

THE RELATIONSHIP BETWEEN THE ENVIRONMENTAL AND FINANCIAL PERFORMANCE OF FIRMS: AN EMPIRICAL ANALYSIS OF THE AUSTRALIAN ELECTRICITY PRODUCERS

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ABSTRACT

Australia is a major supplier of energy to world markets, exporting more than three-quarters of its energy output, worth nearly A\$80 billion. Although Australia is responsible for just 1.4% of the global GHG (Greenhouse Gas) emissions, it is considered as the largest GHG emitter of among all major western nations in terms of per capita emissions. Amidst the significant pressure from the international community to reduce its GHG, successive government in Australia has earmarked the reduction in GHGs as one of the greatest challenges the country has faced to date. Electricity sector plays a vital role in the GHG reduction efforts as it is the largest source of GHG emissions in Australia. Also, as it is relatively easier and cheaper to restructure this sector, it is considered as a sector capable of achieving the highest level of reductions in emissions in comparison to other top sources of emissions in the country. This study focuses on the environmental performance of the companies in this sector and its relationship with their financial performance.

While the classic economy debates consider the environmental friendly activities costly and harmful to a firm's profitability, it is claimed that firms will be rewarded with higher profitability in long run through the investments in environmental friendly activities. In this context, prior studies have examined the relationship between the environmental and financial performance of firms operating in different industry sectors. The objective of this paper is to review the major studies that examined the relationship between the environmental and financial performance of firms in various industries and to develop testable hypotheses and an econometric model to evaluate the impact of the financial performance of the firms on their environmental friendly activities in the context of companies operating in the Australian Electricity producing sector.

Keywords—Australian Electricity Sector, Efficiency measurement, Environmental-Financial performance interaction, Environmental Index.

**THE EFFECT OF BUSINESS INNOVATION CAPABILITY ON THE RELATIONSHIP
BETWEEN TQM AND MALAYSIAN SMEs PERFORMANCE:
A CONCEPTUAL FRAMEWORK**

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ABSTRACT

Business environment and increasing demand for better quality by customers have caused many companies to realize that they should provide high quality products or services in order to successfully compete in the marketplace. Consumers are aware of rising standards in product or service quality and any decline in their satisfaction would be a serious cause of organizational failure. Numbers of study have provided sound evidence on successful implementation of TQM in a firm or organization that have reaped and gained a lot of benefits from the implementation. On the contrary, past literatures also showed different scenarios. The literature review has shown gaps in the study of quality management and organizational performance. Furthermore, the capacity for innovation is an important element affecting the quality management and organizational performance. However, there is still lack of study that describes innovation as one of the key factors in the implementation of SMEs' quality management. Therefore, there is a need to examine the implementation of innovation in quality management that can affect the performance of SMEs. Therefore, it is necessary to conduct the study with the inclusion of Business Innovation Capability (BIC) into the TQM application. This study presents a theoretical framework to examine the critical factors of quality management and organizational performance relationships among SMEs in Malaysia with the Business Innovation Capability (BIC) as the mediating variable. This study will examine the relationship of TQM on innovation from the perspective of the innovation process.

Keywords-Total Quality Management, Innovation, Capability, SMEs

**IMPLEMENTING CLIL-ICT MODULES IN ENGLISH LESSONS:
A CASE STUDY AT A PUBLIC UNIVERSITY IN SABAH, MALAYSIA**

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ABSTRACT

This paper outlines a research study on the achievement of English grammar performance using the Content and Language Integrated Learning (CLIL) and ICT modules in English lessons at a local public university. Two experimental groups were exposed to CLIL-ICT modules whilst the other two groups acted as control groups. The lessons took place for ten weeks and by the end of the semester (week 12th), the students took the same grammar tests to assess their proficiency. The experimental groups were also asked to answer the questionnaire about their perceptions on the modules. The findings of the study showed that all groups performed better in the post-test as compared to the pre-test. Both experimental groups, however, showed a significantly better result than the control groups, and the questionnaire given to one of the experimental groups indicated their positive responses towards the CLIL-ICT modules. It can be concluded that the integration of CLIL and ICT is a constructive approach in teaching English grammar in a more appealing and less conventional manner.

Keywords— CLIL-ICT, integrated language learning, English

A CRITIQUE OF JUST WAR THEORY IN HOBBSIAN FRAMEWORK

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ABSTRACT

In this paper I aim to explore some contradictions and weaknesses as a theoretical and practical in the just war theory and discuss that the application of ethical and political reasoning to war in Hobbesian framework.

Firstly, I argue the war as ethical in the form of universal core rights and socially generated general rules of conduct, must not be removed from the sphere of war. Secondly, the ideal just government exists to protect rights, from which it will follow that defensive wars and wars of intervention to protect rights are ethically supportable. I claim that war is only justifiable in the protection of core rights. I examine what legal rules and ethical principles should govern how we conduct war? What is the ethical and politic status of combatants and civilians?

War is closely linked to evil. In this sense Hobbes, for instance, established the dilemma: modern states are established over and against the prospect of perpetual struggle and violence, the "warre of every man, against every man."(Thomas Hobbes, Leviathan, New York: Penguin Books, 1985, 185). The Hobbesian framework specifies the evil of warfare in a modern political sense: war is a step on the way to the dismemberment of the contract that constitutes our ethical and political order.

Keywords- War, Just War Theory, Hobbes, Evil, Justice

BOARD CHARACTERISTICS AND INVESTMENT EFFICIENCY

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ABSTRACT

This paper examines the relationship between board characteristics (board size, board independence, Leadership structure) and investment efficiency in a sample of 35 firms listed on the EGX100 in the Egyptian stock market using panel data analysis. The results show that the number of independent directors has a significant negative relationship with investment efficiency and there is also a significant negative relationship between board size and investment efficiency, but insignificant with leadership structure.

Keywords: board characteristics, investment efficiency, panel data analysis.

**THE EFFECT OF BUSINESS INNOVATION CAPABILITY ON THE RELATIONSHIP
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ABSTRACT

Business environment and increasing demand for better quality by customers have caused many companies to realize that they should provide high quality products or services in order to successfully compete in the marketplace. Consumers are aware of rising standards in product or service quality and any decline in their satisfaction would be a serious cause of organizational failure. Numbers of study have provided sound evidence on successful implementation of TQM in a firm or organization that have reaped and gained a lot of benefits from the implementation. On the contrary, past literatures also showed different scenarios. The literature review has shown gaps in the study of quality management and organizational performance. Furthermore, the capacity for innovation is an important element affecting the quality management and organizational performance. However, there is still lack of study that describes innovation as one of the key factors in the implementation of SMEs' quality management. Therefore, there is a need to examine the implementation of innovation in quality management that can affect the performance of SMEs. Therefore, it is necessary to conduct the study with the inclusion of Business Innovation Capability (BIC) into the TQM application. This study presents a theoretical framework to examine the critical factors of quality management and organizational performance relationships among SMEs in Malaysia with the Business Innovation Capability (BIC) as the mediating variable. This study will examine the relationship of TQM on innovation from the perspective of the innovation process.

Keywords: Total Quality Management, Innovation, Capability, SMEs

ORTHOGRAPHIC EFFECTS IN AUDITORY RHYME DECISIONS: IS IMPLICIT SPELLING ACTIVATION AUTOMATIC?

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ABSTRACT

The present paper examines the processes underlying the activation of orthography in children and adults. Two experiments are reported, one conducted on adults and one conducted on children of 9 and 11 years of age, that examined whether the orthographic effects in the auditory rhyme decision task are automatic, or whether they arise from some form of strategically mediated process. The specific question asked is whether the orthographic effects may be modified by an experimental manipulation of the proportion of trials on which spelling and rhyme are incongruent. If they are not then this would suggest that the activation of spelling reflects an automatic process in this task. The results from the experiment with adults showed very clearly that the orthographic facilitation effect for responses to rhymes and the orthographic inhibition effect for responses to non-rhymes were not reliably different for subjects biased towards the use of spelling to assist rhyme decisions and those biased away from the use of spelling. The 11-year-old children tested also showed that they cannot be biased, as they activate the spellings of the words they hear, even though they are not asked to do so, totally automatically. However, the 9-year-old children did show a bias (or ‘set’) effect; only those who were biased towards the use of spelling similarity showed a reliable orthographic facilitation effect.

THE EFFECT OF EMOTIONAL INTELLIGENCE ON THE NEW VENTURE CREATION OF NECESSITY AND OPPORTUNITY-DRIVEN EGYPTIAN ENTREPRENEURS

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ABSTRACT

Ever since entrepreneurship started to gain attention, researchers extensively attempted to define the term due to its important role in creating jobs and finding new growth opportunities for new products, services and processes. Thus it is not surprising that a critical part in entrepreneurship is the entrepreneur as a human being himself/herself (Berger, 2015). Yet the field has broadened away from the narrow focus on stable characteristics of individuals who start and run businesses to incorporate the process of venture creation (Carlsseonet et al, 2012). New venture creation refers to the steps that lead to the birth of a new business. According to Van Gelderen, Thurik & Bosma (2006) these steps include opportunities recognition, developing a business concept, and assembling resources to create an organization. A process that requires a considerable amount of creativity, proactivity and problem solving abilities.

Baum & Bird (2010) advocated the role of emotional intelligence as a differentiating factor when investigating the individual differences in entrepreneurs' behaviour. Emotional intelligence (EI) refers to "the ability to recognize and regulate emotions in ourselves and others" (Goleman, 2001, p.2). However, the literature in the field of entrepreneurship is particularly scarce on the topic of emotional intelligence (Hamati, 2011). While, Cross & Travaglione (2003) empirically demonstrated that entrepreneurs are characterized by high levels of emotional intelligence, there was a resistance to translate the construct of emotional intelligence to the field of entrepreneurship.

Generally, few studies have investigated the relationship between EI and new venture creation, specifically differentiating between times of necessity (when the entrepreneur starts a business due to the lack of proper income) and in times of opportunity (when the entrepreneur starts a business to capture a business opportunity in the market). And to the knowledge of authors there are no studies that tackled this issue in Egypt. Thus, the research aims at investigating the effect of emotional intelligence on new venture creation. The aim is to identify certain emotional intelligence traits and abilities that will have an effect on the entrepreneurs' behaviour, specifically the creating of new ventures.

THE LOCAL DEVELOPMENT IMPACTS OF FESTIVAL TOURISM: EVIDENCE FROM THE RAGE FESTIVAL, SOUTH AFRICA

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ABSTRACT

Since South Africa's re-entry in 1994 into the international economy tourism has emerged as a priority economic sector which is critical for national economic development. In particular, tourism is viewed as a potential lever for promoting economic growth, job creation and local economic development. In terms of local economic development, planning for tourism emerges as the most popular focus for local governments in terms of addressing the challenges of catalysing economic growth and job creation. Across South Africa, therefore, tourism is a lead sector for generating local development opportunities. Among the different forms of tourism that have attracted attention for local development, festival tourism is of growing significance. O'Sullivan and Jackson (2002) define festival tourism as "a phenomenon in which people from outside a festival locale visit during a festival period". For Ritchie (1984) it refers to "events of limited duration developed primarily to enhance the awareness, appeal and profitability of a tourist destination". Getz and Frisby (1988: 22) identified festival tourism nearly 20 years ago as "an emerging giant" with a dramatic increase occurring in the numbers of festivals. Its importance has grown not only because of the obvious benefits to individuals and organisations for income generation but increasingly for its potential for promotion of local economic development, community development and urban regeneration. In South Africa scholarship about festival tourism is relatively sparse with the most notable works those of Visser (2005, 2007) and Saayman (2012, 2015).

The neglect of festival tourism is surprising in view of both the growth in the numbers and range of festivals and in particular their expanded importance for local tourism promotion and urban economic development. In terms of range of festivals in South Africa there is a proliferation of arts and music (jazz) festivals, drama festivals, and of cultural festivals (particularly celebrating Afrikaans language and culture). In addition there is growing popularity of food (cheese, cherries, shellfish) and drink festivals (mainly wine but also beer), film festivals, as well as a category of identity-based festivals which would include those dealing with for example ethnic Zulu history or festivals celebrating gay identities. Further, there is a category of sports festivals much of which relates to cycling and athletics marathons. The aim in this paper is to examine a special form of festival tourism in South Africa, namely a rite of passage youth festival, the Matric Rage Festival, which is an annual celebration which takes place at a number of coastal destinations in late November-early December. The focus of the paper is to explore the origins of this festival and in particular its local economic impacts for destinations. It is argued that at the major coastal hubs for this festival, namely Plettenberg Bay and Umhlanga Rocks the evidence of local impacts is of a positive contribution to local economic development.

- My specific focus is South Africa and upon the Matric Vac Festival, which is an annual post-school rite of passage festival held in December and which has parallels with similar rite of passage youth tourism festivals in USA and Australia.

Organisation

- Festival Tourism in South Africa
- Rite of Passage Youth Tourism Festivals
- Matric Vac Festival – origins, organisation and emerging geographies

Festival Tourism in South Africa

- Geographically festivals are distributed unevenly across South Africa with largest share in cities with Cape Town and Western Cape the leading focus.

- This is followed by Gauteng and KwaZulu-Natal, the country's two most populated provinces.

- Nevertheless, the role of festivals for tourism development is seen as especially important outside of the country's large cities and in small towns where festivals are important for local development.

- In terms of existing work on festival tourism in South Africa Visser (2007) points to the paucity of work on festivals other than arts/culture festivals which have been examined by Saayman (2012).

- The issue of the youth matric vac festival has not received any attention.

Rite of Passage Youth Festivals

The Matric Vac or Rage Festival is a rite of passage event with parallels that can be drawn to the Spring Break in USA and Schoolies Week in Australia.

STRESS - INDUCED HRV REDUCTION AMONG FIREFIGHTERS DURING FIRE INCIDENT OBSERVED IN DIFFERENT CLUSTERS OF PHYSICAL ACTIVITY

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ABSTRACT

Background: In the field of cyber-physical systems, where human factor plays crucial role, there is an inherent need to monitor stress-related issues that can alter decision making or situation perception. Although stress has a psychological origin, it affects several physiological processes in the human body. About 25 years of clinical research have shown that one of the indicators of stress is heart rate variability (HRV). This parameter enables us to observe the heart's ability to respond to normal regulatory impulses, which affect its rhythm. The development of wearable sensors that can measure basic physiological parameters, allows gathering data in the course of the subject's daily activities and situations which may be relevant to the well-being of the subject and his or her ability to perform certain tasks. Wearable devices get much attention for ubiquitous healthcare environment on the ground of its mobility, flexibility and connectivity. The aim of this pilot study was to examine the effects of the stress on the cardiovascular system by measuring HRV and taking into account specificity of physical activities. The long-term goal of our research is to create a system that assesses and monitors, in real time, the emotional and physical stress load in firefighters during fire incidents. Moreover, we hope to identify those parameters that can be best predictors of allostatic load.

**THE IMPACTS OF TEACHERS' BELIEFS AND TEACHERS' GENDER ON
STIMULATING SELF - REGULATED LEARNING AMONG
FIRST GRADE OF HIGH SCHOOL STUDENTS OF ZANJAN CITY**

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ABSTRACT

Self-regulated learning is a vital component of educational goal. The recognition of self-regulated learning is mostly associated with personal teacher characteristics. On the other hand, teachers' educational beliefs play a crucial role in the introduction and development of self-regulated learning practices. This study explored "The Impact of high school teachers' Beliefs and demographic characteristics on stimulating self-regulated learning among high school students in Zanzan city". To fulfill this objective, the researcher administered two kinds of questionnaires. The first one was Belief about Primary Education Scale (BPES) and the second one was Self-Regulated Learning Inventory for Teachers (SRLIT) to sample of 46 high school teachers. 54% of participants were male and 46% were female with mean average age of 37 years old. 47.8% of teachers had less than 10 years teaching experiences and 52.2% had 11 to 20 years teaching experience. Teachers' university degrees were as follows: 14% associate degree, 71% bachelors and 15% master degree. The convenient sampling was run. Results revealed that developmental beliefs of teachers had positive effect on practice of self-regulation and transmissive beliefs of teachers had negative effect on implementation of self-regulation. The variable of gender did not affect to implementation of self-regulation among students. Findings of the present study would suggest educational system pay more attention on training of pre-service and in-service teachers who will have knowledge and competence regarding self-regulated learning.

Keywords: Developmental Beliefs of teachers; Gender; High school; Self-regulated learning; Transmissive Beliefs of teachers.

EVALUATION OF ANTI-CLOGGING DRIP EMITTER DESIGN INNOVATION

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ABSTRACT

The drip irrigation systems have been a common irrigation method in the world due to the shortage of water in wide areas. Dripper is the key factor of drip irrigation systems, that deliver slow and uniformity water to the plants. The drippers can be suffering from clogging due to escape some particles of sand from the filters. The emitter clogging problem has significant effect on the drip irrigation system efficiency. In this study, computer aid design CAD was used to design a new anti-clogging emitter. The water flow behavior in the dripper was simulated by using two phase –CFD analysis to confirm the new design can provide the lowest chance to blocking. Comparative the simulation results for the new dripper with the simulation results for a three drip emitters design include eddy channel, pre-depositing channel and round-flow channel, it is clearly seen that the new design has a better ability to resistant the clogging. Additionally, CFD simulation results introduce a good observation about the relation between the pressure applied and the water flow rate. This result was obtained due to integration of the characteristic of great sieving and good pressure dropping. Moreover, the device was fabricated using rapid prototyping technology in order to test the emitter discharge experimentally under various pressures.

REPRESENTING UNCERTAIN TIME SERIES BY USING ENHANCED SYMBOLIC AGGREGATE APPROXIMATION

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ABSTRACT

Uncertain time series data is characterized by its numerical and continuous values. Knowledge from uncertain time series data brings important meaning for future prediction. As the uncertain time series datasets grow more dominant in a wide variety of applications, including weather, environmental, finance, economic, and medicine, the need for prediction without losing information and knowledge are high. An appropriate representation of uncertain time series data is required for more accurate prediction. Data representation is one of the most important tasks in time series data pre-processing. Prior to the representation, these uncertain data properties are being compressed without losing any valuable information. The compressed properties of the data are important in order to simplify the dataset for next data handling. Therefore, this study aims to propose an Enhanced Symbolic Aggregate Approximation (EN-SAX) which uses mean values as the basis for uncertain time series data representation. The experimental results show that the EN-SAX manages to represent the data with lower error rates. It also improves the prediction accuracy. This work will benefit in many application domains in terms of representing the uncertain datasets without losing valuable information.

Keywords—Uncertain time series representation, EN-SAX .

LANGUAGE FOR SOCIAL COHESION AND DEVELOPMENT

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ABSTRACT

With our country looking for a new course and a better future after an extended period of conflict which had language divisions within the country at its roots, a return of normalcy and a lasting state of peace can only be brought about through getting our communities to understand and embrace each other and this is where language education will play a key role and entrust the youth of this country with the responsibility for doing it.

A modern era which craves for people who are highly competent, requires youth who can be employed anywhere in the country and can communicate and exchange ideas wherever they may be. A single language is not enough in a resurgent post war Sri Lankan society which is gearing itself for a massive development drive. If the dream of making every student trilingual is realized there will definitely be no inequality or barriers within society and it will enhance the trust among the communities as it demonstrates each other's willingness to bring about a change for long lasting social cohesion and will create healthy competition and a global Sri Lankan who can succeed in any part of the world.

The necessity for language education is more prominent now than ever before and we need to act before it is too late. We need to embrace English as the medium of instruction to tackle the challenges the world has presented us with while strengthening the local language ability of the students thereby adopting a multilingual system where all languages get equal importance and will be taught at the highest possible level

The above cannot be achieved with the present set up that prevails in the country where the lack of trained, qualified personnel exists. Teachers will have to lead this difficult but necessary transition and empowering them to face this challenge and create a society where every boy and girl is highly and equally competent in English, Sinhala and Tamil is the first step and need of the hour.

Keywords: Language, social cohesion, development

THE IMPACT OF HYPNOSIS ON THE AFFECTIVE DIMENSION PAIN: A LITERATURE REVIEW AND META-ANALYSIS

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ABSTRACT

Interest in hypnotic treatment for pain conditions seems to be on the rise and recent evidence shows that hypnotic analgesia interventions result in substantial cost savings following medical procedures (Lang et al., 2000). Experimental studies suggest that hypnosis can differentially modulate the sensory or affective dimension of pain depending on the nature of the suggestions (Rainville, Carrier, Hofbauer, Bushnell & Duncan, 1999). However, there have been few systematic approaches to quantifying this effect across literature and less attention has been given to the specific procedures and suggestions used in hypnotic treatment in research. The present literature review and meta-analysis evaluates the magnitude of the effect of hypnosis on the affective component of pain. It also presents the scientific background and the usefulness of a hypnotic approach that uses emotion specific wording that would elicit prior positive experience to intervene at both the sensory and affective dimensions of pain. Such an approach would enable patients who cannot effectively dissociate from the sensation of pain, to diminish their affective response. The paper concludes with a discussion of the implications of the findings for future hypnosis research and for the clinical applications of hypnotic analgesia and it also emphasizes the utilization of positive state dependent learning (Rossi, 1986) advocated by Milton Erickson who advised practitioners to “discover their patterns of happiness” (Parsons-Fein, 2005).

Keywords: hypnosis, pain management, dissociation, psychotherapy.

**CONSTRAINTS TO EFFECTIVE IMPLEMENTATION OF BUSINESS STUDIES
CURRICULUM IN JUNIOR SECONDARY SCHOOL IN OWERRI
EDUCATION ZONE1**

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ABSTRACT

This study investigated the constraints to effective implementation of the Junior Secondary School (JSS) Business Studies Curriculum in Owerri Education Zone 1. Four research questions and one hypothesis were used for the study. The population is made up of Business Studies teachers and students in Junior Secondary Schools in Owerri Education Zone 1. The sample size consisted of 45 teachers and 420 students from 20 JSS constituting 50% and 10% of the teachers and students population respectively. The purposive sampling technique was used because of convenience and peculiarity of the subject under study. A personal data form and structured questionnaire were used to collect information on the factors that constitute constraints to effective implementation of the JSS Business Studies curriculum. Data were analyzed using the frequency tables with percentages, mean scores and z-test. The findings revealed among many that the number of qualified Business Studies teachers are grossly inadequate; there are dearth of instructional materials and equipment; and students are not exposed to practical activities relating to the subject and it was recommended among others that more qualified Business Studies teachers be employed to teach the subject as it is an entrepreneurship skill related subject that needs to be taught by specialized trained teachers to promote adequate skill acquisition.

LEADING TOWARD CREATIVITY AND INNOVATION: THE CASE OF HOTELS AND RESORT IN AUSTRALIA

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ABSTRACT

Innovation in the contemporary dynamic and challenging Hotels industry is considered as a means to convert opportunities to new business ideas in order to enhance the organization competitive advantage. While there is a general agreement that innovation is a key success factor in this sector, little research has investigated the determinants of creativity and innovation in the Hotels industry. Given such importance, the main aim of this paper was to examine the impact of leadership, organizational climate and personal initiative on employee's creativity and innovation in the Hotels and Resorts in Australia. Based on a survey of 292 participants from 3,4 and 5 stars Hotels and Resorts, this study found that perceived leadership behaviours were positively and significantly related to employee's creativity and innovation. More specifically, the results of Hierarchical Regression Analysis indicated that the perceived leadership behaviours such as charismatic, participative, innovative-oriented, supportive and authoritative were significant predictors of employee's creativity and innovation in Australia Hotels and Resorts. The results also indicated that personal initiative and organizational climate supportive of innovation significantly moderated the relationship between perceived leadership behaviours and employee's creativity and innovation. This study contributes to the body of knowledge by providing insights on leadership qualities that are likely to encourage innovation and creativity. The study also explored the contextual factors at both organizational and individual level that enhance the effectiveness of perceived leadership behaviours on employee's creativity and innovation. Not only this study contributes to the leadership training and development in the hospitality sector, but also on the basis of this study, the industry practitioners would be able to develop strategies for building innovative and sustainable organizations in the competitive Hotel industry.

DIABLING DISCOURSES AND HUMAN RIGHTS LAW

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ABSTRACT

This presentation examines the symbolic power of language to construct and convey disabling discourses, albeit ample rhetoric, on the need to reinstate and safeguard disabled people's human rights and entitlements. The role of language and its discursive ramifications need to be explored and problematized in the light of legal mandates and antidiscrimination legislation to abolish stigmatizing and exclusionary regimes on the grounds of disability. Such a critical engagement necessitates a reflective knowledge and constant interrogation of the ways in which language is implicated in power interplays to construct meanings and to legitimize/conceal existing power inequities.

The article uses critical discourse analysis in order to discuss the role of language in the construction, sustenance, and dissemination of disabling discourses, taking as an example the First Report of Cyprus on the Implementation of the UN Convention on the Rights of People with Disabilities.

AN ANALYSIS OF GENERATION Y LEISURE TRAVELLERS' SPECIFIC NEEDS AND THE CURRENT SOLUTIONS OFFERED BY NEW HOTEL BRANDS

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ABSTRACT

Generation Y, comprising individuals born between 1980 and 1999, currently represent the most prominent leisure travel tourists (Lee, 2013). A recent study conducted by Ipsos and Tripadvisor researching travel behaviour in 2014 revealed, for example, that 88% of Generation Y respondents have taken a domestic leisure trip and 65% had travelled abroad during that year (Ipsos, 2014). International hotel corporations have recognised Generation Y's highly frequent travel behaviour and its significant impact on the hospitality industry. Consequently, new hotel brands targeting specifically Generation Y have recently entered the global market, such as Moxy and Hyatt Centric. This research project aimed to investigate the relevance of hotel and hospitality service attributes to potential leisure Generation Y guests before, during and after their journey, not only on-site but also online. The study included an exploratory and a descriptive phase. First, expert interviews with representatives of Moxy and Hyatt Centric were conducted and revealed that both brands are targeting the young travellers by placing greater focus on technology, providing personalised service for the target audience and developing hotels with great attention to detail. The descriptive research stage consisted of an online survey (N=301) to explore Generation Y's needs and travel behaviour.

The survey also included projective techniques to provide exploratory findings. For Generation Y the most important criteria for the hotel choice are a fair room price, appealing pictures on the website, positive online reviews, and free Wi-Fi. During the stay, Generation Y requires cleanliness, a central location, free Wi-Fi and free breakfast. Largely, contact after the stay is not desired, and the only receptions appreciated are vouchers for a potential future stay. Contrasting the survey results with the expert interviews exposed that both Moxy and Hyatt Centric have fulfilled the main requirements with a few discrepancies partly in relation to hotel facilities and online activities.

Keywords Generation Y, Leisure Travellers, Hospitality, Consumer needs

**SENSITIVE URBAN PLANNING APPROACH FOR GYPSIES;
TEKIRDAG – AYDOGDU NEIGHORHOOD**

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ABSTRACT

Gypsies are living in poverty and deprivation in the depression neighborhood of almost every city of Turkey. In Turkey, the impact of the neoliberal policies implemented since the 80s, urban inequality, social polarization, poorness and urban fragmentation increased. In parallel, ethnic-based segregation and inequality in the Roma neighborhood was clearly sharpened.

Gypsies living in Turkey, are exposed to discriminatory treatment about access to housing, education, health, social security and employment opportunities; briefly, they live in poor conditions. Due to applied rent-based urban renewal projects in last decade in Turkey, Gypsies are severed from their neighborhood, their cities, their jobs, their culture, and also their social relations. Projects have deepened spatial segregation and poverty rather than solving Gypsies's multidimensional social exclusion and segregation problems.

In this paper, Aydogdu neighborhood in Tekirdag in Thrace region of Turkey, has been selected as the study area because Gypsies are living most densely in this area. Firstly, social and spatial problems of the Gypsies living in the neighborhood and the projects implemented by the local government will be evaluated by analysis. Starting from the study area findings, advice on participatory urban planning or urban renewal projects which will be sensitive to lifestyle and cultural habits of Gypsies will be developed.

Keywords: Gypsies, urban planning, social exclusion, spatial segregation

PEDAGOGY OF MATHEMATICS IN MONTESSORI AND INFORMATION TECHNOLOGY; IMPLICATIONS ON PRIMARY SCHOOL PUPILS

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ABSTRACT

The study examined the pedagogy of mathematics in Montessori and Information Technology (IT) among primary school pupils. The study investigated the interactive effects of Montessori and information technology as a teaching method on mathematics among primary school pupils.. Quasi- experimental research method was adopted for the study. A total number of 240 pupils were sampled from the population of about 4,600 pupils in a selected local government.. Two instructional packages were designed for this study and the instrument designed to elicit responses from pupils at different stages of the research was an Achievement Test in Mathematics (ATM). The instrument, which was subjected to inter-raters rating of experts for face and content validity, that yielded a validity coefficient of 0.81. Also the reliability coefficient was ascertained through split half method, using Pearson Moment Correlation Coefficient which yielded 0.83.

The data collected were analyze using descriptive and inferential statistics such as; mean, standard deviation, t-test. Analysis of Variance (ANOVA) and Analysis of co-variance (ANCOVA)and Post-Hoc all at 0.05 level of significance. The study revealed that there is significant difference in the performance of the pupils when exposed to Montessori and information technology method of teaching. Based on the findings, it is therefore recommended that professional development must continually update practitioners' knowledge of Montessori and information technology and its application to support mathematics learning.

Keywords: Pedagogy; Mathematics; Montessori; Information Technology (IT) Pupils

INSANITY IN UNIVERSAL MOBILE TELECOMMUNICATION (UMTS) MESSAGING SYSTEM: A PRAGMATIC MEANS TO AN END

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ABSTRACT

The basic assumption in conversation is that, unless otherwise indicated, the participants are adhering to the cooperative principles and the maxims (Yule 40). ‘Insanity’ is a relative term employed here to emphasize the stereotypical advertising done by UMTS. Subscribers do not only receive multiple text messages on a daily basis, but are sometimes called with incomplete digit (aside the eleven digits used in Nigeria) numbers only to listen to already stored messages on machines and music. The paper explores Grice’s (1989) theory of Implicature and Grice’s (1975) Conversational Principles for analysis. Data for this research is drawn from adverts sent as text messages to GSM subscribers by service providers. This aims at unraveling how mobile communication industries send messages to their subscribers in order to create emotive impact that will in turn persuade their audience or users of their products to subscribe for such services being advertised. The study identifies the use of various forms of advertising such as direct address, indirect address and stereotypical advertising to lure the audience or subscribers. It is also observed that the messages flout the maxims at different degrees. Some messages are deliberately made obscure to appeal to the subscribers’ emotions. Often times, subscribers are left with no option but to rely on inference to get the meaning of some of the messages.

AN EVALUATION OF CUSTOMER COMPLAINTS OF EMPLOYEES: THE CASE OF TRIPADVISOR

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ABSTRACT

Generally, customers who have been dissatisfied with service have mostly complained to the frontline, managers, friends or family. Customer use to complain direct –face to face- but now with globalization of internet customers disseminate complaints indirect through internet. Hotel management should take advantage of complaints. In that context customer complaints behaviours are need to be known and taken in consideration. In literature it is necessary to specify that literature handling customer complaints in hotels mostly concentrates on foreign customers. But internal customers as important as foreign customer. This study aims to determine complaints of customers related employees from tripadvisor website. Tripadvisor known as one of the most important online websites.

Considering registered hotel and consumer number of tripadvisor is chosen as research field. Descriptive content analysis has been done with regard to customer complaints related the employee on tripadvisor, one of the on-line sites, within customer complaint management including application method of the study. In order the data to be theming, a table has been constituted. Significant notions have been added on the right of the table, and near-synonymous notions have been united under a heading. During the analysis process, firstly, it has been examined the issues of customer complaints of employees have been concentrated. For this purpose, seven evidences have been found. Findings revealed that online customer complaints of the employees have stemmed from impoliteness, remoteness, ignorance, indifference, service failure, poor housekeeping, lack of foreign language competencies.

Keywords: customer complaints, website, employee, hotels

A CASE STUDY: UTILIZATION OF PMBOK® PROJECT MANAGEMENT TO CONSTRUCT U-TICKET SYSTEM

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ABSTRACT

The objective of this study was to introduce a case study on utilization of PMBOK project management to construct u-Ticket system of u-Tour as a prototype. The u-Tour service as 'anytime', 'anywhere' has a concept to provide a convenient tourism information service related to tourism system. Especially, this project focuses on u-Ticket system development of various u-Tour services and the u-Ticket system means the adoption of mobile phone RFID technology. With one RFID ticket in a mobile phone, tourists would be able to visit package tour places. Ticket management that saves paper would be computerized for efficient tour operation. This study focused on using PMBOK Guide to manage the u-Ticket project. Thus, this paper described some results about this project. First, after introducing project overview including project need, this study described the outcomes of the project and development plan of u-Ticket system. Second, this study described the project management tools and techniques used on the project, and the opinion as to their effectiveness. In order to organize the description, relationship among the project knowledge areas, tools & technique, and outputs in u-Ticket project was presented by a summary table. Third, this paper described the lessons learned based on team members' opinion for future projects.

HOW DO CREDIT RATINGS INFLUENCE EXCHANGE RATES IN STOCK MARKETS ?

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ABSTRACT

Credit rating agencies first appeared in 1900 with Moody's. Since that time, agencies became one of the most followed companies in the World especially by investors. Their main function is grading countries and/or companies depend on tendency to bankruptcy/economic crises. It means the grades are being used as a clue for the strength. Therefore, the common sense, people consider the grades before put in money to a country, a company, or a project.

Even though, undoubted power of the agencies over the business world, it is hard to say they are definitely reliable. Especially, after we have experience few false grades which suppose to be higher or lower. Many comments had been made on that situation, its results, and confidence of the agencies. In this study, we will examine if credit ratings effect currency exchange rates by analyzing historical data which is gathered from the world largest ten stock markets.

Keywords: Credit Rating Agencies, Stock Markets, Credit Ratings, Currency Rates.

CURRENT PRACTICES IN THE TEACHING OF WRITING IN L2 CLASSROOMS

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ABSTRACT

Writing is one of the four main language skills that are taught in the L2 secondary classroom to help students develop the necessary skills for the purpose of communication and comprehension. However, although much research has been carried out on ESL writing to inform writing instruction in the last decade, several studies indicate that there is still a need for redress in the way that writing is being taught. This suggests that more needs to be done to improve the way L2 writing classes are being conducted. Current L2 syllabi and textbooks have been advocating, for some time now, a shift from traditional form-based instructional practices to a process-based approach which focuses on how and what the writer does to complete the writing task or activity. Hence, there is a need to ascertain if teachers have even made the paradigm shift yet. Using sources of data from teacher questionnaires and semi structured interviews with teachers, this study investigates current practices of L2 secondary school teachers in the teaching of writing. The sample comprises 58 teachers from secondary schools across Malaysia. The findings of the study indicate a general awareness among the teachers of the benefits of a process based approach to writing instruction and their attempts to include and adapt process based strategies in their writing classrooms. However, the teachers also find it difficult to break away from the traditional classroom practice of product centred methods because of the constraints of classroom settings and demands of the curriculum.

**THE EFFECT OF BUSINESS INNOVATION CAPABILITY ON THE RELATIONSHIP
BETWEEN TQM AND MALAYSIAN SMEs PERFORMANCE:
A CONCEPTUAL FRAMEWORK**

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ABSTRACT

Business environment and increasing demand for better quality by customers have caused many companies to realize that they should provide high quality products or services in order to successfully compete in the marketplace. Consumers are aware of rising standards in product or service quality and any decline in their satisfaction would be a serious cause of organizational failure. Numbers of study have provided sound evidence on successful implementation of TQM in a firm or organization that have reaped and gained a lot of benefits from the implementation. On the contrary, past literatures also showed different scenarios. The literature review has shown gaps in the study of quality management and organizational performance. Furthermore, the capacity for innovation is an important element affecting the quality management and organizational performance. However, there is still lack of study that describes innovation as one of the key factors in the implementation of SMEs' quality management. Therefore, there is a need to examine the implementation of innovation in quality management that can affect the performance of SMEs. Therefore, it is necessary to conduct the study with the inclusion of Business Innovation Capability (BIC) into the TQM application.

This study presents a theoretical framework to examine the critical factors of quality management and organizational performance relationships among SMEs in Malaysia with the Business Innovation Capability (BIC) as the mediating variable. This study will examine the relationship of TQM on innovation from the perspective of the innovation process.

Keywords: Total Quality Management, Innovation, Capability, SMEs

PERCIEVED EFFECTS OF LABELLING ON EMOTIONAL AND SOCIAL ORIENTATION AMONG ADOLESCENTS IN OGUN STATE, NIGERIA.

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ABSTRACT

A label is a word or phrase applied to a person or group especially one that is not quite accurate or true, such a word or phrase tend to portray the labeled in bad light. Labelling therefore is a pattern of conduct rooted in a power differential which induces fear or causes emotional distress in an individual. It is an abuse of power that tends to be chronic and often experienced in a public manner. It is also a form of humiliation that generates attention while it degrades a student in the presence of others. Adolescent students experience differential social and emotional orientation. The differences could be traceable to labelling by teachers in the school environment. It is not in doubt that adolescent students that are labelled by teachers more often than not experience confusion, anger, fear, self doubt and profound concerns about their academic and social competencies. It is against this background that this study examined the perceived effects of labelling on emotional and social orientation among adolescents in Ogun State, Nigeria. Three null hypotheses were generated to give focus to the study. The research design used for the study was a descriptive survey. The sample comprised three hundred and sixty(360) adolescents that were selected from twelve (12) public senior secondary schools in Ogun state, Nigeria using both simple and stratified random sampling techniques. The instrument used for data collection was a questionnaire developed by the researchers tagged “perceived effects of labelling on emotional and social orientation scale” (PELESOS). The analyses of data collected were done with 2-way analysis of variance (ANOVA) statistical technique. The results of findings were found to be significant at 0.05 alpha level. The results of the analyses showed that there was a perceived effect of labelling on emotional and social orientations of adolescents. It was equally established that there was a significant gender difference in emotional and social adjustment of adolescents in secondary schools as a result of labelling. Furthermore, labelling was seen to exert significant effect on academic achievement of the secondary school adolescents. Based on the findings of this study, it was recommended among others that, teachers, parents and significant others should be discouraged from labelling young adults negatively through concerted, systematic and developmental sensitization programme.

Key words: Labelling, emotional adjustment, social orientation, adolescents

DEMOGRAPHIC INFLUENCES ON UNDERGRADUATE LEARNERS' ASSESSMENT SCORES

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ABSTRACT

A number of factors appear to influence undergraduate learners' academic attainments. The literature on academic success has contributed to our understanding of positive and negative influences on learners' accomplishments. Relatively few studies have examined tertiary education students.

Using mixed methods, this longitudinal study explores a range of demographic characteristics that influenced the assessment scores of undergraduate medical students through their five-year curriculum.

For the initial analysis we used the general linear model. A generalised estimating equation was used to analyse the characteristics collectively to assess their influence relative to each other. Students' and staff members' opinions on these factors were also explored through thematic analysis.

Of the nine factors investigated, only four appeared statistically to exert independent influences on students' academic achievements. These four influences (high school attended, previous higher education experience, the sequence of tests through the years, final school-leaving marks) seemed to apply throughout the five year course. The variety of our interviewees' responses helped us to understand the nuances of these influences.

While not negating the findings of studies on isolated factors, this study allowed us to demarcate which of the factors examined appeared to be of overall significance in the system related to student achievement in assessments, and to understand why that might be so.

CAPACITY BUILDING ON FOOD CROP FRAMING TO IMPROVE RURAL AND AGRICULTURAL DEVELOPMENT IN CENTRAL JAVA, INDONESIA

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ABSTRACT

Agriculture sector still plays an important role in Indonesian economy. It shares for more than 30% to Gross Domestic Product. However, this sector avails for more than 45% for labor employment. With more than 240 million people and majority depend on rice as a single food-source, the country facing a challenge on food availability. To fulfill food demand for diversified people and environment, strategy for improving food-production needs to consider to the potency of local resources.

This paper describes the capacity of food crop production for improving regional food security. It is also identify crops which have high and prospective economic-values. The results of the study might help in formulating a proposed model to improve food crops production in supporting food security. The case study was conducted in districts which play the important roles on agriculture (rice) production in Central Java, Indonesia. These are Klaten and Magelang districts. Data were collected from farmers and officers from agriculture-related institutions.

The results show that Central Java Province has the capacity on food crop (rice) production for securing food availability, distribution, and accessibility for people in the region. It has good-enough on food security for the products, and surplus of production have distributed to other regions within the country. However, other food crops still facing shortage of supply since lack of productions. It requires a commitment from government and stakeholders for improving capacity building on agricultural development.

Keywords: crop production, food security, capacity building, Indonesia

**ANALYTICAL STUDY FOR THE INFORMATION CONTENT OF CASH FLOWS
STATEMENT AND ACCOUNTING EARNING ON THE STOCK
MARKET ACTIVITY APPLIED STUDY ON BANKING SECTOR IN EGYPT.**

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ABSTRACT

The accounting information provided by the financial statements and financial reports plays an important role in activating the stock market and achieving its efficiency. This enables the market participants to expect the return on their investments and assess the degree of risk associated with these investments and consequently setting the appropriate prices for the stocks. There is no doubt that providing the accounting information is no an objective per se instead these information must have a useful information content.

The cash flows and accounting earnings are accounting information that has strong explanatory power for the stock market activity. Therefore, This research is flowing on highlighting the role of the information content of cash flows and accounting earnings in explaining change in the stock market activity in the Egyptian setting. In this way, The research is investigating the information content of two types of accounting information that are important to investors and other information users.

The information content of the accounting disclosure is measured by comparing the stock market activity before and after the accounting disclosure of certain item. If there is significant change in stock activity pre and post the accounting disclosure of certain item, then there is an information content for this disclosure. Consequently, The information content of cash flows and accounting earnings is identified by studying the relationship between the disclosure of each of them and stock market activity.

**THE EFFECT OF CASH FLOWS FROM OPERATING AND EARNING BEFORE
EXTRA ORDINARY ITEMS AND CORPORATE GOVERNANCE MECHANISMS ON
PRIVATE AND PUBLIC DEBT COVENANTS – AN APPLIED STUDY ON FIRMS
LISTED IN THE EGYPTIAN STOCK MARKET**

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ABSTRACT

This study suggests a model for the effect of accounting information and corporate governance mechanisms on public and private debt covenants of firms listed in the Egyptian stock market. In particular, the model includes three main variables of accounting information: change in net cash flows from operating activities; change in earnings before extraordinary items; accounting disclosure levels and ten corporate governance mechanisms: board size; experience; meetings; independence; duality of chief executive officer (CEO), independence of audit committee; its size; its experience; the existence of big 4 auditors; number of blockholders. The research sample comprised of 66 observations of firms who issued bonds or were granted bank loans in the period from 2003 through 2013. The results of multiple regression analyses show the model is useful in explaining the changes in the design of debt covenants.

Keywords: Debt Covenants, Corporate Governance Mechanisms, Accounting Information, Private Debt, Public Debt.

AN ANALYSIS OF GENERATION Y LEISURE TRAVELLER'S NEEDS AND THE SOLUTIONS OFFERED BY NEW HOTEL BRANDS

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ABSTRACT

International hotel corporations have recognised Generation Y's frequent travel behaviour and its significant impact on the hospitality industry. New hotel brands targeting specifically Generation Y are entering the market. The intention was to develop a concept which satisfies a Generation Y guest before, during and after a journey, not only on-site but also online. According to exploratory research design, expert interviews with representatives of Moxy and Hyatt Centric revealed that both brands target the young at heart by focusing on technology, providing personalised service and developing hotels with love for detail. The descriptive research design used a survey (N=301) to explore Generation Y's needs and travel behaviour. Projective techniques helped to support the survey data and showed that Generation Y appreciate a central location, a fair price, dedicated staff, cleanliness, good reviews, free Wi-Fi, free breakfast and F&B facilities in a hotel. Compared to Generation Y's needs, the investigated brands fulfilled the main requirements with a few discrepancies partly in hotel facilities and partly in online activities.

Keywords: Generation Y, Leisure Travellers, New Hotel Brands

EXPLORING AND EVALUATING THE CURRENT STYLE OF TEACHING BIOLOGY IN THE SAUDI UNIVERSITIES FROM TEACHERS POINT OF VIEWS

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ABSTRACT

The Ministry of Higher Education in Saudi Arabia has been established 24 universities in different cities of the Kingdom. These universities seek to keep up the technological progress in the field of teaching and learning. This paper sought to determine the present status of teaching biology as one of the fundamental curricula in the Saudi universities. The paper addresses the point of views of the biology teachers in some of the Saudi universities through the questionnaires that have been sent to them by their emails. The findings indicated that the current teaching method is the traditional style and they believe it is better to change the current style of teaching. The paper also reviewed the historical overview of the teaching biology in the Kingdom of Saudi Arabia in the past and present. Moreover, there are some aspects related to the biology teaching taken into account such as the concept of biology curriculum, the aims of learning biology curricula in Higher Education.

Keywords— Higher education, Learning Biology, Teaching style, Traditional learning, Blended learning, Electronic learning, Web 2.0 applications).

THE IMPLEMENTATIONS OF SMART CLASSROOMS IN LEARNING ENVIRONMENT IN AFRICAN COUNTRIES

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ABSTRACT

In the turn of the 21st century, how has global technology impacted the quality of learning in Africa? The paper looks at the concept of “Smart classrooms”, which is one of the modern approach in teaching technologies which received attention around the world. While it is relatively manageable to implement technological learning in the classrooms, in Africa (due to teachers and learners’ moderate to high exposure to technological appliances), the level of quality assurance in meeting learning objectives and outcomes remains variable in different situations.

It is still held by research and experimental studies to verify the effectiveness and quality of its performance. There are also many applications, software and hardware that are employed in smart classrooms that must be evaluated and developed continuously. In addition, there is a need to study the suitability of smart classrooms to different learning environments and identify the extent of its contribution to the achievement of educational objectives. This study aims to verify the effectiveness of smart classrooms Technology in teaching, and to learn about the negatives associated with it in Sudan as a case study, and hope to use the results as a pointer to other learning institutions anywhere else especially African countries.

Keywords: Smart classrooms, teaching with computer.

AVAILABILITY OF TECHNOLOGICAL MEANS IN THE TOURISTIC AND HOTEL FACILITIES AND ITS ROLE IN THE COMPETITIVE ADVANTAGE IN THE TOURISM AND HOTEL PRODUCT MARKETING THE PRODUCT IN JORDAN FROM THE PERSPECTIVE OF WORKERS IN THE TOURISTIC AND HOTEL FACILITIES

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ABSTRACT

This study seeks to identify the technological means in the Touristic and Hotel Facilities and its Role in the competitive advantage in the tourism and hotel product marketing the product in Jordan from the perspective of workers in these facilities, and to investigate the types of barriers and difficulties facing this kind of tourism, and the consequences that affect it.

This study belongs to the exploratory analytical studies and pursues the method of collecting and analyzing data to gain access to the results, where the study was conducted through the distribution of a questionnaire to a number of tourists, (80) questionnaires were distributed, (73) questionnaires were restored, (8) questionnaires were excluded from them, so (65) questionnaires were used to for the purposes of study analysis.

The study found that the availability of technological means in the touristic and hotel facilities helps to market tourism and hotel product which enhances the competitive advantage, moreover this availability helps in providing information about the services provided in the tourism and hotel facilities, prices, the matter that strengthens the competitive advantage.

The study recommended working to supplement the facilities operating in the tourism and the hotel sector with all modern technology, as well as working to figure out the best and most advanced ways used in the tourism and hotel shopping to increase the competitive advantage across this sector.

Keyword: Technological, Touristic, Facilities, Tourism, Hotel, Product, Marketing, Workers.

THE MORAL INTELLIGENCE AND ITS RELATIONSHIP WITH RELIGIOSITY AMONG THE SECONDARY SCHOOL STUDENTS IN JORDAN

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ABSTRACT

The study aimed to identify the relationship between the moral intelligence and religiosity among secondary school students, where the study sample consisted of 418 students who were divided into 221 female and 190 male students, where the simple sample was selected randomly. After applying the religiosity scale and moral intelligence on the sample of the study, the results indicated that the moral intelligence was available in an acceptable degree among the secondary school students. The value of calculated (t) was (21.543), a statistically significant value at the significance level of ($\alpha \leq 0.05$), but it was medium, with a mean of (2.20) and a standard deviation of (0.19). After applying the sympathy it obtained the first rank with a mean of (2.23) and a standard deviation of (0.24). After applying the tolerance it obtained the last rank with a mean of (2.18) and a standard deviation of (0.30). This might be attributed to the commitment of parents, education and the traditions of the community to the development of moral values derived from the Islamic Sharee'a in the education of their children where they helped in the creation of the moral intelligence of the students. The correlation between moral intelligence and religiosity among high school students in Karak governorate was (0.404), a positive and statistically significant value at the level of ($\alpha \leq 0.05$). This result can be explained in that the moral intelligence and its components are important aspects of human behavior, and the results indicated the existence of differences in the degree after the sympathy of the dimensions of intelligence, moral attributed to the specialization and in favor of the health of specialization, and can be explained in that this specialization is related directly to compassion and, in this sense, it contributes greatly to the curriculum compared to other specializations, while the majority enrolled in this specialization were the female students who represented (66%) of respondents. The study proposed some recommendations.

Keywords: moral intelligence, Religiosity, school, students

COMPUTER AIDED ASSESSMENT IN BUSINESS EDUCATION COURSES : THE CASE OF ACCOUNTING

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ABSTRACT

The growing numbers of students taking accounting courses in tertiary institutions and the demand on lecturers to give effective feedback on course works have necessitated the use of computing device in accounting assessments. In this paper, we develop a model for generating individual questions in management accounting assessments. The model is also useful in giving feedback comments to students without making it cumbersome for lecturers handling large number of students. We model uses computer spreadsheet in assessing students' assignments in management accounting. The model allows for both course works to be individualised according to the capability of each student, and makes efficient feedback comments from lecturers less cumbersome particularly in large class numbers. It uses the students unique or identification numbers to generate accounting figures for each student. The feedback received from the pilot studies of the model from different business schools shows that it's very effective in both marking students' assignments and giving effective feedback.

Keywords: computer; assessment; accounting; feedback; students

CLIMATE CHANGE AND SECURITY: MASS MIGRATION, SOCIAL CLASHES, AND UNREST THE EFFECTS OF CLIMATR CHANGE ON DAFUR, SUDAN

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SUMMARY

Global warming is a term often used amongst environmental scientists to describe the increased temperature of the climate as a result of excess carbon-dioxide (CO₂) released into the atmosphere. This rise in temperature leads to icecaps and glaciers melting resulting in rising sea levels intensified natural disasters, as well as crop failure and drought. Environmentalists' continued research has been valuable in identifying these issues however, as International Relations (IR) scholars we are prompted to analyze the implications these effects will have in the international system. Global warming isn't just an environmental issue, but is very well a security issue as it raises other concerns such as: mass migrations resulting in social clashes, border tensions, disputes over scarce resources, economic disparity, and governmental instability.

To further attest that security and climate change should be a future focus in IR, we will be concentrating on the effects that it has had in the following areas and how it poses a security concern in 2020:

Darfur: The Darfur region of Sudan is undergoing serious drought issues that have resulted in social conflict in the past years. Statistics show the decline in rainfall has been approximately 40% within the past 20 years as a result of increasing temperatures on the Indian Ocean. (Charles Johnson, 2007) Consequently, ethnic and social clashes have spawned between Arab herders and African pastoralist due to loss of resources .Throughout our presentation, we will be explaining how this severe drought, has worsened relationships between Arab herders and African pastoralist, explain the potential ramifications of their conflict, draw conclusions on any migration waves from the Darfur region of Sudan, discuss the likely possibility of a malaria pandemic due to rising temperatures, and show how droughts are in fact expanding the already vast Sahara Desert.

Academic institutions should continue to fund research as well as provided courses in areas concerning not only climate change but the security risks it poses. In 2020, we predict that these issues will only intensify and as future leaders we should be well equipped with the knowledge and resources to implement policies to mitigate the inevitable effects of climate change.

HOSPITALITY EDUCATION IN NEPAL: STATUS AND CHALLENGES

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ABSTRACT

Tourism and hospitality, a people based industry; requires skillful, competent and quality workforce for providing quality service. This, of course, can only be obtained through quality education and training system followed by the country. This paper thus based on field survey, secondary data and group discussion, initiates to highlight the insights of present scenario in Nepal. Stakeholders, policy makers and researchers are expected to find this work fruitful. Government of Nepal has given special consideration while formulating policies and plans. Private sector is also encouraged to establish the institutions to conduct academic and training programs for producing quality human resource. Numerous academic institutions have been established in the short span of time. Moreover, many study programs have been introduced in affiliation with different universities from Nepal and abroad. Increasing positive perception towards this field is prospects. However, there are some challenges of this study program; lack of the umbrella organization to monitor and evaluation, gap in understanding, qualified and competent faculties, lack of research activities, and confusion in study programme. Nepal, realizing tourism sector as one of the main economic stream, should pay serious attention to the development of hospitality and tourism education.

Key words: Hospitality Education, Quality Workforce, Nepal, Prospects and Challenges

THE ENCHANCEMENT OF COMMUNITY TOURISM LEARNING CURRICULEM AND TRAINING TO SCHOOL LEVEL AND RURAL COMMUNITY IN THAILAND

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ABSTRACT

Education and training of community tourism in schools and communities will enhance the development of responsible practices of tourism management at the same time producing environmentally conscious citizens who are empowered to develop their tourism and communities. This study postulates a model for development of a community tourism learning curriculum for the education of primary and secondary school learners in Thailand and for the training of rural communities living within or neighboring tourism resorts and attractions. Such a curriculum should equip school learners and people involved tourism with the requisite of knowledge of community research to preserve and protect their environment effectively via mobile apps. The researcher introduces tourism and hospitality education at the classes and community level augments benefits for teaching in the classroom, community learning and more information for visitors.

Keyword: Sustainable tourism, education curriculum, curriculum development model, community tourism

MOBILE DISTANCE LEARNING WITH TABLET PC AND APPS IN PRIMARY AND SECONDARY SCHOOL IN EASTERN THAILAND

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ABSTRACT

This paper presents the implementation and development of Mobile Distance Learning in Eastern Thailand, 110 primary schools in Chachoengsao Primary Educational Service Area Office 1 and 44 secondary schools in the Office of Secondary Educational Service Area 7 in Distance Learning Information Technology (DLIT) and Distance Learning Television (DLTV) environment. The purpose of this trial is to assess the app's didactic use and potential to enhance student learning in learning area of occupations and technology subjects in ubiquitous environments and developing generic competencies according to Basic Education Core Curriculum B.E. 2551 (A.D. 2008) of Thailand. To this end, a scale has been developed and validated to identify these factors based on the participation of 200 students from the class "Information and Communication Technologies (ICTs)" within the "DLIT and DLTV" program. This study has been developed through two perspectives; the first being through a descriptive methodology in which the current researcher has detailed the creation process of an app. The second perspective being through a quantitative methodology in which students' perceptions regarding the capabilities of Tablet PC and apps for improving learning processes in primary and secondary schools subjects were assessed. The conclusions indicate that the use of apps developed specifically for following learning area of occupations and technology subjects is highly valued by students as a new format which both supports and enhances learning practices while also providing not only further opportunities to establish connections and relations with their subjects, but also fostering collaborative work among students and teachers. Therefore, it is recommended that Office of the Basic Education Commission of Thailand continue developing new didactic strategies to connect schools in countryside and ubiquitous learning settings.

Keyword: Mobile learning, m-learning, distance learning, ubiquitous learning

HEALTH INSURANCE AND PRECAUTIONARY SAVING UNDER LIQUIDITY CONSTRAINTS

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ABSTRACT

In this study, we analyze the effects of households' private health insurance subscription on their savings behavior in Korea. To do so, we adopt data from the Korea Welfare Panel Study for 2008–2013 and employ a panel Tobit regression model. We present evidence on the existence of a motive for precautionary savings for unexpected medical expenditures. However, this result is in contrast to those of a study on the United Kingdom (Guariglia and Rossi, 2004), which has a mixed healthcare system that combines public and private health insurance and is similar to that in Korea. This contrasting result can be attributed to the significant difference in the insurance coverage rates of the public healthcare sector between the two countries. In addition, the results revealed that a precautionary savings motive is more often found among households who face liquidity constraints than among unconstrained households, even under differing empirical specifications. Finally, our empirical results are robust to the random effects Tobit model for unobserved effect and a control function approach for endogeneity problem. JEL classification: D10, I13

Keywords: Precautionary savings; Liquidity constraints; Private health insurance; Panel Tobit regression model

HOSPITALITY EDUCATION IN NEPAL: STATUS AND CHALLENGES

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ABSTRACT

Tourism and hospitality, a people pleasing industry; aspires skillful, competent and capable enough workforce for providing quality service. This can only be achieved through the quality education and training system exercised in the country. The aim of this study is to identify the status and challenges of hospitality education in Nepal as perceived by stakeholders. Policies and plans documents were reviewed as secondary source. Dairy, questionnaire and interviews were used to highlight the insights of present scenario of hospitality education in Nepal. Stakeholders, policy makers and researchers are hopeful to find this work fruitful. Numerous academic institutions have been established in the short span of time. Moreover, many study programs have been introduced in affiliation with different universities from Nepal and abroad. Increasing positive perception towards this field of study is prospects. However, there are some challenges of the study of hospitality education program; lack of the umbrella organization to monitor and evaluation, gap in understanding, lack of qualified and competent faculties, lack of research activities, and confusion in study programme. As a field of diverse nature, hospitality needs multi skilled human resource to serve nationally and globally. Hospitality is considered as one of the main economic stream. Therefore, the nation should pay serious attention for the development of hospitality and tourism education.

Keywords: Challenges, Hospitality Education, Status

THE IMPACT OF SPORTS MEDIA ON ADOLESCENTS IN THE SELECTION OF SPORTS ACTIVITIES CLASS LESS THAN 14 YEARS

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ABSTRACT

The media generally knew a major development in the field of sport and it has played an important role in influencing adolescent viewers to choose their specialties physical sports. And we were in this research, which is important to give an idea of the magnitude of the effect of sports media in various ways and various types teens to choose their practical activities where we try to study through this media on the hearing of sports media and press and audiovisual in effect on the psyche of the adolescent in selecting sports

Keywords: sports media. Adolescence. And sports activity