

THE SPECIFICS OF TEACHING METHODS OF A FOREIGN LANGUAGE, CONSIDERING THE LINGUISTIC TRANSFORMATION ON THE EXAMPLE OF THE JAPANESE LANGUAGE

Borisova Anastasia A., Lelenkova Anna V.

Borisova Anastasia A., Assistant lecturer, the Department of Japanese studies, the Faculty of Asian and African studies, Saint-Petersburg State University, 199034, Universitetskaya nab.11, Saint-Petersburg, Russian Federation

E-mail: borisovaanastasia.a@gmail.com

Lelenkova Anna V., Assistant lecturer, the Department of Japanese studies, the Faculty of Asian and African studies, Saint-Petersburg State University, 195273, Nepokorenniyh prospect 74-147 Saint-Petersburg, Russian Federation

E-mail: a_lelenkova@mail.ru

ABSTRACT

The problem of methodology of teaching a foreign language in constantly changing realities of modern global world is of current interest. This is due primarily to the fact that along with the changes of historical realities the lexical-phraseological language base is also changing. New words and expressions are taking the place of the existing ones. It is mostly expressed on the example of the texts of social and political subjects. Considering these factors teachers of a foreign language should regularly update their training materials, as well as teaching methods.

It is important to understand that the main purpose of teaching subjects, such as reading newspapers and modern historical texts, is the acquisition of skills of translation and interpretation by students. It is necessary to get the idea of the basic processes of linguistic transformation and the proper use of new words and expressions.

It is possible to identify some common trends: abbreviation, simplification of the text, borrowing from foreign languages along with the emergence of new concepts, etc. In case of Japanese there is a number of specific features. A figurative way of thinking of the Japanese people based on characters influence the tendency to visualize a text. Speaking of new concepts a lot of loan-words are used as they are. The so-called "mixed" terminology (when only a part of the phrase is a loan- word) is also used.

The common use of Internet resources and the globalization have a great influence on the word formation. This fact may be illustrated by the wide spreading of blogs in which the most of linguistic innovations are somehow reflected.

Understanding the processes of lexical transformation is an important part of teaching of any foreign language. Knowledge and ability to use the new terminology will be useful in professional activity of students.

Keywords: higher education methodic, linguistic transformation

INTRODUCTION

The problem of methodology of teaching a foreign language in constantly changing realities of modern global world is of current interest. This is due primarily to the fact that along with the changes of historical realities the lexical-phraseological language base is also changing. New words and expressions are taking the place of the existing ones. Considering these factors teachers of a foreign language should regularly update their training materials and teaching methods.

Any aspect of language, whether a spoken language, newspaper language or fictional text, is strongly influenced by the media, social nets (such as Facebook, Twitter), a variety of blogs and video reviews.

The purpose of this article is to consider some features of modern teaching of the Japanese language, taking into account the lexical transformation. This is related to the course of studies for the students of 3 and 4 years, the Department of Japanese studies, the Faculty of Asian and African Studies, Saint-Petersburg State University. The practical course on the Japanese language is divided into several

subjects, such as "Spoken language", "The Japanese media", "Historical text", "Modern historical text", "Translation of fiction" and "Science text." Only some of them are to demonstrate lexical changes in the language that take place according to certain conditions. The spoken language, by all means, reflects the most of the transformations of the language. But it is difficult to track the constant emergence of neologisms in everyday speech, while being "outside" the language environment. Therefore, it's worth focusing on two subjects, the main purpose of which is to study the texts of the socio-political and economic issues, that is "the Japanese media" and "Modern historical text."

Working out the teaching methods of the subjects mentioned above, it is necessary to set the following tasks:

1. To study the basic specialized terminology;
2. To define lexical and idiomatic innovations in language;
3. To understand the process of linguistic transformation;
4. To acquire and practice reading listening and comprehensive skills, using audio and video materials, such as news reports, documentaries, etc.);
5. To be able to make their own conclusions based on reading material, as well as to express them in Japanese;
6. To read and understand research papers covering a wide range of issues (internal policy and socio-economic problems, foreign policy and international relations, etc.);
7. To be able interpret and translate a variety of materials, including documents.

At the initial stage it is very important to have a specific terminology database. To complete this task one should carry out practical training, using specially designed teaching summarizing materials, which often take the form of charts or tables. The new terminology is also relatively easy to understand while reading the comments to illustrations, because the students involve the lexical and visual associative memory at the same time. For memorizing it effectively it is very useful to write dictations. However, it can be difficult to understand the use of a term out of context. The teacher should ask students to read the small newspaper articles as an exercise. On the basis of reading material one may offer to students to make a thematic glossary which can help to learn a related vocabulary also. In addition, the selection of related words and phrases allow using the most appropriate expression in each case.

At the next stage one can start reading texts on research issues. It is important that the student could not only translate the text, but also to identify the main idea and the author's point. As the media materials, as well as research in the field of contemporary history reflect the current situation in political, economic and social sphere, they may contain a sufficient amount of lexical innovations on which the teacher is to focus students' attention. The material revision can be done in the form of narration or small presentation, which should reflect the essence of the issue, the opinion of the author, as well as the point of view of students themselves. Students are recommended to study the articles and materials on similar subjects in their native language, to compare terms and analyze the definitions. Due to such training one can get a good report and essay writing skills.

An important point of teaching the official Japanese language is to work on the translation of documents, such as the joint declarations, agreements, treaties, laws, text of constitutions, etc. The case is that such documents have a certain lexical and grammatical base on which documentation is being drawn up to the present day. In this connection, the ability to make a correct translation of a document may be used in research, diplomacy, translation and other fields of professional activity.

Accepting the classical methodology, which provides fundamental knowledge and understanding of the language, one must take into account that only lectures and workshops are not enough to complete the understanding of the language. In addition one can use the news reports, documentaries or movies, etc. This type of training contributes to the development of listening and comprehensive skills. Moreover, the visual comprehension makes it possible to guess a proper interpretation according to the context, which is also a useful practice. Interactive lessons using modern technologies are playing the more and more important role in teaching methodic as they allow to explain the new material in an easy and accessible way. In the conditions where new words or modified existing ones (for example, in abbreviation) constantly appear, one must clearly explain to students the mechanism of these processes to avoid any misinterpretations and distortions of meaning. Needless to say, an explanation in the form of, for example, the presentation using a variety of animation effects is more vivid and memorable. Students themselves are able to choose interesting words and expressions used not only in everyday life but also in the written issues.

At the final stage it is necessary to turn to the study of analytical work. Among these works there are articles in scientific journals and thematic bulletins, as well as monographs on specialized topics.

The final goal of teaching of the aspects mentioned above is the acquisition of skills of translation and interpretation.

Before proceeding directly to the specific examples of the lexical transformation in the Japanese language of socio-political and economic issues, it's worth noting the main reasons why such a transformation has occurred.

There has been an increased international cooperation among many countries in different regions of the world during the past decade. Therefore, new political and economic organizations and associations have been formed. Consequently, new trends in the development of the world order are also remarkable. Thus, the need in adoption of common designations of different realities of the integration process is becoming evident. For this reason, a kind of the universal terminology base is being created, mostly based on the English language. Such a renewed terminology base, is being gradually accepted in other languages. As a result, the process of negotiating and business dealing between people of different nations has been significantly simplified. That is the reason why, while teaching a foreign language, one should pay a special attention to the training of translation skills, using as much the renewed terminology as possible.

There are also some general trends in the lexical transformation of Japanese. Due to the modern way of life with its high-speed rhythm there has been a recent tendency to reduce the total volume of the text, as well as the words as lexical units. In the case of the Japanese language the similar reductions seem to be natural and easily perceived as a steady trend towards abbreviation (jp. *Ryakugo* 略語) has been existing for a long time. Moreover, a lot of abbreviated and loan words have already become a part of the official language. The several periods in the history of the Japanese language are distinguished as the time of a dramatic increase in the number of loan words (jp. *Gairaigo* 外来語). They are the following: the Chinese writing adoption in the V century; the first Europeans arrival to Japan in the XVI century; the opening Japan to the world and the Meiji period (1868-1912), the time of the rapid industrialization and modernization of the country. It is no exaggeration to say that we are witnessing at present time a new period of increase in the number of loan words and expressions, and the worldwide Internet and the processes of globalization play a leading role in this.

There has been also another tendency: the simplification of the text. It may appear in different types of texts, including newspapers. Suffice it to compare some articles in Japanese newspapers with a difference of a few years to make sure that the sentences have become shorter, and the division of the paragraphs more clearly defined. Thus, the perception of the text becomes easier and less time is spent for reading. These factors correspond with the process of acceleration of life in the modern world.

In the case of the Japanese language one can identify as the use of already established Japanese names, such as the UN (jp. *kokusai rengo*: 国際連合), ASEAN (jp. *to:nan ajia shokoku rengo*: 東南アジア諸国連合), APEC (jp. *ajia taiheiyo: keizai kyo:ryoku* アジア太平洋経済協力) etc., as well as a significant number of loan words from the English terminology, especially to denote the contemporary realities. However, taking into account the peculiarity of the way of thinking of the Japanese people based on characters (*kanji* 漢字), it is worth noting the wide use of "mixed" terminology, in other words, the combination of loan and Japanese words.

With regard to general terminology related to various kinds of international cooperation, the loan words from English are more commonly used than their Japanese analog for the better understanding and increasing an interpreting speed. Below you can see some examples:

- *Pa:tona:shippu* (パートナーシップ) as a partnership in its broad meaning;
- *Aguri:mento* (アグリーメント) as an agreement;
- *Ko:pore:shon* (コーポレーション) as a corporation;

The terminology of "mixed" type or consisted of only the loan words can be often found among the Japanese names for the new official organizations or events, that appeared in the beginning of the XXI century. This is exemplified by such names as the East Asia Summit (jp. *higashi ajia summito* 東アジアサミット), the Nuclear Security Summit (jp. *Kaku sekyu:riti: sumitto* 核セキュリティサミット), the Regional Comprehensive Economic Partnership and its abbreviation RCEP (jp. *a:ruseppu* アールセップ along with its Japanese name *higashi ajia tiiki ho:katsuteki keizai renkei* 東アジア地域包括的経済連携), the Trans-Pacific Partnership, using commonly in Japanese as TPP itself etc.

The use of more specialized terminology relating, for example, to the financial, economic and industrial, security fields etc., is also worth paying attention to. The case is that such a terminology is well-defined, and its substitution by even a lexical analog in the Japanese language can cause the loss of meaning in interpreting or complete misunderstanding.

This is exemplified by the following:

- *Sapurai chein* (サプライチェーン) as a supply chain;
- *Sutokku opere:shon* (ストック・オペレーション) as a stock operation;
- *Ri:do taimu* (リードタイム) as a lead time etc.

As the set phrases the "mixed" terminology is often used:

- *Enjo ni:zu* (援助ニーズ) as an assistance needs;
- *Kamotsu sekyu:riti: ru:ru* (貨物セキュリティールール) as a cargo security rule;
- *Rikuesuto ofa: ho:shiki* (リクエスト・オファー方式) as a request-offer system etc.

In the latter case, only the Japanese word for system can be used, but not the loan word *shisutemu* (システム).

The opposite is true when we use the phrase "the European sovereign debt crisis" (jp. *o:shu: soburin saimu kiki* 欧州ソブリン債務危機). In this case only the loan word from English *soburin* can be used as a "sovereign", but not its Japanese analog *shuken* (主権).

The example of the term "the Sea Lines of Communication (SLOC) security" (jp. *shi:ren no anzenhosho*: シーレーンの安全保障) is also worth being mentioned. This example shows that the word "security" is used only in the Japanese version, but not loaned from English.

Furthermore, the emergence of new political and economic concepts has as a consequence the creation of new terms. A bright illustration of such a concept may be a term "Abenomics" (jp. *abenomikusu* アベノミクス), known as the economic policies advocated by the Prime Minister of Japan Shinzo Abe. This example is also interesting for the fact that the loan word *regi:mu* (レジーム), established as a "regime", gains the new meaning, while being used in the context of "Regime of Abenomics" (jp. *abenomikusu no regi:mu* アベノミクスのレジーム). Thus, the word mostly known to be used as a "military regime", "political regime", "fascist regime" etc., means in this context the "new economic policy".

It is worth mentioning one more important feature of Japanese. In Western countries a lot of the concepts first appeared in the media or in the literature, are then included into the spoken language. Colloquial words and expressions rarely become a part of the official language. In Japan the process is reversed: new words often arise as colloquial expressions or words of the language of young people. Some of these words quickly get out of use, but a significant percentage gets into the standard language. In case of misunderstanding of this process lexical and semantic errors can be made in the translation of not only socio-political texts, but also treaties, agreements etc. Thus, the study of such aspects of the language as "Historical text", "Newspaper" etc. should be based on official papers and documents, the example of which can clearly show the processes of lexical changes that occur more slowly than in the spoken language.

However, the introduction of new and modification of existing words in the language of socio-political texts and media is inevitable. Taking into account, that there is often a Japanese equivalent word, using such words in texts may seem weird. At the same time all the grammatical rules and regulations are applied to such words, which demonstrates their ingraining into the lexical composition of modern Japanese.

Speaking about modern socio-political texts such type of them as blogs should be mentioned. A blog is a kind of online diary kept by one or several people. It provides their personal subjective opinion on different events. Quite often the bloggers react first to the changing of situation and provide their comments before the release of official papers and notices. The number of readers of popular blogs reaches millions of people, so sometimes such blogs are equated to the media.

Unlike the official documents and chronicles, where the authors should strictly follow the established canons and, to some extent, clichés, bloggers can take the liberty of dealing with language quite brusquely. Many words and phrases first appeared in these online diaries became a part of the everyday vocabulary. In case of the Japanese language, this process is particularly interesting because alternative methods of the transmission of information are used in addition to the new vocabulary. For example, the Japanese often substitute words with visual symbols: emoticons or Emoji. The word Emoji (絵文字) itself is of Japanese origin and literally means "picture" and "sign". Using of these schematic faces depicting various emotions gives greater expressiveness to the message. It spread throughout the world, but in Japan some messages consist of nothing but Emoji. The reason for this is caused by using characters, as for the Japanese the visual component of a text has a great importance. Here is an interesting example: the combination of the characters meaning "a lawn" (草 芝) is used to denote laughter (same as the abbreviation LOL in the West). The first sound of the word "to laugh" - warau (笑 う), repeated several times, reminds of grass on the lawn by its contour (www). This resemblance was reflected by the characters.

Naturally, it is impossible to know all the new words and expressions, but without understanding of the basic mechanisms of the modern word-formation and the affecting factors, an important layer of modern culture may be left without appropriate attention and, therefore, understanding.

As a conclusion, it can be said that nowadays the linguistic transformation processes are much faster than before. The globalization has a great influence on of them, particularly through the development of the Internet. Despite the fact that the official Japanese media adhere to the norms of the standard language, new words and expressions get into them. Sometimes loan words and abbreviations even replace Japanese words. It is important to understand the mechanism of word formation and evaluate the impact of various factors on the context of the statement; otherwise the meaning can be misunderstood.

The focus on the lexical and phraseological transformation is an extremely important part of the teaching of a foreign language. Knowledge and ability to use the new terminology in accordance with the realities of the time, undoubtedly, will be very useful in professional activity of students.

REFERENCES

Borisova A. A.(2015), The formation of the new words of the youth language in Japan that reflect new social realities, *Humanities and Science University Journal*, No 16, 2015, pp. 153-159.

Hiraishi R. (2012), “The European Sovereign Debt Crisis situation and the Global economy”, *JFTC Monthly*, No.702, pp. 18-22. 平石 隆司、「欧州ソブリン債務危機の行方と世界経済」、日本貿易会月報、No. 702, 2012年、頁 18-22.

Kimura F. (2013), “Japan is participating in the negotiations on TPP”, *JFTC Monthly*, No. 717, pp. 25-27. 木村 福成、「環太平洋経済連携協定 (TPP) の交渉参加について」、日本貿易会月報、No. 717, 2013年、頁 25-27.

Lelenkova A.V. (2016), “The specifics of teaching the subject of “Modern historical text” in Japanese”, *The problems of teaching the Japanese language at Universities (the materials on Education Research Conference held in Moscow, October 2015)*, Issue 14, pp. 128-134.

Matano S. (2013), “Japan aims for Economic Cooperation”, *JFTC Monthly*, No. 717, pp. 22-24. 股野信哉、「日本の目指す経済連携について」、日本貿易会月報、No. 717, 2013年、頁 22-24.

Matsumoto K., Ren F. (2011), Construction of Wakamono Kotoba Emotion Dictionary and Its Application, *Computational Linguistics and Intelligent Text Processing*, Tokyo, 2011, pp. 405-416

Nakamura S. (2013), “Japan Foreign Trade Council Initiative on Economic Cooperation: the impact on TPP”, *JFTC Monthly*, No. 717, pp. 34-37. 中村 志保、「経済連携をめぐる日本貿易会の取り組み – TPP を中心に」、日本貿易会月報、No. 717, 2013年、頁 34-37.

Shiino K. (2013), “The Possibility of forming the Regional Comprehensive Economic Partnership (RCEP) in East Asia”, *JFTC Monthly*, No. 717, pp. 28-30. 椎野 幸平、「東アジア地域包括的経済連携 (RCEP) の可能性」、日本貿易会月報、No. 717, 2013年、頁 28-30.

Takasugi M. (2014), “The problems of the Japanese Diplomacy and its ODA orientation”, *JFTC Monthly*, No.723, pp. 36-41. 高杉 優弘、「日本外交の問題と ODA 方向性」、日本貿易会月報、No.723, 2014年、頁 36-41.

Yuichi A. (2014), ““New Wars” Theory and North-East Asia: Toward the Construction of Peace in the Region”, *Review of Asian and Pacific Studies*, No.39, pp. 3-25. 雄一 愛子、「新しい戦争」論と東北アジア – 地域平和の構築に向けて」、アジア太平洋研究、No.39, 2014年、頁 3-25.

Internet resources:

The dictionary of youth language of Japan. Do you understand? An easy to understand explanation of words of the youth language together with their interpretation, the origin and the usage examples. 若者言葉辞典。あなたはわかりますか？若者が使う言葉を「意味」、「由来」、「使用例」を交えわかりやすく説明します // [URL]: <http://bosesound.blog133.fc2.com/>

NHK News Web // [URL]: <http://www3.nhk.or.jp/news/>

Yomiuri breaking news – Yomiuri shinbun. 読売速報 – 読売新聞 // [URL]: <http://www.yomiuri.co.jp/>

DEVELOPING LOW CARBON CYCLING TOURISM ROUTES TO CONNECT THE TOURISTS ATTRACTIONS AND LEARNING CENTER ON COMMUNITY WAYS OF LIVES IN LOPBURI CITY, THAILAND

**Angsumalin Jammongchob*, Jutatip Junead, Phongthep Hanpattanakit,
Thayat Sriyapai**

*Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University,
Bangkok, Thailand*

**Corresponding author: angsumalin@g.swu.ac.th*

ABSTRACT

Non-Motorization is a kind of transportation without motor using. It is become new emerging trends of urban transport for sustainable development in many big cities such as Austria, Germany, Norway, United State of America and Japan. Bicycles are use as the primary mode of transport for tourism which can be called cycling tourism or bike tourism. It requires a certain physical preparation and route planning. Cycling tourism provides a low environmental impact, offer freedom and autonomy, thus making travel on two wheels extremely adapted to tourism city, including Lopburi where is a suitable place for riding bicycle around the ancient town and discovers local people lifestyle. There are more interactions between tourists and the locals without hectic scheduling, clock watching and constant hurry as we know slow tourism. For this paper, the researchers were use mix methods between quantitative and qualitative research. For quantitative research, 5-points rating scale questionnaires were used as data collection tools to asked 400 people of Thai and foreign tourists' opinions. And the qualitative data were collected from 5 people who are involved with tourism policy planning and entrepreneurs by using semi-structured interview, including with the observation. The results of this study provide new cycling routes for tourism that connect the tourist attractions and learning center in Lopburi city. Moreover, it also enables tourists to have cultural experience in the local community, produce low environmental impacts and bring more income for local people as well.

Keywords: low carbon tourism, bicycle, non-motorization, slow tourism

JUANITO REMULLA SR.: A STUDY ON THE DYNAMICS OF POWER IN THE PHILIPPINE PROVINCE OF CAVITE USING THE THEORY OF CAPITALS OF PIERRE BOURDIEU

Jennifer T. Arroyo

*Kagawaran ng Filipino at Panitikan College of Liberal Arts and Communication
De La Salle University – Dasmariñas, Dasmariñas City, Cavite, Philippines
Humanities and Social Sciences, Paper Session, Blk 14 Lot 9 Satelliteville
Subdivision, Brgy. Conchu Trece Martirez City Philippines
Email: jtarroyo@dlsud.edu.ph: Email: dyengbea@yahoo.com*

ABSTRACT

Jennifer Arroyo is a Assistant Professor of Filipino Language and Literature who joined the De La Salle University faculty in 2003. Since coming to DLSU, she has served on the Filipino and Literature Department's for over twelve years. She also served as the chairwoman of the College of Liberal Arts, Filipino and Literature Department. She regularly speaks on Cavite Culture at Regional Mass Training of Grade 7, Grade 8, Grade 9 and Grade 10 teachers.

She is active in a variety of civic and cultural organizations including National Commission for Culture and the Arts (NCCA) Theater Arts, NCCA Artists for Crisis, DLSU-D representative in NCCA Theater Arts. Outside of professional interests, she travels widely, reads, and writes. Jennifer has a master's degree in Philippine Literature from the Philippine Normal University and is a Philippine Studies Ph.D. candidate at the De La Salle University Manila.

This study presents the socio-cultural, political and economic powers of Juanito Remulla Sr. (Governor/Businessman), in the province of Cavite, Philippines, using the theory of capitals of the French sociologist and philosopher Pierre Bourdieu. The research revolves around the analysis of the dynamics of the said powers through Bourdieu's theory of capitals. His structure of power enumerates; first, the highly cultured and highly economic; second, the highly cultured but lowly economic; third, the highly economic but lowly cultured; and fourth, the lowly cultured and lowly economic (Economic, Social, Cultural and Symbolic). This research focuses on how the powers of the most influential personalities in the said province originated, were used and were defined. The research aimed to answer the question how powers are translated from one form to another? (Economic to cultural, cultural to social, social to economic, economic to symbolic) and how these powers are intertwined in the process of socio-political and economic progression of the province of Cavite. Data were gathered from existing documents, archives and interviews with people who played important roles in structuring such powers in Cavite. In addition, the paper attempted to discover if there are other capitals being used to govern, to lead, to influence, otherwise, to manipulate the populace, more so, to gain more powers in the province.

Keywords: Power, Capital, Bourdieu, Culture, Cavite

STUDENT JUDGMENTS OF THEIR PROFESSORS PERSONALITY: THE EFFECTS OF FAMILIARITY

Afshin Gharib

*Dominican University of California, 50 Acacia Ave, San Rafael,
CA, 94901 USA
Email: agharib@dominican.edu*

ABSTRACT

Previous research has shown that students judgments of their instructor personality can impact their impressions of the class and the effectiveness of the teacher (Sprinkle, 2008). Research also suggests that students reach conclusions about their professor personality very quickly (Babad, Kaplowitz & Darley, 1999). We looked at the accuracy of student judgment of professor personalities (four different professors). A total of 123 students enrolled in six sections of Introduction to Psychology (two sections taught by one instructor, two sections taught by a second instructor, and section each taught by instructors three and four) completed a Big Five personality inventory (John, Donahue & Kentle, 1991; John, Naumann & Soto, 2008) for themselves and also for their instructor during the first week of classes, when they had little experience with or knowledge of the instructor. The two instructors also completed the personality survey. We initially hypothesized that students would be able to judge their instructors level of extraversion accurately with little past experience based on in class demeanor, but would not be able to judge the teacher openness, neuroticism, agreeableness or conscientiousness with such limited interaction. In fact, students greatly over-estimated the extraversion, agreeableness, conscientiousness, and emotional stability of instructors. There was no correlation between students personalities and their judgment of their teachers personality. The participants then completed the same measure of the professor personality at the end of the course, after they have had the opportunity to become more familiar with their instructor. We predicted that students would become more accurate in their judgment of their instructors agreeableness and extraversion, but not conscientiousness or emotional stability as those traits are harder to judge in the context of a class and the in-class behavior and behavioral norm of an instructor tends to over emphasize conscientiousness and deemphasize neuroticism. In fact, students judgments of the instructors personality did not change significantly from the beginning of the course to the end. Students continued to over-estimate the extraversion, conscientiousness and emotional stability of instructors. The finding that students tend to over-estimate characteristics such as conscientiousness, emotional stability, agreeableness and extraversion at the start of a class suggests that students are predisposed to judge faculty positively – it is up to the instructor to either cultivate those positive first impressions or disappoint the students in future interactions. The finding that even at the end of the course, with 10 weeks of experience with the instructor, these judgments did not change suggests that first impressions of instructors have a strong and lasting effect.

IMPORTANCE OF DEFERRED TAX REPORTING FOR EXTERNAL USERS – CASE OF CZECH REPUBLIC

Patrik Svoboda*, Hana Bohušová, Veronika Solilová & Danuše Nerudová******

**Patrik Svoboda, Mendel University in Brno, Faculty of Business and Economics, Department of Accounting and Taxation, Brno, Czech Republic, patrik.svoboda@mendelu.cz*

***Hana Bohušová, Mendel University in Brno, Faculty of Business and Economics, Department of Accounting and Taxation, Brno, Czech Republic, hana.bohusova@mendelu.cz*

**** Veronika Solilová, Mendel University in Brno, Faculty of Business and Economics, Department of Accounting and Taxation, Brno, Czech Republic, veronika.solilova@mendelu.cz*

***** Danuše Nerudová, Mendel University in Brno, Faculty of Business and Economics, Department of Accounting and Taxation, Brno, Czech Republic, d.nerudova@seznam.cz*

ABSTRACT

The reporting of deferred tax is an instrument for distributable profit or loss regulation in a form of an accrual or a deferral. The research aimed at deferred tax in European companies is very limited. The majority of studies carried out in this issue concerns firms incorporated in the USA and covers period beginning 1994. The contribution to the current research in this issue is that the research is concerned to non US companies reporting according to IFRS. The materiality and structure of deferred tax category in the case of publicly traded companies operating in power and utilities sector in the Czech Republic is subject of the analysis. The research is built on results of the authors' previous research. The materiality, structure and the impact on selected financial analysis ratios due to deferred tax reporting in periods before and after IFRS adoption are analyzed. The results of the analysis revealed the similar impact of the deferred tax category regardless to financial reporting system used.

Keywords: deferred tax, materiality, profit or loss, tax base.

INTRODUCTION

The relationship between financial reporting and corporate income taxation has the complexity as a main attribute. The objectives of financial reporting and taxation are different and both are depending on local circumstances. While the aim of financial reporting is concentrated on fair reporting to users, it means the financial results must not be overestimated; the aim of taxation is to fill the state budget. From the perspective of business entities, there are efforts to minimize the income tax base. Due to these facts, the reported profit or loss could differ from income tax base in majority states.

The level of difference is dependent on relationship between tax system and financial reporting system in a particular country. Differences between the tax base amount and the reported profit or loss can be characterized as permanent or temporary. Permanent differences' effect (in the form of reduction or increase of taxable income comparing with reported income) is definitive. Temporary differences give rise to an accounting category called deferred tax. Deferred tax reflects the fact that the tax and rules for financial reporting in most countries differ.

Probability and time of realization of deferred tax assets (DTA) and deferred tax liabilities (DTL) are estimated for the most accurate deferred tax reporting. Reporting in accordance with deferred taxes model is a subject of challenge on several areas of research. The issue of deferred tax has been researched from various aspects. The majority of studies deal with the relationship of tax and accounting rules for income measurement [1], [2].

LITERATURE AND THEORY

The deferred tax is only financial reporting category. The reporting of deferred tax is an instrument for distributable profit or loss regulation in a form of an accrual or a deferral, when in a period of lower payable income tax, the company postpones the part of the reported profit in a form of deferred tax liability. In a period of higher payable income tax, the company increases the reported profit by creation of deferred tax asset or by use of deferred tax liability.

According to [22] various approaches to the level of deferred taxes recognition are used in individual reporting systems (depending on special criteria – size, type of entity, financial reporting system used) - from ignoring deferred taxes through their partial recognition to full expression. Each of these approaches has a different effect on the financial statements and consequently provides a different information base for decision making of many users of these statements.

Non-recognition of deferred tax approach does not provide information applicable for a correct estimation of future tax payments, due to absence of insight into the future tax savings and tax payments. This approach does not consider business transactions which are recognized in that period when they are recognized by tax authorities, which may be before or after the period when the event itself is recognized in the financial statements. It does not record the relationship between accounting income and income tax expense in the income statement and leads to distortions in the net profit after tax.

The treatments for deferred tax reporting (for companies obliged for deferred tax reporting) do not differ significantly in particular financial reporting systems, while the income tax rules could be significantly different in particular countries. The deferred tax reporting issue is a main subject of IAS 12 – Income taxes within the IFRS. The similar treatment is in US GAAP ASC Topic 740 – 10 Income taxes.

According to IAS 12 the temporary differences are differences between the carrying amount of an asset or liability in the statement of financial position and its tax base. The tax base of an asset or a liability is the amount attributed to that asset or liability for tax purposes. These differences result in taxable or deductible amounts in future years:

- a) Taxable temporary differences – which result in taxable amount in determining taxable profit or loss of future periods when the carrying amount of the asset or liability is recovered or settled, they could be result of earlier recognition of expenses or later recognition of revenues in determining taxable income in relation to accounting, which essentially leads to the postponement of tax payments for the reporting entity. A liability is reported on the company's balance sheet, and it measures the amount of the future tax liability that will be owed until the tax income is greater than the income reported in financial statements. This liability is called the deferred tax liability (DTL). It means that the payable income tax will be higher than if its calculation is based on reported profit or loss. The company makes a „provision“ in a form of DTL for this part of the income tax payment and decreases the profit for distribution to owners, or
- b) Deductible temporary differences – which result in amounts that are deductible in determining taxable profit or loss of future periods when the carrying amount of the asset or liability is recovered. They could be a result of later recognition of expenses or earlier revenue recognition in determining taxable income in relation to accounting, which means that the reporting entity expects tax savings in some future period, i.e. tax savings are subject of delay. Higher income tax will be paid to the government in present period, but it will be lowered in future periods. On the balance sheet of the company, a tax asset is included that measures the amount of future tax benefit that will be available when the book expense is expensed under financial reporting rules in present period, and it is deducted for tax purposes in future periods. This account is called the

deferred tax asset account (DTA). In this case, the company saves on payable income tax in future, and it can increase the profit or loss for distribution to owners.

RELATED WORKS

Many empirical studies [3], [2], [6], [4], [23], [24], [21], [20], [18], [14], [13], [19], [12], [25] were conducted in order to realize the size and sources of differences between reported profit or loss and taxable income and to research impacts of deferred tax reporting on different areas. These could be future tax payment, earning persistence, firm valuation, shares price or financial distress. A certain number of authors are concentrated only on temporary differences between accounting and taxable income and they especially focused on analysis of deferred taxes. The extent to which deferred taxes appear in financial statements determines how important they are for evaluation of companies' performances. For example [9] investigated materiality and structure of deferred tax for a sample of large (FORTUNE 50) U.S. corporations.

Study [4] approved a relation between book and tax reporting and firms' incentives to engage in earnings management activities. They used sample of firms incorporated in the U.S. because foreign firms face different financial accounting standards, tax rules, and incentives than U.S. firms. The dataset covers period 1994–2000. The conclusions of the study suggest that a deferred tax expense reporting can supplement accrual measures in detecting earnings management to avoid an earnings decline and to avoid a loss in future periods.

The study [18] investigates whether the implications of differences between book and taxable income for the persistence of earnings varies depending on the likely source of those differences. The sample covers all firms on the Compustat and CRSP data with non-missing asset and stock return data for the years 1993–2005. The results of the study provide the evidence that investors are able to look through to the source of large positive book-tax differences allowing them to correctly price the persistence of accruals. The study stresses the importance of considering the source of book-tax differences when using them as a signal of earnings quality.

[12] stress the effect of difference between taxable income and income reported in financial statements on bond ratings. The study is based on presumption that ratings affect debt pricing, ratings determine investment and firms more likely to issue debt than stock. The authors proved on the sample of 1,843 firms (US CRSP data 1994–2004) that firms with relatively large temporary differences are seen as higher risk and firms with small (large) relative taxable income are seen as higher risk.

[21] researched the association between book-tax differences (BTDs) and bankruptcy, no prior research had been published on bankruptcy had proposed the use of tax disclosures for predicting bankruptcy. Authors studied the efficiency of BTD information to predict bankruptcy during the 1995–2010 time period. They found that firms with extreme BTD changes relative to their industry median peers are more than twice as likely to experience bankruptcy over the 1 to 5 year's horizon. They proved that the abnormal change in BTDs is incrementally useful to an established financial statement measure used for bankruptcy prediction.

[20] considers important to examine whether deferred tax assets and liabilities actually provide incremental information about future tax payments. The research was carried out on a random sample of 200 out of 2,763 U.S. firms reporting for deferred tax in accordance with ASC 740 in a period 1994–2007. The results presented in his study indicate that there is an asymmetrical association between deferred tax assets and liabilities and future tax payments.

Some of the most recent studies link characteristics of BTDs with certain negative economic outcomes. [11] examine whether credit analysts utilize the information contained in the difference between book and taxable income (the book-tax difference) in analyzing a firm's credit risk (i.e., credit rating). They used a final sample consisting of 3,132 firm-year observations from 1994 to 2004 using U.S. Compustat database and CRSP stock return data. They found that large positive or negative changes in BTD signaling decreased earnings quality and/or increased off-balance sheet financing. They proved a significant negative association between positive changes in book-tax differences and credit rating changes and that large

negative changes in book-tax differences are significantly associated with less favorable rating changes, consistent with these changes signaling decreased earnings quality (instead of decreased off-balance sheet financing).

[10] investigates the extent to which book-tax differences (BTDs) explain differences in cost of equity capital across firms. The analysis covers 1982–2006 period. The sample covers firm-years in the Compustat database that have non-missing asset data over the period 1977 through 2006. Sample sizes for the pre- and post- SFAS 109 sub-periods are 6,211 and 9,836 firm-years, respectively. The results indicate that variability in BTDs estimated over five or six years is positively and significantly related to cost of equity capital (estimated in various ways), whereas other BTD variables generally are not. If only a relatively short time-series of data is available, the absolute value of BTDs is positive and significantly related to cost of capital.

The most recent study [25] concerns the same issue – Book-Tax Differences and Future Earnings Changes. He examined a sample of U.S. incorporated firms from 1973–2006 with positive earnings, no net operating loss carryforwards, and non-negative tax expense. He revealed the evidence consistent with a negative association between temporary differences (identified with deferred taxes) and future changes in pretax earnings, and a positive association between permanent differences and future changes in tax expense.

It is difficult to find similar studies carried out for European firms. There are only studies [22], [7], and [16].

The first study carried out [22], covers the 20 largest non-financial companies and 20 banks in Serbia in the period 2009 – 2010. The research examines the materiality of DTA and DTL. The conclusions of [7] have shown the materiality of the deferred tax category in the Czech Republic – the median of deferred tax/total income tax ratio is 15.21% resp. 7.4% in the researched samples. As the most complex, the research [16] can be considered.

AIM AND METHODOLOGY

As can be clearly seen from the review of current results of research concerning the deferred tax, the research aimed at European companies is very limited. Moreover, the majority of studies covers period beginning 1994 and concerns firms incorporated in the USA. The year 1994 is the first year when the change of deferred tax can be computed due to effectiveness of SFAS 109 (respectively ASC 740). It means that the conclusions of all studies are based on similar dataset.

According to results of deferred tax research carried out in the U.S.A., the deferred tax category can be considered as material and necessary to meet the elementary quality characteristics and principles of financial reporting (accrual principle, the principle of prudence, faithful representation). The paper is concerned with the deferred tax issue in the Czech Republic context. The materiality and structure of deferred tax is necessary to be examined (the extent to which deferred taxes appear in financial statements determines how important they are for evaluation of companies' performances). Due to the fact that majority of previous researches carried out were concerned at companies reporting according to the US GAAP, the relation between profit or loss reported under US GAAP and tax base calculated according to US tax rules was researched. The relation between national GAAP and national rules for taxation in connection to deferred tax reporting in other countries was subject of the research only in minority of studies.

The paper concerns the impact of financial reporting system used on level of materiality of deferred tax reporting. The case of the Czech Republic was chosen due to the fact that publicly traded companies reported according to Czech national GAAP until the end 2004 and they are obliged to prepare their financial statements in an accord with IFRS since 2005 according to the regulation [1].

The research is based on results of previous study carried out by [7]. The materiality and the structure of reported deferred tax of non-financial publicly traded companies listed on Prague Stock Exchange operating in the sector Power & utilities in 2013 is the subject of the research. The dataset includes financial statements (amounts and components of deferred tax) of 5 companies (all listed companies operating in

this sector in the Czech Republic) during 2010–2014. Our sample firms account for all publicly traded companies operating in the power and utilities sector in the Czech Republic.

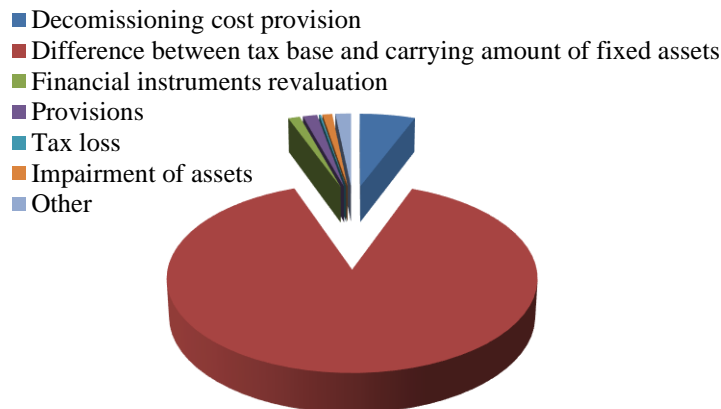
Our research is divided into three parts. First, we evaluate the materiality of deferred tax category within our sample and we provide details on the most significant components of temporary differences. We are concerned with the changes in the structure of the deferred tax due to change in financial reporting system (comparison of deferred tax reporting according to the Czech accounting legislation (CAL) and IFRS). Second, we analyze the relation between deferred tax changes and the total income tax in the period and the relation between deferred tax changes and EBIT. Third, we compare the return on equity (ROE) and return on assets (ROA) to an adjusted ROE and ROA reflecting the elimination of deferred taxes effect.

RESULTS

The analysis of the materiality of the deferred tax category revealed that the share of deferred tax is in a range from 2.69% to 8.1% on the balance sheet total in the analyzed sample. The average share of deferred tax on balance sheet total is 5.63% and median is 5.53% in the analyzed sample. The results are very similar to conclusions of studies carried out in the USA. According to results of the study [9] 35.7% firms reported a net deferred tax position valued at more than five percent of total corporate assets. The following research [17] demonstrates that 35% of their sample firms report a net deferred tax position in excess of 5 percent of total assets and almost 10 percent report a net deferred tax position exceeding 10% of total assets. [15] analyzed the size of net DTA and net DTL (as share of total assets) on 2010 corporate balance sheets for all publicly traded companies and separately for S&P 500 companies. They showed that the mean size of the net DTL was 5.11% for all companies and 5.82% for the S&P. The mean size of the net DTA was 3.92% and 3.64%, respectively.

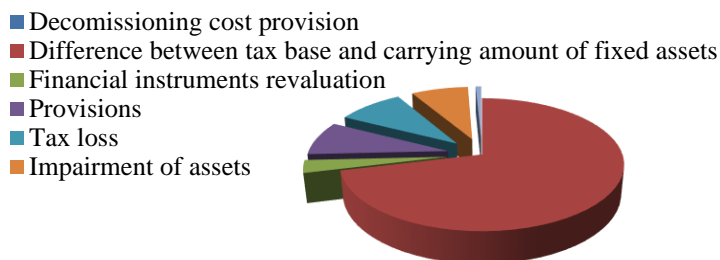
The titles for the deferred tax creation were subject of the following analysis and these were subject of a comparison with results of previous study carried out [15]. The most significant title for DTL or DTA creation is a difference between the tax base and carrying amount of fixed assets. This title represents almost 89% of DTL or DTA in average while the previous analysis of the authors revealed that the share was approximately 71%. The previous analysis was based on a data covering period 2002–2003. In this period, the companies prepared financial statements according to Czech accounting legislation which is based on the continental reporting system and reported profit or loss is close to the income tax base, while since 2005 the listed companies (companies in the sample) prepare financial statements in an accord with IFRS. The treatments for fixed assets reporting significantly differ in both systems due to possible application of revaluation model in IFRS, due to provisions for decommissioning costs as a part of cost of fixed asset reporting and due to time value of money considering in measurement. The decommissioning cost provision is the second most significant title for the deferred tax reporting in the analyzed sample (5.74%). This title could not be recognized in the previous research due to different rules for reporting in the previous period. The comparison of the deferred tax structure is the subject of the following table 1 and figures 1,2.

Figure 1
Structure of deferred tax category – period 2002-2003



Source: Authors' calculation

Figure 2
Structure of deferred tax category – period 2010-2014



Source: Authors' calculation

Table 1
Structure of deferred tax category

Title / Period	2002-2003	2010-2014	Change
Decommissioning cost provision	0	5,74	5,74
Difference between tax base and carrying amount of fixed assets	71,15	88,72	17,57
Financial instruments revaluation	3,07	1,22	-1,85
Provisions	8,3	1,48	-6,87
Tax loss	8,97	0,20	-8,77
Impairment of assets	7,75	1,01	-6,74
Other	0,76	1,63	0,87

Source: Authors' calculation

The analysis of the relations between deferred tax changes and the total income tax and Earnings after tax (EAT) in periods before and after adoption of IFRS revealed significant differences. In the period before obligatory adoption of IFRS (2002–2003) the share of deferred tax on income tax total and on EAT was significantly higher, the reason for these differences are the subjects of following research in this issue.

In the period after adoption of IFRS the share of deferred tax decreases. The results of the analysis are a subject of following table 2.

Table 2
Share of deferred tax change on income tax total and EAT

Ratio/Year	2003	2004	2010	2011	2012	2013
deferred tax/ income tax total	37,19	36,6	9,832594	8,430682	11,53531	6,965385
deferred tax / EAT	16,70	29,50	2,423596	2,094966	3,106731	1,696705

Source: Authors' calculation

The comparison of ROE and ROA to an adjusted ROE and ROA reflecting the elimination of deferred taxes effect reveals that the effect of deferred tax reporting is not so high. The impact of deferred tax reporting was in a range from 0 to 8.29 before the IFRS adoption and from 0.02 to 1.17. It is evident that the effect of deferred tax reporting is less significant after adoption of IFRS by Czech companies operating in power and utilities sector. The reasons for these changes are subject of following research. The results of the analysis are a subject of following table 3.

Table 3
Impact of deferred tax reporting on ROE and ROA

Ratio/Year	2003	2004	2010	2011	2012	2013
ROE DT eliminated	12,53	15,80	15,89	16,92	15,03	15,02
ROE	11,75	15,64	15,43	16,48	14,57	14,78
ROA DT eliminated	N/A	N/A	8,93	9,83	8,90	9,11
ROA	N/A	N/A	8,68	9,56	8,61	8,96

Source: Authors' calculation

CONCLUSION AND FUTURE WORK

The results presented in the paper are initial part of the research concerning the deferred tax reporting within the EU companies. We have investigated the materiality, structure and impact of deferred tax according to IAS 12 reporting. We have made a comparison of deferred tax according to the CAL and IFRS reporting effect. The data in a form of financial statements of publicly listed companies in the Czech Republic were processed. We have found that the structure of deferred tax does differ significantly, the most common title for DTA or DTL creation is difference between tax base and carrying amount of long-term assets (property, plant and equipment and intangible assets) in both systems (CAL and IFRS). The share of DTA or DTL on a balance sheet total is not material. The analysis showed that this share is not significantly different regardless to reporting system (5.63% in average for analyzed sample reporting according to IFRS, 5.11% for sample reporting according to US GAAP [17]). The conclusion is based on limited dataset. It is supposed, the future research involved in this issue will be submitted by more robust dataset concerning the financial data for majority of EU-listed companies. The issue will be researched also in context of European Small and Medium companies and their reporting.

ACKNOWLEDGEMENTS

The paper is the result of the GA ČR no. 15-24867S „Small and medium size enterprises in global competition: Development of specific transfer pricing methodology reflecting their specificities“.

REFERENCES

1. European Commission: Regulation (EC) No. 1606/2002.
2. Manzon, G.B., Plesko, G.A. (2002), "The Relation Between Financial and Tax Reporting Measures of Income", *Tax Law Review*, Vol.55, No. 2, Pp.175-214.
3. Desai, M. (2003), "The Divergence between Book and Tax Income", *Tax Policy and the Economy*, Vol. 17, Pp. 169-206.
4. Phillips, J., Pincus, M. & Rego, S.,O. (2003), "Earnings Management: New Evidence Based on Deferred Tax Expense", *The Accounting Review*, Vol. 78, No. 2, Pp. 491-521.
5. Freedman, J. (2004), "Aligning Taxable Profits and Accounting Profits: Accounting standards, legislators and judges", *E Journal of Tax Research*, Vol. 2, No. 1,Pp. 71-100.
6. Plesko, G. A. (2004). "Corporate Tax Avoidance and the Properties of Corporate Earnings", *National Tax Journal*, Vol. 57, No. 3, Pp. 729-737.
7. Bohušová, H., Svoboda, P. (2005), "Analýza odložené daně z příjmů a její vliv na ukazatele charakterizující ekonomickou výkonnost podniku (An Analysis of the Deferred Income Tax and its Influence on Indicators Describing the Economic Performance of a Company)", *Acta Universitatis Agric. et Silv. Mend. Brun.*, Vol. 53, No. 6, Pp.33-44.
8. Freedman, J., Macdonald, G. (2007), "The Tax Base for CCCTB: The Role of Principles", *Working paper*, Oxford University Centre for Business Taxation.
9. Poterba, J., Rao, N. & Seidman, J. (2007), "The significance and composition of deferred tax assets and liabilities", *Working Paper*, Cambridge, MA: National Bureau of Economic Research.
10. Dhaliwal, D. S., Huber, R. E., Lee, H. S. & Pincus, M. (2008), "Social Science Research Network Book-Tax Differences, Uncertainty about Fundamentals and Information Quality, and Cost of Capital", URL: <http://ssrn.com/abstract=1127956> or <http://dx.doi.org/10.2139/ssrn.1127956>
11. Ayers, B. C., Jiang, J. & Laplante, S. K. (2009), "Taxable income as a performance measure: The effects of tax planning and earnings quality", *Contemporary Accounting Research*, Vol. 26, No. 1, Pp. 15-54.
12. Crabtree, A., Maher, J.J. (2009), "The Influence of Differences in Taxable Income and Book Income on the Bond Credit Market", *The Journal of the American Taxation Association*, Vol. 31, No. 1, Pp. 75-99.
13. Comprix, J., Graham, R.,C. & Moore, J.A (2011), "Empirical Evidence on the Impact of Book-Tax Differences on Divergence of Opinion among Investors", *The Journal of the American Taxation Association*, Vol. 33, No. 1, Pp. 51-78.
14. Donohoe, M.P., McGill, G.A. (2011), "The Effects of Increased Book-Tax Difference Tax Return Disclosures on Firm Valuation and Behavior", *The Journal of the American Taxation Association*, Vol. 33, No. 2, Pp. 35-65.
15. Haskins, M., Simko, P. (2011), "What a Corporate Tax Cut Might Mean: An Analysis of Deferred Taxes", Working paper, University of Virginia.
16. Chludek, A. K. (2011) "Dissertation/The Impact of Deferred Taxes on Firm Value", Wirtschafts- und Sozialwissenschaftlichen Fakultät der Universität, Köln.
17. Poterba, J., N. Rao & J. Seidman. (2011), "Deferred tax positions and incentives for corporate behavior around corporate tax changes", *National Tax Journal*, Vol. 64, No.1, Pp.27-58.
18. Blaylock, B., Shevlin, T. & Wilson, R., J. (2012). "Tax Avoidance, Large Positive Temporary Book-Tax Differences, and Earnings Persistence", *The Accounting Review*, Vol. 87, No. 1, Pp. 91-120.
19. Colley, R., Rue, J., Valencia, A. & Volkan, A.(2012), "Accounting for Deferred Taxes: Time for a Change", *Journal of Business and Economic Research*, Vol.10, No.3, Pp.149-156.
20. Laux, R.C. (2013) "The Association between Deferred Tax Assets and Liabilities and Future Tax Payments", *The Accounting Review*, Vol. 88, No. 4, Pp. 1357-1383.
21. Noga, T.J., Schnader, A.L.(2013) "Book-Tax Differences as an Indicator of Financial Distress", *Accounting Horizons*, Vol. 27, No. 3, Pp. 469-489.

22. Vučković Milutinović, S., Lukić, R. (2013), “ Analysis of Deferred Taxes in the Business Environment in Serbia”, *Economia. Seria Management*, Vol. 16, No.1, Pp. 25-37.
23. Hanlon, M., Hoopes, J.L. & Shroff, N (2014), “The Effect of Tax Authority Monitoring and Enforcement on Financial Reporting Quality”, *The Journal of the American Taxation Association*, Vol. 36, No. 2, Pp. 137-170.
24. Chi, S. S., Pincus, M. & Teoh, S.H. (2014), “Mispricing of Book-Tax Differences and the Trading Behavior of Short Sellers and Insiders”, *The Accounting Review*, Vol. 89, No. 2, Pp. 511-543.
25. Jackson, M. (2015),” Book-Tax Differences and Future Earnings Changes”, *The Journal of the American Taxation Association*, Vol. 37, No. 2, Pp. 49-73.

THE RELATIONSHIP BETWEEN HEALTH BELIEF MODEL TOWARDS SEXUAL HEALTH CARE BEHAVIORS AMONG MALE YOUTH IN UNIVERSITIES LOCATED IN THAILAND

**Saowanee Thongnopakun*, Chaiyanan Muanphetch*,
Sophisuda Wiboonphan*, Chettha Plainao****

**Department of Health Education, Faculty of Public Health, Burapha University,
Chonburi, Thailand*

E-mail: saowanee@hotmai.com

***Nongplalai Subdistrict Municipality, Chonburi, Thailand*

E-mail: chettha.pl@gmail.com

ABSTRACT

The objectives of this cross-sectional survey research is to investigate the relationship between health beliefs model towards sexual health care behaviors among male youth in universities located in Thailand. The data has been collected from October - December 2015 by using the questionnaire which has been given to 442 youth in the sample group. The random sampling which has been used is the multistage sampling. Data analysis has been conducted, and presented by the illustration of frequency, percentage, the average score, standard deviation, statistical references by analyzing the Crude odds ratio as the statistical significance of 0.05.

The findings of the study has shown that nine-tens of the male youth are heterosexual. More than three-fifths have had sexual experience. However, only two-fifths have planned to use condoms every time before the intercourse. Regarding the relationship, Youth who are 20 years-old or younger have had chances to have unsafe sexual health care behaviors ($p = 0.010$, Crude OR = 1.61). Heterosexual Youth have shown the unsafe sexual health care behaviors ($p = 0.017$, Crude OR = 0.36). Male youth who have low awareness on perceived severity of sexual transmitted diseases and HIV have had chances to have unsafe sexual health care behaviors ($p = 0.001$, Crude OR = 1.88). Male youth who have shown lower score on perceived benefits of HIV and STD preventions have had chances to have unsafe sexual health care behaviors ($p = <0.001$, Crude OR = 2.27). Male youth who have shown high score on perceived barriers of HIV and STD prevention have shown the level of unsafe sexual health care behaviors at ($p = 0.016$, Crude OR = 0.51).

This study recommendations suggest that the related sectors to take the male youth sexual health care behaviors especially the health belief model and skills to take care of themselves in terms of sexual health into consideration. Furthermore, Health literacy should be provided in order to reinforce safer sexual health care behaviors among the male youth.

Keywords: Sexual health Care Behaviors, Health Belief Model, Male Youth

INTRODUCTION

In our current society, the youth has to encounter changes in economics, society, values and lifestyles [1]. In addition, youth is an age which undergo physical, mental and emotional changes. As a result, youth, in search of their freedom, becomes sensitive to their surrounded environment [2]. The search for freedom, curiosity and immaturity can increase their sexual interests and unsafe sex behaviors [3]. Without considering the result of their actions, the male youth are the risk group as they have substantial sex drive which can lead sexual relationship, and unsafe sex behaviors [4].

According to the global report on the HIV infection situation year 2010, it was found that the percentage of new infections among youth aged 15 – 24 years-old was increased by 42% [5]. The main cause of the risk behaviors and unsafe sex is rooted from the lack of knowledge and understanding on HIV etc. [6] At Present 2015, 1,526,028 accumulated cases of the HIV infections has been diagnosed in

Thailand. Statistically, there are 6,759 new infections annually. Most of the infected cases are homosexual male youth [7]. Besides, it was found that only 55.1 % of male youth who have used condoms during their first sexual encounters [8]. According to the report on research and system development on AIDS prevention and AIDS related problems conducted by the information center on HIV strategy Chonburi province, the trend has shown that in 2010, male homosexual, especially among the youth are at the highest risk for HIV in Chonburi province [9].

From above information, it has shown that the male youth have had unsafe sexual health care behaviors, especially in terms of how to prevent themselves from STDs and AIDS. Therefore, the study on relationship between Health Belief Model towards sexual health care behaviors among male youth in universities located in Thailand will bring an understanding on health beliefs related to sexually transmitted diseases, and sexual health care behaviors among male youth. The results of the finding will be used to promote safer sexual health care behaviors among male youth.

LITERATURE REVIEW

2.1 Sexual Health Care Behaviors

Orem's self-care Theory has given the definition of the self-care as the practices from activities initiated by individuals to maintain the good conditions of their lives, health and the well-being. The self-care is an deliberate action which has been motivated with the goal. These actions require processes which Orem has classified into 2 aspects. The first aspect is the self - care in health whereas the second aspect is self-care in illness. Both behaviors aim to maintain the regular good health and fitness [10].

World Health organization has given the definition of the sexual health that is a state of the social, mental, emotional, physical in relation to sexuality which can form the personality , communication, and love [11].

2.2 Health Belief Model

Perception is the significant part in health belief Model (HBM) [12]. Rosenstock has given the definition of health belief model as individual's behavior performance to avoid illnesses. Each individual holds 4 beliefs as shown in the following details;

1. Perceived Susceptibility refers to individual's beliefs which has been directly affected on their practices. This perception has an influence on the health guidance in both normal and illnesses circumstances [13]. Becker has concluded that individual who has perceived their risks to develop illness will form the appropriate behaviors in relation to the treatment and prevention of that illness [14].

2. Perceived Severity refers to the individual's feelings and thought to the severity of the illness which can affect their bodies such as death, disabilities, effects on careers etc. After the individual has perceived the severity of illness, the person will follow the appropriate guidance of illness prevention [13].

3. The definition of Perceived Benefits on illness treatment and prevention refers to the individual's search for the cure or prevention to illness. The practices are based on the beliefs that the given actions are useful and appropriate to cure or avoid having that illness [13].

4. The definition of Perceived Barriers is the anticipation of an individual towards negative behaviors and effects in relation to individual's health such as expenses, time etc. Therefore, the perceived barriers are significant factors to prevent illnesses. Patients' behaviors can predict if the patients will cooperate during the treatment [13].

MATERIAL AND METHOD

3.1 Study design

This study was cross-sectional survey research by finding relationship between Health Belief Model towards sexual health care behaviors among male youth in universities located in Thailand

3.2 Population and samples

Research population is the male youth, in undergraduate level, who are attending public and private universities in Thailand. Youth participated in the study are attending both regular and special program from 9 universities enrolled in academic year 2014. The total number of the male youth is 26,330. The sample group of this study has been calculated by the formula developed by William G. Cochran [15] showing the validity of 95% as the following formula;

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq - 1}{d^2} \right)}$$

Where

- n = The size of the sample in the study
- N = The number of Population
- t = t score in t table, normally indicated with the fixed score at 2.0
- p = Chance for infection, the maximum score is equal 0.5
- q = Chance for not infected is equal to 1 - p
- d = acceptable errors from parameters (0.05)

The size of sample used for calculation in this study was taken from 385 male youth. The methodology of the random sampling is consisted of Multi-Stage Sampling, the sampling by interviewing all youth in the classroom, interviews youth from diverse groups according to their field of study based on the UNESCO's organization concept. 442 questionnaires has been completed during the data collection. These data has been used during the data analysis process.

3.3 Process

Regarding data collection method, this research had been reviewed and approved from Burapha University's the research ethics in human committees. The age of the informants participated in this research were 18 years-old or above. Informants have participated voluntarily in the research. Data collection process was conducted from October – December 2015.

3.4 Tools and the quality of the tools validity

Research tools used in this study is the questionnaire with 45 question items comprising of 3 parts. The first part is personal data and socio-psychological factors. The second part is the perception on sexually transmitted diseases and AIDS (for 15 question items). The third part includes sexual health care behaviors. The tools' validity have been tested by 3 experts. The Reliability of the tools has also been tested. The test score regarding the Health Belief Model is at 0.757 whereas the test score regarding sexual health care behaviors is at 0.825.

3.5 Analyses

The quantitative data was analyzed using descriptive statistics. The information was presented by frequency, percentage, average score, deviation standard scale and it was also analyzed by Odds Ratio.

RESULTS

4.1 Demographic Characteristics

442 informants from higher education institutions has participated in this research. According to the result of the study, the average age of the male sample population is 20.5 years-old. 65.2 % of the informants have the average grade (GPAX) for more than 2.51. 35.1 %. The majority of youth or 61.1% are living with their parents. 93.2 % have defined themselves at a Heterosexual whereas 6.8% have defined themselves as a Homosexual. 42.5% are having girlfriends now. 68.1 % have had sexual experiences as shown in Table 1

Table 1: The number and percentage of the informants classified by the general information

General information	Number (n=442)	percentage
Age		
- 20 years-old or younger	240	54.3
- 21 years-old or older	202	45.7
Grade Average Point		
- ≤2.5	154	34.8
- >2.51	288	65.2
Current residential type		
- Staying with parents	270	61.1
- Staying with friend/ boyfriend or girlfriend/ alone	172	38.9
Sexual orientation		
- Heterosexual	412	93.2
- Homosexual	30	6.8
Having girl friend or boy friend		
- Not having	254	57.5
- Having	188	42.5
Having sexual experiences		
- Not having	141	31.9
- Having	301	68.1

4.2 Sexual Health Care Behaviors

Regarding youth sexual health care behavior, it was found that most of male youth have planned to maintained their well-being in terms of frequency at the level of ‘often’ and ‘always’ which is more than 70%. 77.8 % have had cleaned their bodies before having sex. More than 50% have put on condom before penetration. 68.3% have sought consultation with physicians when they felt they have had risks for STDs or HIV infections. 54.5% of the male youth which is considered the majority of the sample population has planned to take care of their sexual health care at the level of ‘sometimes’ and ‘often’. More than 50% (58.9%) have checked if there are abnormalities on their bodies before having sex. 53.2% have performed oral sex. The majority of the male youth or More than 60% have not planned to maintain their sexual health care behaviors. 72.1% have had anal sex.

66.8% have used sex toys to enhance their sexual pleasure. 60% have insisted to have sex even though they have wounds or abnormalities on their genitals. 31.9% of the male youth in the sample group will buy antibiotics if they found inflammation or wounds on their genitals as shown in Table 2

Table 2: Number and percentage of the informant classified by sexual health care behaviors

Sexual health care behaviors	Level of frequency (n = 442)				
	Every time n (%)	Often n (%)	Sometimes N (%)	Seldom n (%)	Never n (%)
Before having sex					
- Checking if there are any abnormalities on their bodies before having sex.	93 (21.0)	140 (31.7)	121 (27.4)	40 (9.0)	48 (10.9)

Table 2: Number and percentage of the informant classified by sexual health care behaviors (continue)

Sexual health care behaviors	Level of frequency (n = 442)				
	Every time n (%)	Often n (%)	Sometimes N (%)	Seldom n (%)	Never n (%)
Before having sex (continue)					
- Cleaning their bodies before having sex.	182 (41.2)	162 (36.7)	78 (17.6)	11 (2.5)	9 (2.0)
During having sex					
- Putting on the condom before penetration	174 (39.4)	128 (29.0)	103 (23.3)	22 (5.0)	15 (3.4)
- Performing Oral Sex	66 (14.9)	98 (22.2)	135 (30.5)	52 (11.8)	91 (20.6)
- Having anal sex	32 (7.2)	45 (10.2)	34 (7.7)	8 (1.8)	323 (73.1)
- Using Sex Toys to enhance sexual pleasure	20 (4.5)	36 (8.1)	50 (11.3)	36 (8.1)	300 (67.9)
- Having sex even though they have wounds /Abnormalities on their genitals	26 (5.9)	37 (8.4)	56 (12.7)	54 (12.2)	269 (60.9)
After having sex					
- Seeking consultation from physician after they felt they were exposed to the risk of STDs or HIV	152 (34.4)	88 (19.9)	100 (22.6)	21 (4.8)	81 (18.3)
- Buying antibiotics if they found inflammation or wounds on their genitals	96 (21.7)	72 (16.3)	99 (22.4)	30 (6.8)	145 (32.8)

4.3 Relationship between Health Belief Model with sexual health care behaviors

According to the result of the study, it has found that the youth who is 20 years-old or younger have shown more unsafe sexual health care behaviors for 1.61 time than the youth who are older than 20 years-old. Youth who have defined their sexual orientation as a heterosexual have shown more unsafe sexual health care behaviors for 0.36 time than youth who have defined their sexual orientation as a homosexual. Regarding Health Belief Model, it has shown that the male youth who have low perceived severity on STD and AIDS has more unsafe sexual health care behaviors for 1.88 times than the male youth who have high perceived severity on STDs and AIDS. The study has shown that the male youth who have low perceived benefits on STDs and HIV preventions has more unsafe sexual health care behaviors for 2.27 times than the male youth who have higher perceived benefits on STDs and HIV preventions . Regarding perceived barriers on STDs and HIV preventions, youth who have high perceived barriers on STDs and HIV preventions have the level of unsafe sexual health care behaviors at 0.51 times compared with the male youth who have low perceived barriers on STDs and HIV preventions as shown in Table 3

Table 3 Crude odd ratio of sexual health care behaviors

Factors used in the study	*Unsafe sexual health care behaviors ($\leq 80\%$ from the total score)	** safe sexual health care behaviors ($\geq 80\%$ from the total score)	Crude OR (95% CI)	<i>p</i> -value
Age (n=442)			1.61 (1.097, 2.367)	0.010
- 20 Years-old or younger	158	82		
- More than 20 years-old	110	92		
Sexual orientation (n=442)			0.36 (0.145, 0.907)	0.017
- Opposite sex	244	168		
- same sex	24	6		
Perceived Susceptibility on STD and AIDS (n=442)			0.82 (0.472, 1.443)	0.298
- Having been perceived inadequately	228	152		
- Having been perceived adequately.	40	22		
perceived Severity on STD and AIDS (n=442)			1.88 (1.280, 2.775)	0.001
- Having been perceived inadequately	153	72		
- Having been perceived adequately.	115	102		
Perceived Benefits on STDs and HIV preventions (n = 442)			2.27 (1.536, 3.358)	<0.001
- Having been perceived inadequately	178	81		
- Having been perceived adequately.	90	93		
Perceived Barriers on STDs and HIV preventions (n = 442)			0.51 (0.290, 0.912)	0.016
- Having been perceived adequately	25	29		
- Having been perceived inadequately	243	145		

Remark: Unsafe sexual health care behaviors means the male youth has the average score below 80% from the total score whereas safe sexual health care behaviors means the male youth has the average score above 80% from the total score.

DISCUSSION AND CONCLUSION

5.1 Discussion

The results of the study has indicated that factors showing the statistical significance in relation to the sexual health care behaviors are age, sexual orientation, perceived severity on STDs and HIV infection, perceived benefits on STDs and HIV infection, and perceived barriers on STDs and HIV infection. The discussion of the findings are as followed.

Male youth who are 20 years-old or younger has shown higher chances of having unsafe sexual health care behaviors that male youth who are older than 20 years-old because youth is an age between childhood and adulthood [17]. No only Physical changes, but changes in terms of sexuality, hormones and external appearance, mental and psychological states they have to undergo. These changes have contributed to curiosity in having sexual experiences [18]. The youth can be sensitive resulted from emotional and social changes as well as the need to be accepted from family, friends and society.

However, wrong decisions which can affect their lives for both short-term or long-term can occur due to the lack of experiences, lack of restraint, and immaturity [19]. Youth who is under 20 years-old might be under negative influences leading to unsafe sexual health care behaviors which potentially cause STDs and HIV infection such as pre-consent age sexual encounters, unsafe sex more than youth who are over 20 years-old. The mentioned behaviors.

The youth who have defined themselves as a heterosexual have shown more chances to have unsafe sexual health care behaviors than the youth who have defined themselves as a homosexual. This unsafe practice among heterosexual youth is based on the belief that having a heterosexual partner is safer than having sexual encounters with the sex workers. [20] In addition, they have assumed their partners are taking care of their sexual health care behaviors by not having other sexual partner(s). From this assumption, some male youth have trusted their sexual partners, and become reluctant to use condoms [21]. This results are contradictory to the research conducted by Celia M. Lescano et al. (2009) mentioning that the youth who have defined themselves as a homosexual are having higher risk behaviors than those who are heterosexual resulted from oral and anal sex which is considered more risky than intercourse through vagina [22]. In addition, the HIV infection rate in Thailand among homosexual male Youth is quite high. There were more campaigns for safer sexual health care behaviors among homosexual. As a result, they are more exposed to the knowledge and understanding in adjusting their behaviors heterosexual.

Regarding beliefs on the relationship between Health and Sexual health care behaviors, it has shown that male youth who have low perceived severity on STDs and HIV are having higher risks in terms of having unsafe sexual health care behaviors than the male youth who have high perceived severity on STDs and HIV. The assertion was supported by the concept by Rosenstock mentioning that if the male youth acquire the perceived severity, they will follow the prevention guidance [14]. From the previous studies conducted between 1974 – 1984, it was found that the perceived severity can predict the behaviors for 85% [23]. From the reproductive health care among teenagers situation conducted by bureau of epidemiology, department of disease control in 2010, it was found that youth have more concerned on the possibility of pregnancy more than STDs and HIV infection [24]. The concerns on pregnancy while attending the university are far more weighted due to the social sanctions which can eventually affect their life and their students' status. Regarding the perceived benefits on STDs and HIV infection, It was found that male youth who have low perceived benefits on STDs and HIV are having higher risks in terms of having unsafe sexual health care behaviors than the male youth who have high perceived benefits on STDs and HIV. This assertion is supported by the study conducted by Janz and Becker (1984) mentioning that if the male youth believe that STDs and HIV prevention is a useful practice, the male youth will follow the sexual health care guidance [23]. It is also correspond to the study conducted by Ralph W. Hingson et al (1990) which indicated that the youth who have high perceived benefits of condom to prevent HIV infection will protect themselves more in terms of sexual health care behaviors for 3.13 times compared with youth who have low perceived benefits of condom to prevent HIV infection [25]. Regarding perceived barriers, it was found that the male youth who have high perceived barriers on STDs and HIV are having higher risks in terms of having unsafe sexual health

care behaviors than the male youth who have low perceived barriers on STDs and HIV which is contradictory to the study conducted by M Yotebieng, CT Halpern, EMH Mitchell, AA Adimora (2009) and the study conducted by Lollis CM, Johnson EH, Antoni MH. (1997) mentioning that the perceived barriers on the use of condom are not related to the use of condoms among the youth [26, 27]. However, according to the concept of Rosenstock, he has claimed that the perceived barriers are the male's youth the speculation which can affect their negative behaviors in terms of sexual health care in STDs and HIV prevention [14]. These perceived barriers such as the embarrassment to buy condoms, the feeling of being interrupted by using condoms etc have prevented the male youth to have safe sexual health care behaviors in protecting themselves from STDs and HIV infection.

CONCLUSION

From the findings of this research, it has shown that the sexual orientation of most male youth is Heterosexual. They are sexually attracted to the opposite sex. The majority of the male youth has already sexual relationship. From the past year, 2 out of 5 youth have had casual sex partner (s). It is noticeable that only 34.6% of the male youth have used condoms during their first sexual encounter. Regarding the relationship factors, it has shown that the relationship factors that are related to the unsafe sexual health care behaviors are age, sexual orientation, Perceived Severity on STD and AIDS prevention, Perceived benefits on STD and AIDS prevention, and perceived barriers on STD and AIDS prevention. For this reason, every related sectors have to take the sexual health care behaviors issues into their considerations, especially the skills gained from Health Literacy. In addition, the extension of health services channels which is accessible to male youth has to be established so that the male youth can take care of their sexual health.

LIMITATIONS

The topic of this study is a very sensitive issue as the data collection process requires sexual health care information as well as sexual experiences. Some questions on sexuality and sexual health care behaviors given to the informants from issues in this research may cause discomfort and embarrassment. Meanwhile, there are limitation on the theory of Health Belief Model as the sexual health care behaviors are not only resulted from health beliefs, there are also other influences from friends, media, family and other factors contributing to the youth sexual health care.

ACKNOWLEDGEMENT

Researchers would like express their gratitude to faculty of Public Health, Burapha University for the research funding. Researchers are thankful to educational institutions in Thailand for allowing us to collect data in their establishment. Also, the time which all male youth have given to us to complete the questionnaire is highly appreciated. The objectives of this research will never achieve without their participation.

REFERENCES

- [1] Autumn. (2008). *Young people, identity and living in a global society*. Retrieved January 2016 from <http://www.developmenteducationreview.com/issue7-focus4?page=show>.
- [2] Radzik M, Sherer S, Neinstein L. (2008). *Psychosocial development in normal adolescents*. In: Neinstein LS, Gordon CM, Katzman DK, Rosen DS, Woods ER editors. *Adolescent health care: a practical guide*. 5th ed. Philadelphia: Williams & Wikins.

- [3] David P. Ausubel. (2008). *Sexual behavior in adolescence*. Retrieved December 2015 from <http://www.davidausubel.org/books/Adolescent/adolescentChap12.pdf>
- [4] Mustanski et al. (2012). *Relationship characteristics and sexual risk-taking in young men who have sex with men*. *Health Psychol.* 30(5), 597–605.
- [5] UNAIDS. (2011). *Global AIDS Response progress reporting: monitoring the 2011 political declaration on HIV/AIDS: guidelines on construction of core indicators: 2012 reporting*. Retrieved January 2016 from http://www.unaids.org/sites/default/files/en/media/unaids/contentassets/documents/document/2011/JC2215_Global_AIDS_Response_Progress_Reporting_en.pdf.
- [6] Inungu, J., Mumford, V., Younis, M., Langford, S. (2009). *HIV knowledge, attitudes and practices among college youth in the United States*. *J. Health Hum. Serv. Adm.* 32 (3), 259–277.
- [7] Bureau of Epidemiology, Department of Disease Control, Ministry of Public Health. (2015). *Summary of AIDS in Thailand*. Retrieved January 2016 from http://www.boe.moph.go.th/files/report/20151126_87903337.pdf
- [8] Bureau of Epidemiology, Department of Disease Control, Ministry of Public Health. (2011). *Surveillance sexual behavior related to HIV/ AIDS among students in Thailand*. Retrieved January 2016 from http://www.boe.moph.go.th/files/report/20120501_1696357.pdf
- [9] Moonmuang N. (2010). *Men who have sex with men: Risk situation in Pattaya, Chonburi*. Faculty of nursing, Burapha University.
- [10] Orem, D. E. (1985). *Nursing concepts of practice*. New York: McGraw-Hill.
- [11] World Health Organization. (2002). *Defining sexual health Report of a technical consultation on sexual health*. Retrieved December 2015 from <http://www.developmenteducationreview.com/issue7-focus4?page=show>.
- [12] Sota C. (2011). *Concepts and Theories of Health Behaviors Development Strategies*. Department of Health Education, Faculty of Public Health, Konkean University.
- [13] Rosen stock, I. (1974). *Historical Origins of the Health Belief Model*. *Health Education Monographs*, 2(4), 329-333.
- [14] Becker, M.H., & Maiman, L.A. (1975). *Socio behavioral determinants of compliance with health and medical care recommendations*. *Medical Care*, 13(1), 10-24.
- [15] William G. Cochran. (1977), *Sampling Techniques*, 3rd Edition. John Wiley.
- [16] Hurlock, E. B. (1974). *Personality development*. New delhi; Mc Graw-Hill.
- [17] Lloyd CB. (2005). *Growing up global: the changing transitions to adulthood in developing countries*. Washington, D.C., The national academies press.
- [18] Rogol AD et al. (2002). *Growth at puberty*. *Journal of adolescent health*, 31: 192-200.
- [19] Renata Forste and David W. Haas. (2002). *The Transition of Adolescent Males To First Sexual Intercourse: Anticipated or Delayed?* Retrieved December 2015 from <https://www.guttmacher.org/pubs/journals/3418402.html>.
- [20] Apakupakul N. (2006). *Sexual relation and condom use in teenagers and young adults at teens clubs: a case study in Bangkok*. *Songkla Med J*, 24(6), 475 – 482.
- [21] K.G. Santhya, Rajib Acharya and Shireen J. Jejeebhoy. (2011). *Condom use before aarriage and its correlates: evidence from India*. Retrieved November 2015 from <https://www.guttmacher.org/pubs/journals/3717011.html>.

- [22] Celia M. Lescano et al. (2009). *Correlates of heterosexual anal intercourse among at-risk adolescents and young adults*. J Public Health, 99(6), 1131–1136.
- [23] Janz, N.K., & Becker, M.H. (1984). *The Health Belief Model: A decade later*. Health education Quarterly, 11(1), 1-47.
- [24] Bureau of Epidemiology, Department of Disease Control, Ministry of Public Health. (2011). *Surveillance of reproductive health in adolescent*. Retrieved January 2016 from http://rh.anamai.moph.go.th/all_file/index/teen30Juan54.pdf
- [25] Ralph W. Hingson และคณะ. (1990). *Beliefs about AIDS, use of alcohol and drugs, and unprotected sex among massachusetts adolescents*. American Journal of Public Health, 80(3), 295 - 299.
- [26] M Yotebieng, CT Halpern, EMH Mitchell, AA Adimora. (2009). *Correlates of condom use among sexually experienced secondary school male youth in Nairobi, Kenya*. Journal of Social Aspects of HIV/AIDS, 6(1), 9-16.
- [27] Lollis CM, Johnson EH, Antoni MH. (1997). *The efficacy of the health belief model for predicting*

CONSUMERS' SWITCHING BEHAVIOUR BETWEEN E-COMMERC AND SOCIAL COMMERCE SITES

Chia-Ying Li

*Department of Business Administration, National Taichung University of Science and Technology,
Taichung, Taiwan Address: No.129, Sec. 3, Sanmin Rd., North Dist. Taichung City 404, Taiwan
E-mail: cyli@nutc.edu.tw Phone: 886-4-2119-6516 Fax: 886-4-2119-6151*

ABSTRACT

Taking advantage of social networking capabilities, social commerce provides features to encourage customers to share personal experiences. The popularity of online social networks has driven the purchasing decision of buyers on social commerce sites, but few studies explored the reasons why consumers switch between e-commerce and social commerce sites. By applying the push_pull_mooring model, this study attempts to understand specifically how push, pull, and mooring factors shape their switching intentions. The findings indicate that push effects, including social presence, social support, social benefit and self-presentation, compel customer away from e-commerce sites, whereas pull effect, in terms of transaction efficiency, attracts customers to stay on e-commerce sites. Besides, mooring effects, including conformity and personal experience, strengthen consumers' switching behaviour from e-commerce to social commerce sites. Furthermore, conformity moderates the influences of social presence, social support, social benefit, and efficiency on switching intention, whereas personal experience moderates the effects of social benefit, self-presentation, and efficiency on switching intention. Such an understanding assists online retailers in understanding online shoppers' switching behaviors, and thus turning social interactions into profits and sales.

Keywords: switching intention; push_pull_mooring framework; social commerce sites; e-commerce sites

INTRODUCTION

Social commerce adds e-commerce functionality to social networks and thus helps people buy where they connect (Li et al., 2013). Taking advantage of social networking capabilities, social commerce provides features, such as comments and reviews, tags, and user profiles, which are dubbed as one form of "user-generated content", to encourage customers to share personal experiences after use. Although social commerce is the subset of e-commerce, the concept of social commerce must be distinguished from other established concept of e-commerce (Yadav et al., 2013). Social commerce is no longer just media hype, but an established practice (Wang and Zhang, 2012). While these are a plethora of findings relevant to e-commerce, social commerce remains an area in need of further validations (Alshibly, 2014). However, few studies explored the reasons why consumers switch between e-commerce and social commerce sites.

Accordingly, there exists an opportunity to explore customers' switching behavior between e-commerce and social commerce sites.

The push-pull-mooring (PPM) framework describes why people move from one place to another for a certain period of time in human migration literature (Boyle et al., 1998). According to the PPM, negative factors at the origin push people away, while positive factors at the destination pull people toward them. The push and pull factors interact with mooring variables, such as personal and social factors, to either hold the migrants or facilitate migration. The PPM has been applied to many disciplines. For example, Fu (2011) used the PPM to examine the antecedents of career commitment among information technology professionals. Bansal et al. (2005) further argued that the PPM can be regarded as a unifying framework for understanding customers' switching behaviors. As such, this study applied the PPM to delineate the determinants of consumers' switching behavior between e-commerce and social commerce sites.

This study empirically investigates which factors affect consumers who switch between e-commerce to social commerce sites, in an attempt to understand specifically how push, pull, and mooring factors shape their switching intentions. Push effects represents factors that compel customer away from e-commerce sites, including social presence, social support, social benefit and self-presentation. Pull effect, in terms of transaction efficiency, attracts customers to stay on e-commerce sites, while mooring effects, including conformity and personal experience, may constrain consumers' switching behavior. As such, the direct influences of push effects, pull effects, and mooring effects on switching intention will be empirically explores. Furthermore, the moderating effects of the mooring variables on the relationship between the push and consumers' switching intentions, and pull factors and consumers' switching intentions will be investigated.

LITERATURE REVIEW

Literature review and hypotheses development

The PPM is a dominant paradigm in migration research. The PPM lends theoretical justification for the inclusion of certain predictor variables for customers' switching behavior. Applying the PPM to a service context can structure a long list of predictor variables into theoretically defined effect categories (Bansal et al., 2005). The PPM framework thus is a useful tool for understanding the competing forces that influence customers' switching behavior across online service substitutes (Hsieh et al., 2012). Because this study attempts to investigate the customers' switching behaviour between e-commerce and social commerce sites, the application of the PPM provides a theoretical foundation for identifying key predictors that influence consumers' switching behavior.

Push effect can be regarded as incentives that motivate customers to use social commerce sites. By integrating social networking into e-commerce sites, social commerce is characterized by its capabilities for customers to interact with friends (Kim and Park, 2013). Compared with e-commerce sites, social commerce sites employ a set of social media tools to improve sociability (Najjar, 2011). Due to sociability, users on social network sites could seek other persons' opinion and engage in social shopping (Kang and Johnson, 2013). More specifically, a notable distinction between social commerce and e-commerce is that the former involves sociability where users share information with friends on social

network sites, whereas the latter comprises one way interactions where users receive information provided by companies or unknown users. Huang and Benyoucef (2015) argued that social aspect of social commerce is not fully taken into consider. Therefore, sociability is used to represent pull effect that attracts consumers to social commerce sites.

Following Gao et al. (2010), this study adopts social presence, social benefit, social support, and self-presentation to determine sociability (pull factor) of the social commerce sites. Social presence is defined as the degree to which a customer is perceived as a “real person” in mediated communication (Park and Cameron, 2014). Social benefit is adopted to identify benefits and purpose, whereas social support is employed to represent support from social interaction. Social benefit refers to psychological benefits of using social commerce sites, including closeness and familiarity. Social support refers to people’s perceptions of being cared for, responded to, and helped by others in their social group (Liang et al., 2011/2012). Informational support and emotional support are used to represent social support (Hajli, 2014). Self-presentation is defined as the use of social commerce sites to display a customer’s sense of self and thereby seek favorable responses from other members. Thus, the following hypotheses are proposed.

H₁ The perceptions of social presence are positively related to intentions to switch from e-commerce to social commerce sites.

H₂ The perceptions of social support are positively related to intentions to switch from e-commerce to social commerce sites.

H₃ Social benefits, in terms of closeness and familiarity, exert a positive influence on intentions to switch from e-commerce to social commerce sites.

H₄ Self-presentation exerts a positive influence on intentions to switch from e-commerce to social commerce sites.

According to the PPM framework, customers engage in switching behavior if an alternative offers more benefit than an incumbent (Bansal et al., 2005). According to Huang and Benyoucef (2013, 2015), the distinct difference between e-commerce and social commerce sites in marketing is transaction efficiency. E-commerce tends to be efficient by providing advanced search, one-click buying and product recommendations, while social commerce includes social activities, such as sharing, networking and collaborating. More specifically, transaction efficiency is considered as a distinguished feature that attracts customers to use e-commerce sites. Shen (2012) suggested that the goal of traditional e-commerce is to complete the shopping task in the most efficient manner. Accordingly, transaction efficiency is a pull effect that represents the incentives attracting customers to use e-commerce sites. Efficiency is defined as performance and accessibility of the website (Olsina Santos, 1999). Thus, the following hypothesis is proposed.

H₅ Pull effect (efficiency) associated with e-commerce site exerts a negative influence on intentions to switch from e-commerce to social commerce sites.

Switching between online services is a complex decision (Hsieh et al., 2012). Although push and pull factors are strong, customers may not choose to switch. The constraints, caused by situational or contextual constraints, may force customers to remain with the current service provider. This study investigates two

critical mooring effects for online service switching behavior. One situational constraint is conformity. Conformity is defined as the extent to which a customer is concern about social norms with regard to what should do (Kahle, 1995). Individuals will invariably respond to conformity pressure by complying with the other individual's expectations (Goncalo and Duguid, 2012). In social commerce context, the popularity of online social networks increases the popularity of social commerce (Sharma and Crossler, 2014). Besides, customers can benefit from social interactions and user content contributions of social commerce (Liang and Turban, 2011/2012). Thus, consumers' conformity to majority seems to influence the decision in social commerce context

H₆ Conformity associated with e-commerce sites exert positive influences on intention to switch from e-commerce to social commerce sites.

H₇ Conformity associated with e-commerce sites moderates the relationship between push effects, including (a) social presence, (b) social support, (c) social benefit, and (d) self-presentation, and intention to switch from e-commerce to social commerce sites.

H₈ Conformity associated with e-commerce sites moderates the relationship between pull effect (efficiency) and intention to switch from e-commerce to social commerce sites.

The other personal constraint is personal experience. Personal experience refers to the amount of prior experience of online shopping activities (Cheema and Papatla, 2010). Personal experience is important, because it reduces the reduce the uncertainty of online purchases, helps to gain additional choice-related knowledge, and involves a learning process where consumers adjust their evaluation and purchasing decision processes (Campo and Breugelmans, 2015). Besides, several previous studies have suggested that personal experience is a vital antecedent to customer switching. For instance, Ye et al. (2008) proposed that it is not surprised to find that most of the antecedents to customer switching behaviour are related to experience of the product or service. An experienced consumer has confidences in purchase outcome and trusts in retailer's selection and deliver processes. (Campo and Breugelmans, 2015). Thus, this study proposed that personal experience can be regarded as an important factor which deters or motivates customers to use e-commerce sites.

H₉ Personal experience associated with e-commerce sites exert positive influences on intention to switch from e-commerce to social commerce sites

H₁₀ Personal experience associated with e-commerce sites moderates the relationship between push effects, including (a) social presence, (b) social support, (c) social benefit, and (d) self-presentation, and intention to switch from e-commerce to social commerce sites.

H₁₁ Personal experience associated with e-commerce sites moderates the relationship between pull effect (efficiency) and intention to switch from e-commerce to social commerce sites.

METHODOLOGY

Because this study investigated customer online service substitutes between e-commerce and social commerce sites in the online shopping environment, the unit of analysis was individual customers who have used PChome Online (e-commerce website) and Kidshome (social commerce website). PChome was

established in Taiwan in the year 2000, and is currently the most widely used online shop in Taiwan. In 2015, it was the nation's largest online store. Kidshome provides transaction mechanisms and a platform, which includes ratings and reviews as well as recommendations and referrals, on which experienced parents can share information and inexperienced parents can acquire information. By the end of 2015, more than 42,000 customers registered as members on Kidshome. Accordingly, the respondents were consumers who used PChome for online shopping and Kidshome for shopping shopping. Only respondents that had conducted least one transaction at both PChome and Kidshome in the past 3 months were selected. In total, 382 people participated in this study. Twelve-five responses were invalid; 357 questionnaires were usable. The sample consisted of 68% female respondents. Nearly 61% of the respondents had completed a university education. Approximately 72% of the respondents were between 25 and 45 years of age; more than 83% had more than 3 years of online shopping experience. Approximately 50% reported spending an average of US\$ 35–70 each time they purchased an item from an online store.

RESULTS

4.1 Assessment of the Measurement Model

SmartPLS Version 2.0 was employed to perform the PLS analyses. Besides, bootstrapping was employed with 5000 sub-samples to assess the significance of the indicators and path coefficients. This study determined the reliability and validity of all constructs and conducted exploratory factor analyses to ensure high loadings on hypothesized factors and low loadings on crossloadings in data sets. As shown in Table 1, all factors exhibited CRs above 0.7 and AVE values satisfactorily exceeded 0.5. Finally, discriminant validity was assessed using Fornell and Larcker's (1981) recommended procedure. Table 2 shows that the square root of the AVEs was greater than all of the interconstruct correlations, indicating sufficient discriminant validity.

4.2 Testing the Hypotheses

The proposed research model showed strong predictive power for the key endogenous constructs for switching intention ($R^2 = 0.43$), and actual behavior ($R^2 = 0.59$). The nonparametric Stone–Geisser test revealed positive values for switching intention (0.34), and actual behavior (0.49), which signify the successful prediction and predictive relevance of the model. With regard to push effect, social presence ($\beta = 0.1, p < .01$), social support ($\beta = 0.19, p < .01$), social benefit ($\beta = 0.40, p < .001$), and self-presentation ($\beta = 0.10, p < .05$) exerted a positive and significant effect on switching intention. With regard to pull effect, efficiency exerted a negative and significant effect on switching intention ($\beta = -0.29, p < .001$). Thus, H₁ to H₅ were supported. For mooring effect, conformity ($\beta = 0.15, p < .001$) and personal experience ($\beta = 0.14, p < .01$) exerted positive effects on switching intention. In order to explore the moderating role of mooring effect on the relationship between push effect and switching intention, and between pull effect and switching intention, this study followed the procedure used by Keil et al. (2000) and Tsang (2002). More specifically, this study tested whether estimates of the same path obtained from the two groups (high and low) of mooring factors were significantly different.

Table 1 Factor Loadings and Reliability

Construct/indicators	Loading	T-statistics	CR ¹	AVE ²	Cronbach's α
First order reflective construct					
<i>Social presence</i>			0.90	0.65	0.87
SP1	0.81	24.30			
SP2	0.81	23.70			
SP3	0.76	18.72			
SP4	0.79	23.85			
SP5	0.85	29.98			
<i>Emotional support</i>			0.91	0.83	0.80
ES1	0.92	81.76			
ES2	0.91	71.84			
<i>Informational support</i>			0.87	0.69	0.77
IS1	0.81	35.65			
IS2	0.85	43.51			
IS3	0.83	33.17			
<i>Closeness</i>			0.90	0.76	0.84
CL1	0.90	82.36			
CL2	0.88	60.01			
CL3	0.83	35.89			
<i>Familiarity</i>			0.91	0.76	0.85
FA1	0.90	65.78			
FA2	0.90	48.77			
FA3	0.84	44.69			
<i>Self-presentation</i>			0.94	0.77	0.95
SE1	0.95	3.77			
SE2	0.88	4.26			
SE3	0.87	4.16			
SE4	0.85	3.97			
SE5	0.85	3.92			
<i>Conformity</i>			0.85	0.66	0.77
CO1	0.92	47.51			
CO2	0.70	9.63			
CO3	0.80	14.94			
<i>Personal experience</i>			0.86	0.68	0.75
EX1	0.86	24.53			
EX2	0.90	44.65			
EX3	0.69	12.09			
<i>Efficiency</i>			0.97	0.91	0.95
EF1	0.95	7.49			
EF2	0.95	8.25			
EF3	0.97	8.02			
<i>Switching intention</i>			0.93	0.81	0.88
SI1	0.92	95.40			
SI2	0.91	77.51			
SI3	0.87	54.89			
<i>Actual behavior</i>			0.96	0.92	0.91
AB1	0.96	129.43			
AB2	0.96	180.39			
Second order reflective construct					
Social support			0.88	0.59	0.83
<i>Emotional support</i>	0.85	57.96			
<i>Informational support</i>	0.92	97.40			
Social benefit			0.92	0.65	0.89
<i>Closeness</i>	0.92	104.31			
<i>Familiarity</i>	0.92	97.17			

Note: ¹ CR, composite reliability; ²AVE, average variance extracted

According to Aiken and West (1991), “high” is typically defined as one standard deviation above the mean, and “low” is one standard deviation below the mean. Conformity moderates the influences of social presence ($\beta_{\text{high}} = 0.40, \beta_{\text{low}} = 0.26, p < .05$), social support ($\beta_{\text{high}} = -0.06, \beta_{\text{low}} = 0.15, p < .01$), social benefit ($\beta_{\text{high}} = 0.60, \beta_{\text{low}} = 0.51, p < .05$), and efficiency ($\beta_{\text{high}} = -0.18, \beta_{\text{low}} = -0.41, p < .001$) on switching intention. The R^2 value represents the percentage of variance in an endogenous construct explained by other constructs connected to it directly. The R^2 of switching intention were generally large, with 0.52 for high conformity group and 0.51 for low conformity group. Besides, personal experience moderates the influences of social benefit ($\beta_{\text{high}} = 0.48, \beta_{\text{low}} = 0.73, p < .05$), self-presentation ($\beta_{\text{high}} = 0.14, \beta_{\text{low}} = -0.03, p < .001$), and efficiency ($\beta_{\text{high}} = -0.15, \beta_{\text{low}} = -0.38, p < .001$) on switching intention. The R^2 of switching intention was 0.58 for high personal experience group and was 0.68 for low personal experience group. Thus, H₆, H₈, H₉, and H₁₁ were supported, but H₇ and H₁₀ was partially supported.

Table 2 Correlations among Major Constructs

Variable	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Social presence	0.81										
Emotional support	0.37	0.91									
Informational support	0.38	0.57	0.83								
Closeness	0.39	0.51	0.58	0.87							
Familiarity	0.44	0.58	0.56	0.70	0.87						
Self-presentation	0.15	0.09	0.03	0.07	0.02	0.88					
Conformity	0.04	0.13	0.16	0.20	0.14	0.21	0.81				
Personal experience	0.10	0.19	0.25	0.31	0.23	0.20	0.42	0.82			
Efficiency	0.57	0.39	0.36	0.40	0.42	0.14	0.01	0.07	0.95		
Switching intention	0.26	0.40	0.47	0.53	0.48	0.05	0.32	0.36	0.06	0.90	
Actual behavior	0.18	0.39	0.43	0.49	0.42	0.14	0.31	0.44	0.01	0.66	0.96

Note: ¹ Diagonal elements are the square root of average variance extracted (AVE) of the reflective scales. ² Off-diagonal elements are correlations between construct.

Research Suggestions and Implications

Several findings can be derived from this study. First, social presence, social support, social benefit, and self-presentation have positive impacts on switching intention. When consumers perceive that social commerce provides a psychological present environment, receiving support from other members, feeling closes or familiar with other members, or helping them disclose personal information to establish personal identity, they tend to switch from e-commerce to social commerce sites. These findings are in line with previous studies. Shadkam and O'Hara (2013) postulated that social commerce with online media that supports social interaction and thus enhance the online purchase experience. Füller et al. (2007) argued that chance to establish personal identity and present personal skills inspires users' participation in a community.

Second, transaction efficiency has negative effects on switching intention. When consumers believe that e-commerce site provides transaction efficiency, their intentions to switch from e-commerce to social commerce sites would be decreased. These findings agree with Wang and Zhang (2012), showing that e-

commerce is considered to be efficiency, transaction, and masculinity. Third, conformity has a positive influence on switching intention. When consumers are high in conformity motivation, their intentions to switch from e-commerce to social commerce sites would be increased. This study confirms that consumers' conformity motivation is positively related to intentions to engage in social shopping (Kang and Johnson, 2013). Besides, conformity moderates the positive influences of social presence, social support, and social benefit on switching intention. The stronger conformity, the stronger is the positive relationship between push variables, including social presence, social support, and social benefit, and intention to switch from e-commerce to social commerce sites. Conformity also moderates the negative influences of efficiency on switching intention. The stronger conformity, the stronger is the negative relationship between efficiency and intention to switch from e-commerce to social commerce sites.

However, conformity does not moderate the positive influences of self-presentation on switching intention. The reason may be related to that the presentation of self is contextual, based on a specific setting and anticipated outcome (Hope Jensen and Gilly, 2003). Conformity may result from the beliefs that the majority points of view is correct or fear the threat of social sanctions (Goncalo and Duguid, 2012). Conformity motivation is concerned about adhering to group norms (Kahle, 1995). Consumer may be high in conformity, and the conformity comes from avoiding the sense of impoverished uniqueness. Under such situation, consumers just want to be similar to others, and they may not like to establish a personal identity for distinguishing themselves from others. Because consumers are free to present personal information on social commerce sites, conformity high in conformity may not necessarily engage in information sharing and contribution activities with all their heart. As such, high or low in conformity may not strengthen the positive influence of self-information on switch intention. Thus, the influence of self-presentation on switching intention is not determined by conformity.

Finally, personal experience positively impacts switching intention. An experienced consumer tends to have high levels of intentions to switch from e-commerce to social commerce sites. These findings are consistent with those of several previous studies, such as Kim et al. (2012) and Ye et al. (2008), who found that different experiences toward online shopping lead to different behavior. Besides, personal experience moderates the positive influences of social benefit and self-presentation on switching intention. When consumers are experienced, and they are able get benefit, or establishing personal identity, they tend to switch from e-commerce to social commerce sites. Ye et al. (2008) proposed that experience helps consumer reduce the uncertainty and perceived risk in online shopping context. Furthermore, personal experience moderates the negative influences of efficiency on switching intention. When e-commerce sites provide transaction efficiency, experienced consumers may not choose to switch to social commerce sites. Contrary to our expectation, personal experience does not moderate the positive influences of social presence and social support on switching intention. One possible reason might be that a large amount of variation in the quality of online information (Cheema and Papatla, 2010). An experienced consumer is able to gain additional factual and choice-related knowledge (Campo and Breugelmans, 2015). Because product related information online includes a large amount of variation, an experienced consumer tends to make product evaluation by his knowledge, even though the environment is psychologically present or

they are able to receive informational or emotional support. Experience helps online consumers judge product quality by infer uncertain or missing information from environmental cues through a learning process. Therefore, no matter consumers high or low in personal experience, the influences of social presence or social support on switch intention are insignificant.

References request upon the author

RE-EXAMINING THE EFFECTS OF CULTURE ON CORRUPTION IN BANK LENDING

Siwapong Dheera-aumpon

Ph.D., Department of Economics, Kasetsart University, Bangkok, Thailand

E-Mail: fecospd@ku.ac.th, siwapongt@gmail.com

ABSTRACT

This paper aims to re-examine the effects of culture on corruption in bank lending. These effects were first studied by Zheng et al. (2013) and El Ghouli et al. (2015), which use cultural dimension data from Hofstede (2001). The cultural data in Hofstede (2001) are constructed from survey data collected between 1967 and 1973. The data on corruption in bank lending taken from the World Business Environment Survey (2000), however, were collected between 1999 and 2000. House et al. (2004) also report cultural data constructed from survey data collected in 1990s. The data from House et al (2004) are not only more recent but also provide more cultural dimensions than those from Hofstede (2001). The additional dimensions include institutional collectivism, performance orientation, and human orientation. The results indicate that in-group collectivism still increases corruption in bank lending but do not suggest that institutional collectivism can decrease corruption in bank lending. The results also indicate that gender equalitarianism can decrease while human orientation can increase corruption in bank lending but suggest that assertiveness, future orientation, performance orientation, power distance, and uncertainty avoidance have no effect on corruption in bank lending.

Keywords—Bank lending, Corruption, Culture

THE RELATIONSHIP BETWEEN PERCEIVED LEADERSHIP STYLE OF SCHOOL PRINCIPALS AND TEACHER JOB SATISFACTION AT SELECTED SECONDARY SCHOOLS IN MALE

Niuma Mohamed

Open University Malaysia, Manaam, N.Velidhoo, Maldives

Email: niu_01167@hotmail.com

ABSTRACT

This quantitative study examined the relationship between the perceived leadership styles of school principals and teacher job satisfaction at selected secondary schools in Male'. The Multifactor Leadership Questionnaire (MLQ) provided the data that identified the perceived leadership styles of school principals. The Teacher Motivation and Job Satisfaction Survey provided data that identified the job satisfaction levels of the teachers. The demographic Questionnaire provided data that identified teacher gender, age range, education level years of teaching experience. A Total of 45 questionnaires were distributed to three selected secondary schools in Male'. All 45 questionnaires were collected back giving a participant response rating of 100%. The result of the study indicated that the perceived leadership styles of school principals and teacher job satisfaction have a significant relationship. In addition there were no differences in teacher gender and education level of teachers' perception of their principal's leadership style and job satisfaction, however, there were differences in the years of teaching experiences on the teachers' perception of their principals leadership style and job satisfaction. There were differences in age range of teachers on the consideration variable of their principal's leadership style and job satisfaction. Furthermore, the study indicated that consideration variable of their principal's leadership style, and general satisfaction variable of the teacher job satisfaction had the greatest relationship. Overall, the findings from this study will help adequately prepare future school leaders with effective leadership skills that are essential towards creating an environment that upholds positive teacher job satisfaction.

DEVELOPING TEACHING MATERIALS FOR ENGLISH COMMUNICATION CLASSES TO MOTIVATE LOW-PROFICIENCY STUDENTS IN A JAPANESE COLLEGE

Mikako Nobuhara

Tokyo Metropolitan College of Industrial Technology

ABSTRACT

Through a case study, this study aims to develop teaching materials for English communication to motivate students of English as a second language in an undergraduate course of a Japanese college. Furthermore, this study analyzes the effective factor motivating students to speak in English and focuses on effective negotiation when conversing with others, using some specific, strategic phrases to increase the persuasiveness of their opinions.

The results obtained from a questionnaire answered by the students and the analysis of individual interviews before and after the class clearly show that the consecutive classes were effective in developing the speaking skills of low-proficiency students.

Moreover, students became more motivated after the course, and their speaking skills improved, especially the structures of communicating their opinions. It is evident that the students succeeded in giving their ideas logical structures using (1) phrases of numbering, for instance, *first*, *second*, and *lastly* and (2) good posture and eye contact.

Keywords: English communication, ESL, negotiation, speech

EXPLORING A TEACHING METHOD FOR ELEMENTARY STUDENTS TO PROMOTE CROSS-CULTURAL UNDERSTANDING: UTILIZING AN AMERICAN FILM

Mikako Nobuhara

Tokyo Metropolitan College of Industrial Technology

ABSTRACT

This study explores the effective methods of nurturing elementary students' cross-cultural understanding. The delivery lecture was conducted in a private elementary school class for understanding cross-cultural differences through the film *E.T. (1982)*. Interviews of care supporters and students were conducted, as well as student discussions were held after the class. The results were carefully observed and analyzed. Suitable findings were obtained, for instance, students' listening skills improved; further, they deeply thought about the main character's feelings after watching the movie. Moreover, their interest in studying English as a foreign language increased.

In conclusion, more classes where students can express their opinions in front of the class need to be offered; this would enable the students to nurture their critical thinking abilities and build a sense of accomplishment when they are in elementary school.

Utilizing films is one of the best ways to provide students good opportunities to engage in discussions on a specific theme. This is particularly true for elementary school students.

Keywords: cross-cultural understanding, elementary schools, films, English

MALDIVIAN PRE-SERVICE TEACHERS READINESS TO USE VARIOUS EDUCATIONAL TECHNOLOGY IN THEIR TEACHING AND LEARNING PROCESS

Aminath zifna

Open University Malaysia, Manaam, N.Velidhoo, Maldives
Email: zifna@hotmail.com

ABSTRACT

Maldives can be considered as a country which has invested on educational technology in its educational system. But the problem in most of secondary public schools in Maldives is that teachers are not utilizing the various educational technologies which it was aim for. One of the reasons for this was observed as in secondary public schools more of expatriates teachers are employed compared to the local teachers. This research aim to study whether employing more of local teachers can overcome the problem of the secondary public schools teachers not using the available various educational technologies in their teaching and learning process. In order to study the current state of the local teachers in their use and perceptions of using various educational technologies the researcher had use the pre-service teachers who are currently training in the Faculty of Education in the Maldives National University. The research questions included is there significant difference in readiness to use educational technology in different knowledge level, experience level, competency level and if there is significant relationship between perception towards educational technology and their use of educational technologies. This research used a total of 70 respondents who were currently studying Diploma of Secondary Teaching and Bachelor of Secondary Teaching. The results showed that there were significant differences among the different knowledge level and experience level of using educational technology and their use of educational technologies. And the respondents have knowledge and experience in using educational technologies which can be concluded that the problem of secondary public schools teachers not using various educational technologies can be overcome by employing these pre-service teachers. The result showed both the competent and non competent respondents are ready to use various educational technologies in their teaching and learning process. In additions to these result the result showed the respondents have more positive perceptions regarding various educational technology and are more willing to integrate it in their teaching and learning process.

PATRICIA JOHANSON: PUBLIC DESIGN AS A COMMUNICATION TOOL FOR SOCIETY

Professor Young Imm Kang Song

Lesley University, Cambridge, USA

Email: ysong@lesley.edu

ABSTRACT

This study explores how ecological artist Patricia Johanson's work addresses current issues in society. The study finds that her designs serve as a communication tool for society, and that they help provide new perspectives and ideas for community members, artists, and government officials in making decisions that shape their respective communities. I explore how Johanson's work may be used to inspire art and design students in thinking about their own work. To do so, I examine the processes underlying Johanson's works (both her ecological public art and her landscape design) – from her original intentions to the final execution of the artistic expressions. In particular, I seek to understand and highlight the challenges that arise in executing large-scale projects that require the collaboration of professionals from divergent disciplines. Furthermore, I discuss how the surrounding landscapes, history, and culture should be thought of and potentially incorporated when constructing such projects.

Keywords: Ecological public art, landscape design, Patricia Johanson,

CONTEMPORARY ENVIRONMENTAL ART AND SOCIAL CHANGE

Professor Young Imm Kang Song

Lesley University, Cambridge, USA

Email: ysong@lesley.edu

ABSTRACT

This research explores the connections that exist between environmental art, nature, and school curricula through a case study of environmental artist John Dahlsen. Through this research, I examine the ecological artist's intentions and subtext behind his work by studying his ecological art pieces directly and through examining documentations. Over the course of this research, I examine the process of his artistic expression and how creating ecological art relates to the development and manifestation of Dahlsen's environmental consciousness. Using this information, I examine how ecological art can provide new perspectives and ways of thinking about the environment, as well as fostering interdisciplinary connections and ideas that might otherwise be overlooked. In seeking to infuse ecological art into the curriculum, I explore how ecological art can inspire environmental education with new ways of approaching environmental issues, and how educators can incorporate inquiries about ecological art into school curricula.

Keywords: Ecological art, John Dahlsen, recycled artworks,

PARTICIPATION OF VISEGRAD COUNTRIES IN GLOBAL VALUE CHAINS

Jana Vlčková

*University of economics in Prague, nam. W. Churchilla 4, Praha 3, 13000
Czech Republic, Email: jana.vlckova@vse.cz*

ABSTRACT

The Visegrad countries (Czech Republic, Hungary, Poland, Slovakia) have become increasingly integrated into the global economy. Exports have risen dramatically, however the scale of integration in GVCs has not been analyzed in depth. This raises a number of questions. What is the position of V4 countries within the GVCs? Does the situation in individual industries differ? What is the geographical extent of GVCs? Participation in GVCs by V4 countries is steadily rising, however, the increase is mostly linked to the decreasing share of domestic value added in their exports. Despite the strong influence of Europe, the role of other regions is increasing in the GVCs. The automotive and electronics industries are most integrated into GVCs in V4 countries and in these industries V4 countries have comparative advantage. Overall, participation in GVCs has brought benefits to V4 nations, however limited attention has been given to the costs such as profit repatriations.

Keywords: global value chains, Central Europe, Visegrad countries, participation in GVCs

LEGAL ASPECT OF COPYRIGHT AS A FIDUCIARY COLLATERAL

Dr. Ranti Fauza Mayana Tanwir,

*S.H., M.H. Faculty Of Law
Padjadjaran University, Bandung, Indonesia.
ranti_fauza@yahoo.com*

Daniel Hendrawan,

*S.H., M.Hum., M.Kn.
Faculty of Law
Maranatha Christian University, Bandung, Indonesia.
daniel.hendrawan@rocketmail.com*

ABSTRACT

The rapid development in the field of economic and development requires a lot of capital. Capital obtained with various way. one way of getting capital is to guarantee the object of capital to a collateral intitute. One thing that can be set in the collateral agency is the copyright. The development of the world very rapidly in various fields affect all kinds of creations made by humans. The work of creation is protected by intellectual property rights. This intellectual property takes many forms. One form of intellectual property rights is copyright. Copyright can be classified into an object. The calssification according to the statute books of civil law in Indonesia is divided into several kinds. One division is according to the shape of objects. Objects can be classified into movable and immovable and tangible objects and intangible. According to article 16 of law No. 28 year 2014 regarding copyright, copyright can be categorized as intangible movable and which have economic value. Economic value is what can be an advantage for the creative who has spent so much effort and time to create a masterpiece of creation. The object of this study is copyright classified into moving objects and intangible. According According to article 16 of law No. 28 year 2014 regarding copyright, copyright can be used as a fiduciary guarantee.

PRE-SERVICE TEACHERS' USE OF DYNAMIC DISCOURSE VARIABLES DURING CLASSROOM TEACHING

Sibel Kaya, Asli Elgun

Kocaeli University, Kocaeli University

Faculty of Education Department of Primary Education İzmit/KOCAELİ, Turkey

Email: sibelkaya@gmail.com

INTRODUCTION

In order to understand teacher-student interactions in classrooms, recent research has focused on classroom discourse, specifically questioning (Chin, 2007; Erdogan & Campbell, 2008; Kaya, 2014; Reinsvold & Cochran, 2012). Teacher questions are a frequent form of classroom interaction; therefore, they reveal rich information about classroom discourse. Research shows that a large majority of questions in a classroom are asked by teachers (Greasser & Person, 1994; Kaya, et al., 2014). In whole-class teaching environments, classroom talk usually starts with a teacher question. Previous research showed that teacher questions are overwhelmingly low-level that requires recall information in the form of a single word or a phrase (Kaya, 2014; Kaya et al., 2014; Myhill, 2006; Reinsvold & Cochran, 2012)

When high-level questions and high-level evaluations are used by teachers, students are encouraged to utilize their reasoning skills and more students were given the opportunities to participate in the classroom talk. What makes the conversations truly interactive and discussion-like is the student questions. Students usually ask questions to get additional information or clarification of ideas. Teachers can easily use student questions to open the ground for discussion rather than answering the question themselves (Nystrand et al., 2003). Unfortunately, research shows that a very small percentage of questions in a classroom are asked by students (Graesser & Parson, 1994; Nystrand et al., 2003).

The current study aimed to analyse classroom talk during 3rd and 4th grade primary lessons through sociocultural discourse analysis where qualitative analysis is integrated with quantitative analysis. The main concern of sociocultural discourse analysis is to examine content and function of spoken language (Mercer, 2010). Nystrand and colleagues (2003) indicate that, high-level questions, high-level evaluation, and especially, student questions all constitute dialogic elements in a classroom and are substantively engaging for students. They describe these elements as *dynamic variables* in unfolding the classroom discourse. These variables give clues about the quality of instructional discourse and student engagement in a classroom. They comprise the elements of student-centred, constructivist approach as active student participation is essential for a dynamic discourse.

METHOD

The current study relied upon observational methods to obtain data regarding teacher and student questioning in 3rd and 4th grade primary classrooms. Utilizing discourse analysis techniques, types of teacher questions, student questions, teacher evaluation and uptake were identified and/or quantified. The use of this methodology in educational research has been validated previously on theoretical and pragmatic grounds (Gee & Green, 1998).

DATA COLLECTION AND ANALYSIS

Data were collected during the spring semester of 2015-2016. The participants were 39 pre-service primary teachers who were enrolled in teacher education program of a large university in western Turkey. They were 9 males and 30 were females with average age of 22. Pre-service teachers were videotaped during a 40-minute lesson at local public schools where they were having their student teaching experience. They taught Mathematics, Science, Social Studies and Literacy in 3rd and 4th grades. The videos were transcribed and the transcriptions were coded in terms of teacher questions, teacher evaluations and student questions.

Teacher questions and teacher evaluations were classified as low-level, high-level and task related. When classifying questions and evaluations, previous research on classroom discourse were used as guidelines (Erdogan and Campbell, 2008; Graesser and Person, 1994; Nystrand et al., 2003). Accordingly, information seeking recall questions that require short answers were coded as *low-level questions*; open-ended questions that required several sentences and students' reasoning were coded as *high-level questions*. Finally, the questions that were asked to clarify directions as students interacted with classroom activities were coded as *task-oriented questions*. The teacher's certification of the student response such as 'Good' or 'Yes', or repeating the student's answer, is considered as a *low-level of evaluation*. However, the teacher's incorporation of the student response in the form of an elaboration or a follow-up question is considered to be a *high-level of evaluation* (Nystrand & Gamoran, 1991). When teacher incorporated student responses in order to validate their ideas, it was coded as *uptake* (Collins, 1982).

Randomly selected videos were coded by two researchers separately. The agreement on the question types was 0.82 and the agreement on the evaluation types was 0.77 as computed by Cohen's Kappa. The disagreements were resolved through discussion. The frequencies and percentages of questions, evaluations and uptake were reported descriptively.

RESULTS

In 39 classrooms taught by pre-service teachers, a total of 616 teacher questions were coded. Of these questions, 65% of them were low-level, 24% of them were low-level and 11% were task-oriented questions. Pre-service teachers asked more questions and more high-level questions during Science lessons

compared to others. Teacher utterance was more frequent than student utterance. Students uttered 3 words on average, during an IRE sequence whereas, teachers uttered 6 words on average.

Students asked a total of 36 questions in 39 classrooms which means, approximately one student question was observed in each classroom. These questions were mostly related to the task. Students asked 2 questions on average during Science lessons. Pre-service teachers made a total of 596 evaluations after student responses. Of these evaluations, 60% was low level and 40% was high-level. Within the high-level evaluation, pre-service teachers used 88 uptakes which constitute approximately 37% of the high-level evaluation and 15% of all evaluation. These results showed that the use of dynamic discourse variables by pre-service teachers were not at desired levels to promote active student learning.

Based on findings, it is recommended that future efforts in teacher education and professional development programs inform pre-service and in-service teachers about what dynamic discourse variables are and their importance in student learning. High-level questions, high-level evaluation and student questions play important roles in creating dialogic zones of interaction. Understanding how these variables function in a classroom will help pre-service and in-service teachers provide engaging instructional environments and foster student learning. The analysis of transcripts and video clips can be used as resources for professional development workshops (Hackling, et al., 2011). Teachers need to be shown and assured that dialogic discourse is an effective way in children's understanding; and they need to be aware of their roles in a dialogic discourse (Mercer et al., 2009).

REFERENCES

- Chin, C. (2007). Teacher questioning in science classrooms: Approaches that stimulate productive thinking. *Journal of Research in Science Teaching*, 44(6), 815-843.
- Collins, J. (1982). Discourse style, classroom interaction and differential treatment. *Journal of Reading: Behavior*, 14(4), 429-437.
- Gee, J.P., & Green, J.L. (1998). Discourse analysis, learning and social practice: A methodological study. *Review of Research in Education*, 23, 119-169.
- Graesser, A.C. & Person, N. K. (1994). Question asking during tutoring. *American Educational Research Journal*, 31(1), 104-137.
- Hackling, M., Smith, P. & Murcia, K. (2011). Enhancing classroom discourse in primary science: The Puppets Project. *Teaching Science: The Journal of the Australian Science Teachers Association*, 57(2), 18-25.
- Kaya, S. (2014). "Dynamic variables of science classroom discourse in relation to teachers' instructional beliefs." *Australian Journal of Teacher Education* 39(6), 56-74.
- Kaya, S., Kablan, Z. & Rice, D. (2014). "Examining question type and the timing of IRE pattern

- in elementary science classrooms." *International Journal of Human Sciences* 11(1), 621-641.
- Mercer, N. (2010). The analysis of classroom talk: Methods and methodologies. *British Journal of Educational Psychology*, 80(1), 1-14.
- Mercer, N., Dawes, L. & Staarman, J. K. (2009). Dialogic teaching in the primary science classroom. *Language and Education*, 23(4), 353-369.
- Nystrand, M. & Gamoran, A. (1991). Instructional discourse, student engagement, and literature achievement. *Research in the Teaching of English*, 25(3), 261-290.
- Nystrand, M., Wu, L.L., Gamoran, A., Zeiser, S. & Long, D.A. (2003). Questions in time: Investigating the structure and dynamics of unfolding classroom discourse. *Discourse Processes*, 35(2), 135-198.
- Reinsvold, L.A. & Cochran, K.F. (2012). Power dynamics and questioning in elementary science classrooms. *Journal of Science Teacher Education*, 23(7), 745-768.

CONSULTATIVE MANAGEMENT STYLE AND IMPROVING LEADERS PERFORMANCE IN THE UAE ORGANIZATIONS

Hanan Almazrouei

*United Arab Emirates University, College of Business & Economics
Department of Business Administration, United Arab Emirates
Phone: +97150 7838886
Email: hmaster_lady@hotmail.com*

ABSTRACT

Purpose – Expatriate leaders on overseas assignment often attempt to transfer their home organization culture to their new location. The subsequent cultural clash can have a destructive impact on both the leader and the organization. We explore the impact of organizational culture, adaptation, political environment, and leadership for expatriate managers working in the United Arab Emirates (UAE).

Design/methodology/approach –Expatriate leaders' experiences in the UAE were collected through interviews, with a specific focus on cultural adaptation and most effective leadership styles for implementing strategic organizational change.

Findings – The research revealed that a consultative style was found to be most effective by expatriate leaders in the UAE. Communication with local staff, team building, motivating staff, and involving staff in decision-making were highly effective approaches in assisting expatriate leaders to succeed within their organizational cultures. Several strategies have been identified based on the experiences of the expatriate leaders interviewed in the study.

Practical implications – The findings offer practical advice for organizational leaders anticipating an assignment in the UAE and HRM practitioners preparing expatriate leaders for their duties there. The paper also provides suggestions for expatriate leaders to enhance their adjustment to the organizational and political culture.

Originality/value – Numerous studies have been done on organizational cultural adaptation, however comparatively little research has been offered on practical organizational adaptation and leadership specific to the UAE.

Keywords – Expatriate leadership, leadership styles, management, organizational culture, UAE.

Article Classification – Research paper.

PORMOTING LEARNER AUTONOMY IN EAP COURSES FOR ARAB STUDENTS

Dr. Filomachi Spathopoulou

University of the Middle East, Egaila, Kuwait

Email: filomachi.spathopoulou@aum.edu.kw

ABSTRACT

Learner autonomy has been a matter of interest among educators in a variety of teaching contexts; however, providing autonomy in the context of EAP can be rather daunting especially when it involves accommodating cultural particularities. This article will look into the challenge of promoting learner autonomy on EAP courses for Arab students. It will analyze learning habits, preconceived learner and instructor roles, as well as cultural and societal limitations. It will also suggest the use of authentic/real life projects and explain how they can help ensure learner autonomy while at the same time turning cultural limitations into useful learning and teaching tools. The article will also focus on motivational patterns and will highlight their correlation with learner confidence and ownership of learning. The article will include a brief review of the existing literature but will mainly focus on the practical aspects and will discuss real problems.

**SITUATION OF TEACHING, DEEP LEARNING AND MOTIVATION (ATDLM) IN
COUNSELING CLASSES AT THE UNIVERSITY OF GUILAN, IRAN**

Dr. Abbas Sadeghi, Associate

professor the University of Guilan, Iran

ABSTRACT

This study examined Active Teaching and Deep Learning (ATDL) in counselling classes in the University of Guilan, Faculty of Humanities, Iran. Questionnaires were distributed to 150 counselling students across the Faculty of Humanities through a random sampling method from the population. The reliability coefficient of the instrument was calculated by using Cronbach Alpha and it was found to be 0.80. Also a semi-structured interview was used to complete information about the active teaching and deep learning to 7 academic staff members. Results revealed that for active teaching method in classes, 72% with no satisfaction and to be a deep learner with 35% agreement and for extrinsic motivation 69% with no agreement and intrinsic motivation 31% with no agreement. Also, there were no significant differences between students with respect to gender, age, entrance academic year and average of marks.

Keywords: Active teaching, deep learning, motivation

TEACHERS' CREATIVITY AND INOVATION FOR INDIGENOUS PEDAGOGY

Sharifah Zarina Syed Zakaria, Aminuddin Mohamed, Muhamad Nazif Remli

Research Centre for Environment, Economics & Social (KASES),

Institute for Environment and Development (LESTARI),

Universiti Kebangsaan Malaysia

szarina@ukm.edu.my

ABSTRACT

This research was carried out to study the pedagogical understanding among teachers serving in indigenous schools (Sekolah Orang Asli) in Pahang. Qualitative method was applied in collecting the data for this research and 12 respondents who were teachers in the indigenous schools were the respondents. The data collection was done through interviews and questionnaires, which dealt with the improvement of teaching and learning courses attended by the teachers under the supervision of The Centre for Indigenous Pedagogy. The findings showed that teachers serving in the indigenous schools worked constantly to improve and gain new knowledge in pedagogy as the best practice in schools. The study also showed that the teachers were always ready to improve knowledge in understanding the appropriate pedagogy to increase understanding among the students, particularly in teaching and also to attract and to increase the number of enrolment at these schools. The implications of this study showed that the willingness and effort of these teachers to gain new knowledge regarding the improvement of pedagogy applied in schools were positive, and thus the effort of organising these types of courses must be implemented continuously. The teachers had experimented with various teaching methods to suit the abilities and intelligence of the students based on a nature-friendly environment that must be understood as a precondition to serve in the indigenous schools.

**EXAMINATION OF THE TRAIT ANXIETY AND ASSERTIVENESS LEVEL AMONG
MEDICAL UNDERGRADUATE STUDENTS AT A MEDICAL SCHOOL IN TURKEY**

Necmettin CIHANGIROGLU

Dept. of Health Services Management, Gulhane Military Medical A.,
Etlik-Ankara, Turkey

ABSTRACT

Objective : Researchers have identified the expression of assertive responses can be inhibited by anxiety. This study aims to determine the relationship between trait anxiety level and assertiveness level and also the effect of medical education on this relation among medical undergraduate students at a Medical School in Turkey.

Subjects and Methods: In this study, 222 medical students from grade 1 and grade 5 were reached in 2015. The inquiry form used in the study had 3 parts. The First Part included the questions for determining the social-demographic characteristics. The Second Part was "Trait Anxiety Inventory" which was developed by C. D. Spielberger et al. (1970) and adapted to Turkish language by Öner and Le Compte (1983). The Third Part was Voltan Turkish Adaptations of "Rathus Assertiveness Scale", which was developed by Rathus. The analysis of the collected data was made by means of SPSS 22.00 statistics package program.

Results : A significant negative correlation ($r=0.5$) was found between assertiveness and Anxiety Trait level among total participants. This correlation was almost the same when the scores of first grade and fifth grade students were analysed separately. No significant difference was determined between first grade and fifth grade students for both assertiveness ($p=.64$) and Trait anxiety scores ($p=.95$). Students having friends of opposite sex had significantly higher assertiveness level than students without friends of opposite sex ($p=.002$). But no difference was found for trait anxiety level between groups based on having a friend from opposite sex.

Keywords: Trait Anxiety, Assertiveness, Medical Students, differences.

THE EXAMINATION OF OCCUPATION STRESS AMONG PHYSICIANS WORKING AT A TRAINING HOSPITAL IN TURKEY

Necmettin CIHANGIROGLU

*Dept. of Health Services Management, Gulhane Military Medical A
Etlik-Ankara, Turkey*

Gulfer Dogan PEKINCE

*Gynecology and obstetrics Department, uring School, Ege Uni. Health Science Institute,
Izmir, Turkey*

Nurgul DOGAN

*Dept. of Anatomy, Gulhane Medical School, Gulhane Military Medical Academy,
Etlik-Ankara, Turkey*

Bilal BAKIR

*Dept. of Public Health, Gulhane Medical School, Gulhane Military Medical A.
Etlik-Ankara, Turkey*

ABSTRACT

Background: Since health care facilities are regarded as stressful workplaces, occupational stress has been a major concern among health care workers. A variety of factors such as psychological, biological and biomechanical risk factors have been identified as occupational stressors.

Objective: This study was conducted to evaluate the stress sources and its harmful effects on the physicians working at a military training hospital in Ankara in 2014.

Methods: This cross-sectional study included the physicians working at the hospital. The inquiry form, developed by Agma (2007) was used to reveal the reasons of stress and its effects. Totally, 126 inquiry forms responded properly by physicians were analysed.

Results: While the mean of total Employee Social Environment (ESE) Scale was estimated as $2,03 \pm 0,81$, the mean scores of subscales were estimated as $1,98 \pm 0,96$ for task structure; $1,90 \pm 0,76$ for authority structure ; $2,39 \pm 0,90$ for working conditions and, $1,91 \pm 1,05$ for Employee Social Environment (ESE). Working conditions score is by far higher than the other subscales scores indicating that working conditions had less negative effect for physicians than other three factors for physicians.

HOW DO MAINLAND CHINESE DOCTORAL STUDENTS PERCEIVE THE SUPERVISORY RELATIONSHIPS WITH SUPERVISORS IN HONG KONG?

Su Yangyang

The Faculty of Education, The University of Hong Kong

Email: clorisso212@gmail.com

ABSTRACT

The supervisor-supervisee relationship has been acknowledged as an important aspect of successful completion of doctoral study. Therefore, information about students' perceptions of their relationship with their supervisors can be useful for improving the quality of doctoral supervision.

Hong Kong is viewed as a combination of the East and the West experiencing rapid development during the past decades. Notwithstanding these changes, research recognizes that the Chinese culture in interpersonal relationship is still influencing the concepts and conducts of Hong Kong society significantly. The limited existing research mainly centers on the function and styles of doctoral supervision. Despite that increasing mainland Chinese students pursue their higher degrees in HK, little is known about their perception of supervisory relationships in the higher education field in Hong Kong.

Therefore, the main research question is "How do the mainland Chinese doctoral students experience the supervisory relationships with their supervisors in Hong Kong?" A review of the literature that examined role theory, transference issues and resource-dependence theory provided the foundation for the study.

Random purposeful sampling was used to conduct in-depth interviews with 10 current Chinese doctoral students from different disciplines in a Hong Kong university. Findings revealed that the concept of power emerged as a central theme for most of the participants. Besides, it was found that the students' previous master learning experience shaped their attitudes towards the supervisor-supervisee relationship in terms of expectation and conflict management. Implications for postgraduate education will be presented with personal reflections.

Keywords: supervisory relationship, doctoral student, supervisor, Chinese, Hong Kong

THE COOPERATION AND COMPETITION OF TECHNOLOGICAL DEVELOPMENT: THE CASE OF TFT-LCD

Hsin-Yu Shih*, **Pei-Wen Liao****

**Department of International Business Studies, National Chi Nan University, Taiwan*

E-mail address: hyshih@ncnu.edu.tw

***Department of International Business Studies, National Chi Nan University, Taiwan*

E-mail address: s102212519@mail1.ncnu.edu.tw

ABSTRACT

The study aims to find the players of technological cooperation and competition from the perspective of ego firms. The research applies the method of Network Constraint Index to analyze the network of technological diffusion. The higher the constraint value of a certain firm is, the more constraint it would stop the linkage from technological connection. On the other hand, the lower the constraint value of a certain firm is, the less connection it is with the others, which means more chance to obtain the intermediate benefit. The firm with constraint trait might be the bridge the connection of the others and control the important resources and advantages among other firms. By this way, the purpose of this study is to identify the players of technological cooperation and competition for firms and help them to make a complete portfolio of technology development.

Keywords—Competition, Cooperation, Patent, Constrain, TFT-LCD