERMS OF THEIR OWN OPINIONS: TURKISH EXPERIENCE

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ABSTRACT

In Turkey, preschool education of children with special educational needs has become compulsory in Special Education Services Regulation (SESR) (2012) which was prepared in accordance with the Legislation on Special Education 573 which was enacted in 1997. A growing number of children with special educational needs are taken away from the environments reserved just for them and are receiving education in kindergartens with their peers. However, the teachers have many problems such as not receiving support services, having lack of resources and materials to be able to educate those students in the inclusive classrooms effectively. What is aimed in this research is to reveal which problems preschool teachers have in inclusive settings of Preschools. The study group of the research consists of 21 preschool teachers which have inclusive students in their classrooms. In this study, a case study method was used which was composed of qualitative data. The data were collected by using Semi-structured Interview Form developed by the researchers and the form included six questions. According to the research findings, the preschool teachers stated that the official medical reports given to inclusive students did not reflect the personal characteristics of children and therefore this situation affected negatively the preparation of Individualized Education Programme, which is tailored to the children's potentials, characteristics and their skills. Additionally, the findings of the research showed that preschool teachers did not receive sufficient academic knowledge on how to reach those who need special educational needs.

Keywords: Preschool period, child with special educational needs, special education, inclusive preschool education, preschool teachers.

VARIABILITY IN ESTIMATING THE VALUE OF PRIVATELY HELD ENTERPRISES: A RESEARCH VIGNETTE

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ABSTRACT

While identifying the value of an enterprise is important to guide both micro- and macro-economic decisions, it is a process that requires extensive subjective interpretation especially where the enterprise is one of the majority of firms that is not stock market listed. This brief research note uses results from final valuations completed by postgraduate students using common information to confirm the extent of the variability that exists in the valuation of privately held firms as a consequence of these subjective but necessary interpretations. Results indicate that the conservative range of valuations is between \$400,000 and \$800,000 indicating that there is a high degree of variability. While this result is consistent with extant expectations it leaves open further questions and the paper concludes with a call for continued research that might lead to less variability in the valuation of privately held firms.

THE IMPACT OF DYNAMIC INSTITUTIONAL PREFERENCE AND THE DISTRESS PUZZLE

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ABSTRACT

Explanations for the distress puzzle are highly controversial in the literature. This study uses stocks listed in Chinese equity markets to investigate the puzzle. This study employs “special treatment” stocks as proxies for near bankruptcy firms to estimate distress risk by the Ohlsen (1980) model. Consistent with U.S. studies, we find that the distress puzzle also exists in China. The study uncovers that institutions have a strong preference for low distress risk stocks. We propose two hypotheses with regard to the preference to explain the anomalous relationship between distress risk and stock returns, namely the change of the institution preference and the demand shock for low distress risk stocks. The results show that *Oscore* is not only a determinant of the level of institutional holdings, but also an important driving force for the contemporaneous change of institutional holdings. The sensitivity of *Oscore* to institutional holdings has significantly increased from the early to the later sample period. The findings provide strong support for the change of the institution preference to cause the distress puzzle, indicating that institutional investors in China become more like low distress risk stocks in now days than in past.

Keywords: the distress puzzle, institutional preference JEL classifications: G11 G14

COGNITIVE AND AFFECTIVE DETERMINANTS OF FAIR TRADE PRODUCTS CONSUMPTION

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ABSTRACT

Over the last two decades, a growing concern about ethical behavior has been observed among consumers. Ethically minded consumers increasingly make purchasing decisions based on their ethical values. They are more inclined towards the consumption of ethical goods, such as fair trade (hereafter, "FT") products. Establishing the motives that predict fair trade consumption behavior provides a ground for understanding how consumers make purchase decisions in this niche market. This research postulates that the intention to buy FT products is influenced by socially conscious behavior, consumers' values, attitudes and emotional consumption experience. It highlights the importance of taking into account cognitive and affective motives in studying ethical and particularly FT consumption.

The study, conducted among 268 Canadian consumers, shows that the higher the levels of self-centered, equality, and social justice values are, the higher are the intentions to buy FT products. An increase in socially conscious behavior, attitude toward FT commerce and FT products generates an increase in intention to purchase FT products.

Finally, the results support the claim on emotional response to FT product experience, showing that the high intention to buy FT products is linked to high levels of pride, enthusiasm, satisfaction, happiness, and joy. FT consumption experience provides consumers with hedonic gratification. The study contributes to a preliminary analysis of the role of emotions in this field and calls for the development of a cognitive-affective model of purchasing and consumption behavior. Understanding the dimensions of hedonic values and the significance of pleasure experience is essential to the development of the theory and practices of FT consumption.

Keywords: fair trade products; social conscious behavior, personal values; attitudes toward FT commerce, attitudes toward FT products, emotional reactions.

ZAKAT AND THE ALLEVIATION OF POVERTY IN MALAYSIA AMONG THE RECIPIENTS AN OVERVIEW

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ABSTRACT

The paper reports and discusses a study on the perception of Muslim in Malaysia on zakat, the third article of Islam. 840 Muslim respondents, males and females from the age of 20 to 55 participated in the study. The respondents were given booklet of questionnaire containing statements on various issues of economy including zakat. The statements were provided with five choices of responses in the form of Likert style scale, ranging from 1. Strongly agree, 2. Agree, 3. Not Sure 4. Disagree 5. Strongly disagree. The raw data was analysed using the Statistical Package for the Social Sciences (SPSS). The results of the study show that 94.6% of the respondents agree that Zakat is compulsory when the amount of wealth for a complete period of a year is sufficient, 98.2% of the respondents agree that zakat will not reduce the wealth of the payers, and 66.5% of the respondents accept the statement that the disbursement of the zakat to the recipients is efficient and good.

THE IMPLEMENTATION OF BUSINESS LAW ON THE WASTE MANAGEMENT COOPERATIVE AS A COMMUNITY EMPOWERMENT

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ABSTRACT

The Enactment of Act No. 18 of 2008 about the waste management is intended to determine the readiness of the community in implementing the regulations on the national waste level, not only in the household and citizens association level, but also in the agencies and Company level. In the implementation of Act about community's understanding of waste management in Jabodetabek regions, so the waste can be addressed appropriately and effectively. the waste cooperative is a one-form of economic activity / business that has not been made in the community, especially in waste sector.

The study uses normative juridical approach and also juridical sociological and explanatory with interpretation method to determine the extent of legal norm (business law) that can be implemented on attitudes, behavior, and compliance of the community. The techniques of data collection and information are done using library research and field study which are using interview guides and questionnaires, as well as by providing counseling and training. The results of the study produced a draft model of Indonesian waste business cooperative and business law modules, especially regarding about the cooperative as a form of community empowerment.

Keywords: waste management cooperative, waste management, waste business

BUILDING TECHNOPREUNERSHIP THROUGH COLLABORATIVE KNOWLEDGE CREATION WITHIN POLYTECHNIC EDUCATION AND INDUSTRY

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ABSTRACT

Polytechnic is one form of vocational education, and since the inception of emphasis on the quality of the graduates are qualified, competent teachers, discipline, skills and attitudes that are characteristic of polytechnic. Polytechnic was established with the aim of creating a human resources professional who has expertise in accordance with the applied field. Therefore, the curriculum has a proportion of hours of practice more than an hour of theory, namely the practice (60%) and theory (40%). At this time the development of information and communication technologies have an impact on the demands and needs of industry for graduates who are ready to work. Responding to these conditions, a student at the Polytechnic equipped with the knowledge, skills and attitudes in a lecture and conduct on the job training in companies / industries that produce graduates who are ready to work. To realize the success of the polytechnic, the concept of knowledge collaboration (collaborative knowledge creation) conducted between polytechnics with industry, government and other institutions through on the job training (faculty and students), the preparation of a competency-based curriculum National Job Qualifications which involves in addition to academics also industry practitioners, professional associations are already working, making products in collaboration with industry (teaching factory), competency testing students and faculty professional competence test of professional certification agency. This study is intended to determine how the formation of the concept of collaborative knowledge creation which do polytechnics with parties: the industry, the company, other institutions, government and professional associations in improving the competitiveness of the organization polytechnic? Where the research of vocational education (polytechnic) conducted in two places such as: Jakarta and Bandung. The reason for choosing these two polytechnics have different characteristics in the organization of cooperation and industrial relations. The research method was conducted using qualitative descriptive and Soft Systems Methodology (SSM). As this study resulted in the formation of collaborative knowledge creation method in improving the competitiveness of the organization and guide the implementation of polytechnics (SOP) of the collaborative creation of knowledge (collaborative knowledge creation) between industry and polytechnics.

Keywords: polytechnic, collaborative knowledge creation, competitiveness of the organization, competence, teaching factory

INVESTIGATING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND LOYALTY: A STUDY OF HSBC IN HK

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ABSTRACT

Companies have realized the importance of CSR, and the possibility of using CSR strategies to help build their brand reputation and competitive advantage. CSR was evidenced to have positive contribution to loyalty and profitability. With relatively less empirical research of CSR in the service industry, the author aim to fill the research gap with this study. It aimed to find out the strength of causal relationships between CSR, perceived quality, trust and loyalty in the banking industry in HK. HSBC was used as the basis of study as banking industry is the key contributor to the service industry that constitute the biggest part of HK's GDP. Also, HSBC is the largest bank in HK and it has been expending tremendous effort in CSR initiatives in the past. A quantitative approach was used with data collected using a structured questionnaire. A total of 100 completed questionnaires were used for data analysis. SmartPLS 3.0, a statistical software for path modelling statistical analysis, was used to measure the associations among the key constructs as proposed in the model in this study. Results showed that CSR has a significant influence on perceived service quality and trust, and also has an impact on both attitudinal and behavioural loyalty. Hence, bank marketers are suggested to consider these antecedents when designing their strategic marketing strategies, and there is a need to distinguish the effectiveness of different types of CSR initiatives.

Keywords: Corporate Social Responsibility, Perceived Service Quality, Trust, Loyalty

THE EFFECTS OF KOREAN CORPORATE CATERING AND CONTRIBUTION EXPENSES ON R&D EXPENDITURES AROUND THE GLOBAL CRISIS

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ABSTRACT

In this paper, we study the effects of somewhat peculiar forms of selling and administrative expenses of listed firms in South Korea like catering expenses and contribution expenses on the expenditures for R&D expenditures by non-financial firms, using firm-level data from KIS-Value dataset and other non-financial data starting from 1999 till 2013. We applied the fixed effects panel regression model to reflect time serial and cross sectional effects to find out following results. Firstly, those catering and contribution expenses affected positively the expenditures for R&D expenditures for the whole sample period, 1999-2013. From test for separate periods for the years before the global crisis in 2000s, 2008-2010 for South Korea and for separately for the years after the financial crisis, 2011 and afterwards, we find out that R&D expenditures increased significantly, per se, during the global crisis in 2000s, and declined significantly after the crisis than before the crisis. This implies that firms in Korea invested quite aggressively during the crisis for the future while financing their R&D expenditures from other sources than by reducing expenses like their catering and contribution on the expenditures but by reducing other expenditures and that reduced relatively more amount of R&D expenditures after the global crisis in 2000s than they had done before the crisis.

Keywords: R&D, Catering Expenses, Contribution expenses, Panel Data, Global Crisis

THE EFFECTS OF EARNINGS/SALES FORECASTS DISCLOSURE ON IPO UNDERPRICING

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ABSTRACT

This paper shows the relationship between initial public offering (IPO) firms' earnings/sales forecasts disclosure behavior and the underpricing phenomena in Chinese IPOs from 1992 to 2012. In April 1993, China began developing its stock market. The initial regulations from the China Securities Regulatory Commission (CSRC) required listed companies to disclose the earnings/sales forecasts, and listed this as one of the indicators of the audit. In March 2001, the CSRC changed the earnings/sales forecasts policy from mandatory to voluntary disclosure. Before the CSRC changed the earnings forecasts policy from mandatory to voluntary disclosure, non-disclosure IPO firms had the higher underpricing ratio than disclosing IPO firms. After the policy change into voluntary basis, most IPO firms chose not to disclose the earnings/sales forecasts in order to increase the underpricing ratio hopefully to attract primary or institutional investors. Since the disclosed earnings/sales forecasts negatively affected the underpricing ratio, IPO firms were better off not disclosing earnings/sales forecast information. The results indicate that disclosing the earnings/sales forecasts does affect the underpricing ratio significantly, might be used to attract primary investors, and influences secondary investors' investment decisions. Thus, Chinese government should encourage the IPO firms to publish their earnings/sales forecasts voluntarily, accurately, and in a timely manner while also creating regulations on voluntary earnings/sales forecasts disclosure to improve the current situation.

Keywords: IPO underpricing, disclosure, earnings forecasts, JEL Classification: F39 (Other), G38 (Government Policy and Regulation)

CULTURAL TOURISM: CAN BUDDHISM IMPROVE DESTINATION IMAGE?

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ABSTRACT

This paper is part of a research project being conducted to fulfil the requirements for the Doctor of Professional Studies at CQUniversity, Australia. It aims to explore whether Buddhism can improve the destination image.

Tourism is one of the industries that can generate significant regional and national benefits to many countries. It is evident that 40% of global tourism revenue comes from cultural tourism and cultural products (UNTWO 2014). Destination image – either positive or negative - becomes an influential factor for tourists in selecting a place to visit and they often select the one with a strong positive image. Regional and national tourism organisations of each country understand this tourist behaviour and tend to promote only a positive image of their tourist destinations rather than a negative image that can be a barrier to attract tourists.

It is believed that religion, an aspect of culture, can positively influence the perceptions and attitudes of people and possibly, the tourists. Thailand, Laos, India, and other countries are aware of the economic and social benefits of religious tourism and have thus integrated Buddhism in their strategic tourism plans to build a positive image of their tourist destinations, or called branding destinations.

Keywords: Cultural tourism, Destination image, Buddhism

MAKING TOURISTIC AREAS AESTHETIC ACCORDING TO OPINIONS OF GIFTED STUDENTS

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ABSTRACT

Architectural structures, historic areas, museums, parks, streets and alleys, cultural and social sites in the cities are an important aesthetic element. The most basic element of tourism is to make a situation or space aesthetic. For this purpose, spaces are often restored and tried to make them attractive to the tourism. It is well known that the gifted students (ÜZÖ) pioneered for the development and progress in the society also develop their aesthetic aspects, as well as having their special abilities to produce new and genuine products and opinions

In this study, it was aimed to examine which opinions the gifted students (ÜZÖ) hold to enrich the city we live in an aesthetically manner. To that end, it was taken students' opinions about architectural structures, historic areas, museums, parks, streets and alleys, cultural and social sites.

The study was performed with a qualitative approach. In accordance with this purpose, it was received the opinion of 29 gifted students. The gifted students' age has ranged from 13 to 15. 13 of them are female and 16 male. Research data were obtained by means of the face to face group interviewing. Firstly of all, it was brainstormed for each heading. In the second session, outstanding opinions were discussed. Data were analyzed by descriptive analysis and content analysis method. Results were explained by % and frequencies.

As a result of this study, it was determined relevant students' opinions about making architectural structures, historic areas, museums, parks, streets and alleys, cultural and social sites attractive in terms of tourism. Original opinions were revealed by comparing students' opinions with existing applications. Research results were presented in the full-text.

Keywords: Gifted students and tourism, aesthetic, destinations.

VIEW OF STUDENTS WHO LEARN TURKISH AS A FOREIGN LANGUAGE ABOUT USING TECHNOLOGY IN EDUCATION

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Turkish Teaching Investigation

ABSTRACT

The purpose of this study is divided into two sections. The first purpose is to investigate point of views of students who study at Kastamonu University as international students toward using technology in the classroom teaching. To examine that purpose, the study will be implemented in the Teaching Turkish Research and Application Center (TOMER) in Kastamonu University, and the students who study in different departments and learn Turkish as a second language will participate as participants. In addition to the general point of views, there will be also the correlation between gender and the country where students come from on using technology. The data will be collected by both a survey that asks students point of views toward technology and semi-structured interviews. The second purpose of the study is giving advices to use technology in the class to teach Turkish as a second language more efficiently.

Keywords: Technology, Language learning, Teaching Turkish as a second language.

STRATEGIES FOR TEACHING SPELLING TO EFL LEARNERS IN SAUDI ARABIA

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Research Problem:

Learning to spell is a complex process and difficult to learn. Having taught writing skills in English Language and Translation Department (ELTD) at Al-Qassim University, I have noticed that EFL students were not able to complete their writing essays without any spelling mistakes.

Research Significance:

Because of the difficulty with spelling for most EFL learners, the research significance is to investigate challenges and problems that face ESL learners in Saudi Arabia when tackling spelling and find out strategies and techniques that help EFL learners to manage and improve their spelling.

Research Objectives:

The objectives for the researcher are to answer the main research questions:

Do spelling consider a problematic for EFL students?

What are challenges and problems that face ESL learners in Saudi Arabia when tackling spelling?

What are strategies that help EFL learners to manage and improve their spelling?

Research Methodology:

The study will carry out among approximately 40 EFL male students in level four in Department of English language and Translation at Al-Qassim University. Quantitative approach that represents questionnaire and qualitative approach that represents an interview contain analysis of students' perceptions of problems that face them when tackling spelling and appropriate strategies that help them to manage and improve their spelling.

ENTREPRENEURS' CULTURE, NETWORKING, GENDER AND EDUCATION AFFECT THEIR EXPORTING: A CROSS NATIONAL COMPARISON

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ABSTRAT

This paper starts from the idea that entrepreneurs' exporting is embedded in their advisory networks, culture, gender and education. The main hypotheses are that networking, gender, education and culture affect exporting in the way that networking affects exporting positively; gender affects exporting, in the way that male have more exporting than female; education affects exporting in the way that educated entrepreneurs have more exporting than less educated entrepreneurs; and culture affects exporting in the way that secular- rational culture benefits exporting more than traditional culture. These hypotheses are tested with a representative sample of 23,508 entrepreneurs in 53 countries surveyed in Global Entrepreneurship Monitor and national level data on culture from the World Values Survey. Hierarchical linear mixed modeling shows that networking, secular-rational culture and education affect exporting positively while gender has no effect on exporting. Education, secular-rational culture and gender (male) reinforce the effect of networking on exporting.

Keywords: Entrepreneurship; networks; gender; education; culture; exporting; World Values Survey; Global Entrepreneurship Monitor.

PRESENTEEISM IN SMEs: AN OVERVIEW AND CONCEPTUAL FRAMEWORK

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ABSTRACT

Presenteeism is becoming a major issue in the workplace. Many organisations are facing employees who are at work, but because of illness, are less productive. Presenteeism occurs when “*people, despite complaints and ill health that should prompt them to rest and take sick leave, go to work in any case*” (Aronsson and Gustafsson, 2005, p. 958). Recent research has provided evidence that presenteeism is a silent and growing phenomenon that eats away at productivity. The economic cost of presenteeism exceeds that of absenteeism (Biron et al., 2006; Holt and Powell, 2014). In Canada, presenteeism costs businesses around 15 to 25 billion dollars per year. Presenteeism has also many health-related impacts such as increased exhaustion and cardiovascular disease. Thus, today, organisations and academic researchers are increasingly concerned about presenteeism.

Presenteeism is not always as apparent as absenteeism and researchers have identified many causes for it. Health issues, personal, work, and occupational characteristics cause the phenomenon. Employees working in certain occupations are seemingly more prone to presenteeism. For instance, Aronsson and Gustafsson (2005) find that employees in service sectors such as healthcare and education report higher rates of presenteeism. Indeed, it is widespread in the public sector (Baker et al., 2010).

Despite growing research on presenteeism, its occurrence in SMEs remains an understudied research issue. In fact, the SMEs’ work environments may stimulate presenteeism due to limited financial and material resources, lack of labor force, difficulties in retention and recruitment of qualified staff, workloads and job demands, health and safety problems, and simple, informal, and traditional practices of human resources management (Holt and Powell, 2015; Legg et al., 2015; Masi and Cagno, 2015).

In order to fill the gap in the literature, the aims of this article are threefold. First, it presents an overview of research on presenteeism. Second, it develops a conceptual framework relating presenteeism to its determinants and consequences (e.g., productivity and health issues) in SMEs. Finally, it proposes future research avenues to deepen knowledge about presenteeism in the SMEs’ specific work environment.

DOES BANK INCOME DIVERSIFICATION ENHANCE OR IMPEDE EFFICIENCY? THE ROLE OF BANK OWNERSHIP STRUCTURE

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ABSTRACT

This paper examines the relationship between income diversification and bank efficiency in across 83 countries over the period 2003–2012. We also evaluate how ownership structure varies the impact of bank diversification on cost efficiency. Using stochastic frontier approach to estimate bank's cost efficiency, we find the evidence that increased diversification tend to improve bank efficiency, and government-controlled banks with fewer volatile income sources are likely to have lower efficiency of income diversification. Our results also reveal that more diversified foreign-controlled banks tend to be less efficient in developed countries, while increased foreign ownership of banks appears to improve the diversification benefits in developing countries after the financial crisis. Our findings highlight the implications of bank income diversification and ownership for efficiency and are relevant to bank regulators who are considering additional regulations on bank efficiency.

Keywords: Income diversification, ownership structure, efficiency, banking

THE POST-SECONDARY SPECIAL EDUCATION IN TAIWAN: THE FACILITATORS' PERCEPTION ON SPECIAL EDUCATION IN COLLEGE/UNIVERSITY

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ABSTRACT

The post-secondary special education has been legalized in Taiwanese law since 2000, and policies ensure educational services for exceptional students in college/university. There were more than 4 times of the exceptional college students rapidly increased within 2002-2014(MOE, 2014). The numerically growth is rapid, but the practice are varied. We investigated the perception of special education facilitators who confronted the issues of student supporting work and job efficiency on resource room in college/university in Taiwan.

The study used 147 (with 86.47% return rate) valid questionnaires which were completed by special education facilitators from 85 colleges/universities in Taiwan. Contents of implementation were introduced in detail. The results showed that the suitability rate of policies for post-secondary special education has not been good enough. There were more than 1/3 of facilitators who were not agree that the policies ensure the qualities of services for exceptional students in college/university. According to results of this study, the suitability of 16 of policies, such as grant funding, administrative procedures, effectiveness evaluation, in-service training, and job remaining etc. were surveyed. Also, the related suggestions were proposed by facilitators.

Keywords: post-secondary special education, resource room

EXCEPTIONAL STUDENTS' SCORE OF SUBJECT COMPETENCE TEST IN TAIWAN: THE FACTORS OF EDUCATIONAL BELIEFS IN TEACHERS, PARENTS AND STUDENTS

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ABSTRACT

The educational right for exceptional student to college has been proven in Taiwanese law since 1984, and the numerically growth of exceptional students in college/universities are rapidly in this decade. The educational right is equal, but the test competence differs, largely influenced by the characters of disabilities and the factors of educational and social background. We investigate the difference of Subject Competence Test, SCT scores between high school students with different disabilities in Taiwan. In addition, it also analyzed the difference in educational beliefs of significant others of those high school students with disabilities and further examined whether such differences affected students learning performance.

The study used exceptional student age of 18 from Database of Special Needs Education Longitudinal Study, SNELS year 2011 in Taiwan as subjects and carried out a hierarchical regression analysis. By combining students codes and data of their parents and teachers, this study obtained a total of 416 valid samples. The results showed that the educational beliefs of significant others has remarkable effects on disability adolescent students' SCT scores. The further analysis indicated that high school students with different disabilities have some inference difference in SCT scores. Moreover, their differences in SCT scores are also caused by educational beliefs of significant others which are varies depending on their disabilities.

Keywords: exceptional high school student, Subject Competence Test, SCT, educational beliefs

ASSESSING EFL LEARNERS' AFFECTIVE EDUCATION VIA MOBILE VISUAL DEVICES: A FOCUSED GROUP CASE STUDY

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ABSTRACT

The study was conducted at a Taiwanese technical College. The main purpose of this study was to assess the process of students' affective learning by using English learning mobile visual device for EFL (English as Foreign Language) learners in Taiwan. Mobile visual device was adopted to facilitate learning for decades. But, little known in related to EFL learning classroom. It was found mobile visual device as useful media for learners to explore wider learning not only in the classroom but the real context in daily life (Sharples, M., Taylor, J., Vavoula, G., 2005). The above concepts were found very close to what affective education stated (Hsu, 2009). In terms of affective domain of learning in the area of English education, Nunan (1988) defined that materials are vital elements within a course which provide concrete models of classroom practice, and good materials also enable teachers to develop their own materials; in other words, teachers can select or design more appropriate or desirable materials and learners can interact with the materials more effectively. Thus, for affective learning to take place it is crucial that the contents and skills that students acquire are directly or indirectly relevant to their life experiences (Hsu, 2011). This project that is being discussed aimed to investigate the impact of a meaningful learning environment through mobile visual device such as text message, blog, internet forum, etc. By building up an interactive learning network via mobile device, the students' motivation and their writing proficiency were investigated.

Keywords: affective learning, EFL learner, English proficiency, learning motivation, mobile visual device

THE NEED FOR ENTERPRISE ARCHITECTURE IN THE HEALTHCARE INDUSTRY

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ABSTRACT

Technology is used in health care industry to reduce medical errors and to save lives. These same technology built to save lives has increasingly becoming a system of data silo that operate independently of one another due to adopting technology at different speeds, for different reasons and competitiveness in the vendor market. As a result, systems are incapable of communicating, interacting with one another which leads to fragmented care and services, wasted investment and resources and customer dissatisfaction. This research aims to study the need of Enterprise Architecture in the healthcare industry. Enterprise Architecture (EA) is a strategic top down planning exercise for an enterprise, which facilitates high-level decision-making by enabling a conceptual view of the enterprise. Architecture concepts are well-known and well-used in designing health care objects and artefacts to support the underlying Electronic Health Records. However, there is a lack of evidence that EA techniques are well adopted in health care technology implementation. EA has the potential to facilitate the integration of health objects with business architecture. A comparison study was conducted between many architecting techniques and its usefulness within the health care industry. The study explore a modelling approach of health care using EA. This paper conceptualise the above analysis and concludes that the practice of top-down architecture may serve up to be the missing link to the less that lustre of many electronic health records implementation.

Keywords: Enterprise architecture (EA), Electronic Health Records (EHR), Health care

SELF EVALUATION OF HIGHER EDUCATION COLLEGES THE CASE OF ISRAEL

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ABSTRACT

The issue of quality has become lately the key element of assessing performance in higher education throughout the world. In order to increase efficiency, continuous improvement and promotion of teamwork, the checking and assessment of quality in higher education has become of paramount importance.

This paper presents the process of evaluation of higher education in Israeli colleges. This is a requirement by the Council of Higher Education (CHE) that supervises the standards and controls the quality of delivery through its Quality Assurance Division. This is done via a "Self Evaluation Process" through which every department/faculty in each college is evaluated every 5 years, on a number of parameters. The study presents and discusses these parameters of evaluation and presents the main elements in the process of self evaluation, problems, strengths and weaknesses, that are part of this process. It further compares this method of evaluation, with other methods of evaluation of higher education in other countries. In addition, it presents the benefits of the self evaluation approach, to the individual institution and its staff (academic, managerial and support).

MATERIAL FORECASTING AND PROCUREMENT SUSTAINABLE ENHANCEMENT IN AN OIL AND GAS FACILITY (CASE STUDY)

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ABSTRACT

Availability of the right material or spare parts at the required time is a crucial task in responding to emergencies and unplanned outages especially in high demand industry such as oil and gas. Five comprehensive initiatives were developed and implemented to improve the overall function of Material Unit that is part of Maintenance Department in Saudi Aramco, Abqaiq Plants, the largest oil and gas facility in the world. These initiatives cover the most essential areas in material and supply chain management namely; Material control man competencies development, data quality improvement, direct charge orders assessment, forecasting and cataloging enhancement. The most expert and knowledgeable employee in each initiative was appointed to be a champion for his initiative to promote employees' engagement and reflect accountability. A customized lean six sigma approach with five modified phases; define, analyze, improve, implement and sustain was utilized to pursue a scientific proven methodology. This effort was started late 2014 by identifying the current material procurement practices, roles and responsibilities along with the level of employees' competencies. Data was collected and processes were mapped to carry out a thorough analysis by utilizing other analytical engineer tools such as; fault tree analysis (FTA) and failure mode and effect analysis (FM&EA) to highlight the areas of improvement. Enhanced material procurement best practices were developed and implemented to bridge the current gap and overcome the existing shortcoming. Finally, continuous improvement processes were recommended to ensure enhancement control and sustainability which will eventually improve the facility availability and reliability.

HERDING BEHAVIOR OR RATING INFLATION: AN EVIDENCE FROM THE RESPONSE TO COMPETITION FOR BANK RATINGS

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ABSTRACT

Using a large sample of bank credit ratings issued by the three CRAs during 2002 to 2013, we investigate whether existing rating inflation or herding behavior among CRAs when face other competitors after controlling for bank-specific variable and sovereign rating. The results support rating herding behavior hypothesis, that is, rating agencies decrease the probability of upgrading or increase the probability of downgrading rating when its rating higher than the rival's ratings and increase the probability of upgrading or decrease the probability of downgrading when its rating lower than the rival's rating in the previous year. The exception is when S&P rating higher than Moody's rating for more than two notches and when Fitch's rating exceeds Moody's for one or two notch rating.

JEL classifications: G15; G21

Keywords: Credit ratings; peer pressure; competition; rating quality; banks

CAN LOCAL PEOPLE HELP ENHANCE TOURISTS' DESTINATION LOYALTY?

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ABSTRACT

This study identifies key attributes of local people in terms of the personal connection between tourists and local people and examines whether tourists' personal connection to local people induces the destination's distinctiveness. For the survey, a questionnaire was distributed to tourists to Japan from Busan, South Korea. Data were collected from 280 tourists and analyzed through structural equation modeling. The results indicate that 1) three attributes of local people (physical attractiveness, displayed positive emotions, and helpfulness) had positive effects on the personal connection between tourists and local people, 2) the personal connection to local people had significant effects on destination distinctiveness.

**ADDRESSING “LIABILITY OF NEWNESS” OF INTERNATIONAL NEW VENTURES:
A FLEXIBILITY AND NETWORK APPROACH**

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ABSTRACT

Over the past decades, globalization of economies has taken place all over the world. While among those successful firms, international new ventures (INVs) have attracted more and more attention in the research area. This study focused on INVs from emerging economics (i.e. China) and examined how flexibilities (cognitive flexibility, structural flexibility and strategic flexibility) help INV overcome liability of newness and gain good performance during their internationalization through different kinds of dynamic capabilities (information acquisition capability, exploratory learning capability and adaptive capability). In addition, contextual factors in terms of industrial cluster network and supplier-buyer relationship characteristics were considered in this study. We collected a sample of 192 Chinese international new ventures, and structural equation modeling was used to test the full model.

The findings demonstrate that: (1) all the three dimension of flexibilities have positive impact on international performance; (2) exploratory learning capability and adaptive capability mediate flexibility-international performance relationship while information acquisition capability does not; (3) centrality inside an industrial cluster and internationalization of industrial cluster positively moderate information acquisition capability-exploratory learning capability relationship; (4) buyer-seller relationship dependency and asset specificity negatively moderate information acquisition capability-adaptive capability relationship; and finally (5) buyer-seller network ties positively moderates both cognitive flexibility-information acquisition capability relationship and information acquisition capability-exploratory learning capability relationship while negatively moderates information acquisition capability-adaptive capability relationship. On the basis of current findings, implications and future research directions are drawn.

A(COUNTRY) IMAGE IS WORTH A HUNDRED (SLOGAN) WORDS

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ABSTRACT

Purpose-the aim of this paper is to compare the visiting intentions and the visiting decision and to determine the correlation between them, as well as to find patterns for country slogans and country images for the better ranked European countries.

Design/methodology/approach-the study is using quantitative methods: 117 tables completed in online communities, online interviews and open databases; SPSS was used to analyze the correlation and a brief literature review was provided.

Practical implications-some patterns regarding the successful slogans and images of the countries were identified, serving as a base for the next slogan and country image creation.

Originality/value-this study contributes to a better understanding of European country slogans and country images, of travel intentions and decisions, providing a Romanian insight of antecedents of travel decision.

Limitations-the small ratio between the number of interviews and the number of tables.

A STUDY ON VISUAL ATTENTION BY SPATIAL COMPONENTS AND PERCEPTUAL CHARACTERISTIC IN HOTEL LOBBY

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ABSTRACT

The lobby of a hotel is a symbolic space, which provides an overall feeling and implies a meaning of a place where the value is expressed through the various design elements and interior decorations. This research is about the empirical analysis using an eye tracking experiment, to research about the consumer's visual and sensory perception elements of a hotel lobby image provided in the hotel website. The visual attention was analyzed using the clustering technique by extracting the space elements from the furniture, decorations, landscape, and the lighting. The experiment was conducted on 32 test subjects. A total of eight test subjects were left out as they were unreliable while only a total of twenty-four reliable test subject data were used in the analysis. The analysis results are as follows. First, the period of attention was equally set at 10 seconds, but the focus frequency and focus duration was different for every test subject and for every image. Second, visual attention was observed in the following order; furniture, decoration, landscape and lighting elements based on the analysis of the focus frequency and duration. Third, based on the analysis of the average eye focus duration, the order of decoration, showed the highest average while the furniture element showed the lowest. The landscape and the lighting element showed the same result in the analysis. It was observed that the test subjects spent more time on understanding the visual element of the decoration. Fourth, the frequency of the eye focus and duration was higher depending on the frequency of the placement of the space element location that was put in the center. Fifth, a high increase in visual attention was observed when the decorative element was placed or located near an architectural element. Sixth, there was higher visual attention in the lighting element for the pendant lighting fixture versus the down light and light stand fixtures.

Keywords—Hotel Lobby, Eye-Tracking, Perceptual Characteristic, Visual Attention

CORPORATE GOVERNANCE AND FIRM PERFORMANCE: FROM AN INTERNATIONAL PERSPECTIVE

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ABSTRACT

This thesis work examines the internal and external governance effects on corporate performance using time-series & cross-section data from 22 international (none. U.S.) Countries. I conduct a similar index following Aggarwal et al.'s (2009) paper using the monthly governance attributes from ISS (Institutional Shareholder Services). As governance has been proved has a positive effect on firm performance for many countries by previous researches. This thesis using OLS regression and panel regression methodology demonstrating that this positive correlation between governance (proxied by FirmScore) and firm performance (Tobin's Q) not only significant within international firms, also strongly significant within 5-year horizon (from 2003 to 2007). Which means higher governance score (better governance quality) associated with better firm performance. I also find that a country's legal system also plays a very significant role in firm's choice of governance attributes. Firms in common law countries tend to have higher governance score and better performance indicator (Tobin's Q) than firms in civil law countries. There also is significantly positive relationship for firms under both legal systems. My results indicate that single governance attribute is not sufficient to argue the firm's governance quality due to the fundamental differences in the governance systems across countries.

Keywords: Corporate Governance, International Countries, Legal System

THE RELATIONSHIP BETWEEN GROUP WORK AND JUNIOR SECONDARY SCIENCE LEARNING IN HONG KONG SCHOOLS

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ABSTRACT

Investigations into the concept of cooperation in the classroom began in the 20th century, primarily in psychological research. Although general conclusions have been drawn about the positive implications of peer collaboration in Western classrooms, little attention has been paid to the pedagogical differences between group work and traditional whole-class teaching practices in secondary school tuition in Hong Kong. To fill this research gap, this study developed a teaching intervention incorporating collaborative activities in the context of the science curriculum in Hong Kong to investigate students' co-construction of conceptual knowledge.

Building upon Piaget's (1932) theory of constructivism with regard to children's cognitive development, the intervention took the form of a series of 10 lessons that contextualised a set of science questions through the group work activities, such as peer-critiquing tasks and debates, in the secondary level integrated science curriculum. It enabled teachers to play a crucial role in encouraging their students to evaluate alternative conceptions and commonsense beliefs about science, and allowed students to establish regulations for expressing their opinions during collaborative tasks to facilitate the development of peer interaction.

The results indicated that collaborative group work is more effective than whole-class instruction in developing students' construction of science knowledge. In addition, teacher participation in group work activities promotes students' discussions and further facilitates their engagement in collaborative tasks.