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Financial structure and profitability in the life insurance company

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ABSTRACT

The saturation of the insurance market, the shrinking of interest rate spreads and the impacts of the global financial crisis all contribute to the declining of investment returns and the difficulties for the life insurance industry. Meanwhile, the legal restrictions on the investment strategies of the life insurance companies make it impossible to maximize the efficiency of asset allocations. On top of all the adverse factors, the insurance industry has also been suffering from low interest rates for years. This paper examines whether there are smooth transitions (i.e. structural changes) among financial structure, business risks and profitability of Taiwanese life insurers in 2001-2011. This paper believes that when the financial structure falls below a threshold value, the higher the capital ratio or the lower the reserves and debt ratios, the worst the profitability becomes. When the debt ratio exceeds a threshold value, the higher the leverage, the slower the reduction in return on assets becomes. This reflects the profit squeeze due to fierce competition and narrowing spreads. Firstly, highly levered life insurers work hard to improve their operations. Secondly, the compliance with the RBC system for the minimum capitalization has negative effects on profitability too. When business risks are lower the threshold value, the increase in the level of investment portfolio concentration enhances return on assets. This means a strong focus on highly profitable asset classes brings about hefty returns. However, if business risks exceed the threshold value, the higher the business risks, the worst the profitability. The paper can shed light to the structural changes resultant from financial structure and risk allocation variances. This can benefit the regulators in the drafting of relevant laws and regulations. It can also help life insurers to strengthen their financial structure, adjust their asset allocations and focus on core businesses to improve profitability.

Keywords: smooth transition regression model, panel data, life insurance company, financial structure, profitability

Dark Tourism: Motivations and Service Demands of Visitors to the Taipei 2-28 Memorial Museum

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ABSTRACT

The term “dark tourism” entered academic discussion in the mid-1990s. It refers to tourist activities or experiences that involve themes of death or disaster. Many studies have investigated the motivations of dark tourism participants, but few have explored their service demands. This research conducted a survey at the Taipei 2-28 Museum in Taiwan to examine the issue. A survey questionnaire was developed that includes a motivation scale and a service-demand scale. A total of 240 responses have been collected till date. The factor analysis suggests that visitor motivations comprise three dimensions: “seeking meaningfulness and reality,” “being curious about sensitive issues,” and “seeking leisure experiences.” The results of canonical correlation analysis suggest that when visitors have a stronger motivation for parameters of “seeking meaningfulness and reality” and “being curious about sensitive issues,” their demands for “seeing genuine historical materials” and “being guided by the museum staff” are higher. They did not make many demands for “seeing virtualized or replicated historical materials”. The results of the research can provide the museum with reference points for decision making. Moreover, the study enriches theoretical debates about dark tourism research.

Brand Experience and Brand Orientation: Antecedents of Brand Loyalty in Fast Food Industry

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ABSTRACT

Purpose – The purpose of present study is to explore brand experience and brand orientation as determinants of brand loyalty in fast food industry of Pakistan.

Design/methodology/approach – The data for this study was obtained from fast food customers locating in Islamabad, Rawalpindi and Sargodha. A total of 400 Questionnaires were distributed out of which, we received back 367 questionnaires representing 91.75 % response rate. Out of the received questionnaires, 44 questionnaires were discarded due to incomplete information and pattern biasness. The effective exchange rate was 80%. Total number of 51 items included in the Questionnaire.

Findings – Findings of research reported the positive relationship between Brand Orientation and Brand Loyalty. Furthermore, the finding of the results also reported the positive relationship between Brand Experience and Brand Loyalty.

Originality/value – This research contributes in the body of knowledge of strategic brand management by measuring the relationship and impact of brand experience and brand orientation on brand loyalty in fast food sector. Brand orientation has mainly been explored from organizational perspectives by getting the data from members of the organization. Present study has explored this construct from the perspective of consumers' perception about the specific brand which has rarely explored in the past. Furthermore, the joint effects of brand experience and brand orientation has rarely been explored in the past. These rational gives significant clue about its uniqueness

Key words brand experience, brand loyalty, brand orientation, fast food

Brand romance and purchase intention, mediating role of luxury brand perception and social influence

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ABSTRACT

Purpose: There has been appreciable research all over the world related to luxury brand perception. But few studies have experimentally explored key relationships influencing purchase intention. This research aims to check the effect of luxury brand perception, social influence and brand romance on purchase intention.

Design/methodology/approach: The empirical study consisted of a large scale survey conducted among luxury brand consumers in Pakistan. The data were analyzed using hierarchical regression.

Findings: Social influence and brand romance are highly related. Luxury brand perception relates with brand romance but at lower degree. Luxury brand perception effect purchase intention strongly. Brand romance effect purchase intention but luxury brand perception effects more. Social influence mediates between brand romance and purchase intention, luxury brand perception partially mediates.

Practical implications: Consumers like to purchase the luxury brand products that influence socially, affect their perception, or the brand to which they are emotionally attached. Marketers need to influence on creating the brand image as it is socially acceptable, effect the consumer perception and try to make consumers loyal and emotionally attached with brand.

Originality/value: The research contributes a unique perspective in mediation of luxury brands perception and social influence between brand romance and purchase intention.

Keywords: Brand romance, luxury brand perception, social influence, purchase intention.

Paper type: Research paper

Research on financial performance of Chinese Expressway-listed Corporation :Based on the factor analysis method

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ABSTRACT

This paper, from the perspective of financial performance, using the factor analysis method to analyze financial comprehensive performance of 17 sample corporation which chosen from Chinese highway-listed corporation, aims to build financial performance evaluation system of highway industry. 11 indicators were selected from four aspects: solvency, profitability, growth ability, operation ability, and finally four principal factors were extracted. Then, the score of four principal factors can be got by using factor analysis, and then regression equation was established to gain comprehensive scores and rankings. Highway-listed corporations were analyzed and evaluated by using the above data and information, then. Finally, this article suggests, in order to improve the comprehensive performance of highway industry, the corporations need to strengthen the management and use of assets.

Keywords: expressway industry; financial performance; factor analysis

An optimized business solution that increases the quality of the pageantry sector in Sri-Lanka; in order to produce world class contestants –“Glamour-Online”

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ABSTRACT

The prominence and popularity of beauty pageants are growing globally and considerable developments have taken place in the local pageant industry in Sri Lanka as well. While there is a high potential in the pageantry industry, Sri-Lankan contestants continue to perform below par in the international pageants. The objective of this study was to identify the possible contributing factors for below par performance and find solutions to uplift the pageant industry in Sri Lanka and produce world-class contestants. A sample of eighty people was studied for eight months and the findings and proposed solutions are expected to make a significant contribution which so far lacks in such explorative studies.

The study supported by 76% indicating that there is a great importance of implementing a proper and streamlined pageantry system and will enable the Sri-Lankan pageantry industry to uplift its standards and produce better contestants to participate in pageants.

Keywords: Beauty Pageants, Information systems, world contestants

Sociointer Cultural Evaluation for Investment Projects in Indigenous Communities *WIXARIKAS*

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ABSTRACT

This paper analyzes aspects of the problem that occurs in the social evaluation of investment projects for indigenous communities' *Wixarikas* (Huichols). A project in this context make particularly complex the evaluation. On the socio-economic perspective with which it is evaluated comes into play the incommensurability of social and intercultural issues that cannot be ignored. It is addressed the questions that have arisen in the development of this type of project and presents a theoretical framework for the methodological proposal of socio-cultural evaluation.

Keywords: Social evaluation of investment projects, socio-intercultural evaluation, indigenous communities, *Wixarikas*.

Resumen

Se analizan aspectos de la problemática que se presenta en la evaluación social de proyectos de inversión para las comunidades indígenas *wixarikas* (huicholes). Los proyectos en este contexto hacen particularmente compleja la evaluación. En la perspectiva socioeconómica con la que se evalúa entra en juego la incommensurabilidad de los asuntos de carácter social e intercultural que no se pueden pasar por alto. Se abordan las interrogantes que han surgido en la elaboración de este tipo de proyecto y se presenta un marco teórico para la propuesta metodológica de evaluación socio-intercultural.

Palabras clave: evaluación social de proyectos de inversión, evaluación socio-intercultural, comunidades indígenas, *Wixarikas*.

The Effects of state's Research and Development politics on Expenses of trade's Research and Development

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ABSTRACT

This research investigates the effects of state's research and development politics in 6 countries from 1990 to 2012. Research and development plays an important role in the world economy, and trade-funded research and development accounts for the majority in total R&D spending. Policy makers design various Research and Development politics to stimulate Expenses of trade's Research and Development. Since the existence of Research and Development politics, researchers highly contributed their longing on the analysis of the efficiency of those R&D politics, but the reliability of state intermediation still received significant discussion. Thereby, the aim of this research is tried to follow the historical reasoning and investigates the effects of state's Research and Development politics on trade-funded R&D.

Key words: state funding of research and development performed in trade, Trade-funded research and development, tax incentive, state' research.

Chinese Tourists' Satisfaction in Cairns

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ABSTRACT

China has become a considerable international tourist generating region for Cairns, Australia. Cairns, a world-known tourism destination in Queensland, is famed for the Great Barrier Reef and Daintree rainforest. In recent years, Cairns has received significantly increasing number of tourists from China. With survey data collected in 2012, this study provides insights into the socio-demographic profile, travel characteristics and customer satisfaction of Chinese tourists visiting Cairns. The study is based on the expectancy-confirmation model by Oliver (1980) and examines Chinese tourists' expectations and perceptions. A questionnaire was developed to collect the data required for the study, and distributed to a convenience sample of Chinese tourists visiting Cairns between April and October 2012. The results show strong correlations between the Chinese tourists' expectations and perceptions. In turn, findings indicate that their expectation-confirmation significantly influenced their overall satisfaction. Also, results of the analysis showed moderate levels of overall satisfaction with the destination and a need to improve service standards of tourism related business in the Cairns area. This study enables tourism businesses in Cairns to learn about visitors from different culture background and so, develop strategies that meet their needs and enhance their travel experiences.

Key words: customer satisfaction, Chinese tourists, expectation, perception, demographics, Cairns

Bridging the Theoretical, Methodological, and Empirical Gaps of Marketing Innvation Research : A Case of Sociomateriality Benefits for Information System Innovation Study

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ABSTRACT

Despite the recognition of the importance of information system (IS) innovation in marketing arena, the field has been fragmented and adopting general organizational innovation theories and traditional IS concepts was inadequate to explain the dynamic evolution of IS innovation. This paper aims to enhance the development of research methodologies used in the IS innovation study. Major theoretical, methodological, and empirical gaps in the field are meta-analyzed by drawing on seminal works in the field. The adoption of sociomateriality is then recommended in order to bridge those gaps. Nevertheless, considering the theoretical and practical problems of sociomateriality, its applications should be done with cautions.

The relationship between cash flow ratios and future earnings and financial costs of companies listed on the Stock Exchange of Thailand

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ABSTRACT

This study aims to examine the relationship between cash flow ratios and future earnings and financial costs of companies listed on the Stock Exchange of Thailand. Annual reports from 2007 to 2012 of 470 companies are targeted for investigation as secondary data. Using multiple regression methods for data analysis. The results of analysis from all sectors indicate that the ratios of cash flow from operations to total liabilities, operations to total assets, operations to sales, operating activities to earnings from operations, operating activities per equity share, and the ratio of cash flow from operating activities to net income are associated with the future earnings and financial costs statistically at significant level. The ratio of cash flow from operating activities to investing in fixed assets is also associated with future profits statistically at significant level but it is not associated with the financial costs.

Thus, to seek the relationship between cash flow ratios and future earnings and financial costs of each business sectors, this study, further, analyses the ratios of finance sectors, agricultural and food industry, manufacturing, and real estate industry separately. The results clearly reveal that cash flow ratios of each sector are associated with the future earnings and financial costs differently at significant level. This study is expecting that the results of the analysis would help both companies listed on the Stock Exchange of Thailand to appropriately provide financial information in annual reports and financial statements users to enhance investment decisions effectively.

KEY WORDS cash flow, future earnings, financial statements, financial costs

Impact of Ownership Structure on Firm Performance

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ABSTRACT

The concept of ownership structure is not a new topic in the world of business. What is really new is trend of change experienced in the ever changing business world due to attitude change of man. Therefore, this research seek to ascertain the relationship between ownership structure and firm performance with a study of eighty workers in the public sectors. Data was collected with a well structured questionnaire and analyzed with descriptive statistic while hypotheses formulated were tested with t-test. The shows that there is great correlation between the two subjects.

Key words: Impact. Ownership structure, performance, firm performance, workers productivity

Business Ethics Education from the Perspective of Lecturers of School of Business Administration in Thailand

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ABSTRACT

As Business Administration students will be our future business leader, their ethical mind such as integrity, honesty, accountability and morality would be important. Teaching and learning business ethics in classroom would be indispensable to facilitate, enhance and cultivate moral and ethics to them.

A faculty survey on the teaching management of business ethics was conducted. Questionnaire was used as the tool to collecting data from all 222 full-time lecturers of a Business school in Thailand. The main objective is to identify how to teach business ethics effectively and efficiently in order to use as a guideline in managing and designing the business ethics course in the Bachelor of Business Administration Curriculum: 1) who should be the ethics teachers (individual person or teams of business faculty/ philosophy faculty/ special faculty with sufficient training/ success businessman/ prayer), 2) what contents should be taught, 3) where (in classroom, outside, exposure) and when(year, semester), 4) type (stand-alone course, or integrate in other courses as basic course, business core course, major required or elective course), grading/evaluating and number of credit (0 credit with grading S and U, / 1, or2, or3 credits with normal grading system) and adequacy of coverage and encourage (in level of department, or faculty or university) and 5) methods of teaching(classroom lecture based on textbook/ news / articles/ case study, guest lecturers, ethical debate, role playing, business ethics exposure)

The Effects of Medical Quality, Hospital Service Quality, And Queuing Management Quality on Customer Satisfaction : A case of a Private Hospital in Thailand

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ABSTRACT

Medical tourism industry is intensively competitive and highly growing in Thailand at this current. Many leading hospitals tried to come up with several marketing strategies to capture both local and medical tourist customers. Employees with several language skills, not only Thai and English but Japanese, Chinese, Indian, Arabic, French, and so on are available to service medical tourists. Also, interior designs, and services, both tangible and intangible, like that of a five-star hotel are offered. Even though the hospital service quality is excellent, customers have to spend their time to wait for the medical services especially queuing for the doctors and special examinations such as blood exam, x-ray, ultrasound, and so on. Many customers feel that the waiting time and queues are sometime too long and make some complaints. Waiting for such services may be unavoidable but it could be shorten by an effective and efficient queuing management of the hospital. This research aims to determine the influences of medical quality i.e. professionalism of the doctor and staffs, hospital tangible and intangible service quality, queuing management quality, and service lead time on customer satisfaction and revisit intention. A private hospital was selected where 385 data sets were collected from the customers who were using the OPD services. Structural equation modeling was performed. Significant influences of the professionalism of the doctor and staffs and service lead time on customer satisfaction and revisit intention were found. Also, significant relationship between customer satisfaction and revisit intention was illustrated.

Key words: Medical quality, Service quality, Queuing quality, Customer satisfaction

A Study of Purchase Demand of End User's Blackberry and Iphone

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ABSTRACT

Along with the mobile phone market transferred to the smart phone rapidly, which will be the next major growth point in the future mobile market, hence, in order to maintain the competition of business in the mobile phone market, the enhancement or development of smart phone business will be an enormously important movement or action and then the manufacturers and wireless carriers who market mobile phone must endeavor to shape the consumers' purchase demands through the advertising. Nowadays, customers have a variety of choice for buying a mobile phone since various brands in the mobile markets all over the world. At the moment in Thailand, iPhone and Blackberry are exceedingly popular brands among consumers, teenage and working age group. Accordingly, this article compared the end users' purchase demand towards mobile phones between iPhone and Blackberry and incorporates the advertising related cognitions, advertising evoked feelings, attitudes toward the advertisement, attitudes towards the brands and trust as these influence buyers' purchase demand.

Key words: Purchase demand, trust, attitudes toward brand, attitudes toward advertisement, advertising evoked feelings, cognitions, smart phone, mobile phone, comparative study Paper type: Research paper

Importance-Performance Analysis in Evaluating Tenant Lease Contract Renewal Decision : Shopping Mall at Central Business District

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ABSTRACT

This study examines the importance and performance of key factors that tenants consider when they want to renew their lease contract of the shopping malls at central business district of Thailand.

The results are from a survey of 146 non-chain tenants. Respondents evaluate the importance and performance of all 35 items derived from reviewing previous studies. This study, then, applies those Linkert-type rating scores to an Importance-Performance (IPA) action grid and uses an exploratory factor analysis to identify the underlying structure among those attributes.

With Cronbach's alpha test, all measurement items show high reliability. The five factors derived from conducting factor analysis are (1) center management operation, (2) empowerment, (3) service quality, (4) responsive behavior and (5) cooperative behavior. The IPA action grid illustrates that management teams should concentrate on factors center management operation and empowerment and should pay low priority to factors responsive behavior and cooperative behavior. The action for factor service quality is to continue with good work.

The results of analysis provide shopping mall management teams a tool to effectively and efficiently allocate their limited resources to satisfy their tenants and to maintain lease contract renewal.

Key words: Importance-Performance Analysis action grid, tenant lease contract renewal, shopping mall

An Investigation of Fits and Intrinsic Motivation on Employee's Performance: A Case Study of FMCG Organizations in Thailand

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ABSTRACT

The Fast Moving Consumer Goods (FMCG) industry is one of the biggest industries in the world in which most are multinational corporations. There are many FMCG multinational corporations in Thailand. Core activities of FMCG corporations are supply chain operations in which lots of business activities are relating to many tiers of suppliers and customers. As the cooperation among parties is human activities, the firm performance would certainly rely on the quality of the employees. The employee's perception of fits towards organizational environment is relevant to the level of efforts in performance. This research aims to study the relationship between perceived fits of employees in various dimensions and their working performances. In order to understand such relationship in depth, intrinsic motivation is incorporated into the model as mediating factors. Self-determination theory and work meaningfulness are emphasized as intrinsic motivating factors. Empirical data were collected from Thai employees who work in FMCG firms. Structural Equation Modeling was used to analyze survey data. The significant relationship between fits, intrinsic motivation, and performance of employees were found.

Key words: Performance, Intrinsic Motivation, Self-determination Theory, Work meaningfulness

Determinants of Customer intention to use Mobile Banking: An empirical research based on Extended Technology Acceptance Model

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ABSTRACT

Technology takes years to evolve but the people take more time to accept it. Lack of user acceptance remains a big challenge for the success of new technology. Now a day, the banks are facing the same situation regarding Mobile Banking. Advancement to internet banking, now the customers can access to their bank accounts and process multiple type of financial transaction with the use of their mobile phones. The current study investigates the influence of perceived compatibility, perceived relative advantage and perceived ease of use in forming of attitude of the customers towards mobile banking. Furthermore, the current study also examines the influence of attitude, trust and credibility on intentions of customers to use mobile banking. Based on previous literature, a comprehensive model has been developed to check the causal relationships of these variables. The study utilizes the self administered questionnaire approach to collect the primary data from the respondents. The questionnaire was prepared by using the previously established scales and distributed among 600 respondents (clients of different banks). 564 completed questionnaires were used for further analysis. Before conducting the final analysis, the data has been verified for reliability and validity concerns. According to results of the study, perceived compatibility, perceived relative advantage and perceived ease of use significantly affect attitude and further attitude, trust and credibility significantly affect customer intentions to use mobile banking. All the hypotheses are supported and further discussion is provided.

Keywords: Mobile banking, attitude, trust, credibility, relative advantage, compatibility, ease of use

Examining the association between customer satisfaction and repurchase behavior in fashion retailing

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ABSTRACT

In general, when customers are satisfied with a product, service, and/or brand, the possibility of customer repurchase is expected to be stronger. However, previous research indicates that this relationship between customer satisfaction and customer repurchase is difficult to predict. This current research aims to examine this issue within the retail fashion clothing context by proposing five mediating variables to add further predictive power: information sharing, customer trust, customer commitment, perceived product value, and perceived in-store service value. Fashion-clothing retail shops in Bangkok, Thailand, were chosen as the context for a survey of 374 existing customers. Structural equation modeling was used for data analysis.

The findings indicate that satisfied customers will have a higher chance of repurchase when the customers' trust toward the retail shop is higher, which in turn results in higher commitment with the shop. Specifically, two types of mediation—partial and complete—are found. When either customer trust or customer commitment mediates the customer satisfaction-repurchase relationship, partial mediation is supported. However, when the customer satisfaction-repurchase behavior relationship is first mediated by customer trust and then mediated by customer commitment, complete mediation is supported. Particularly, the customer satisfaction-repurchase relationship is reduced to non-statistical significance. Variance in repurchase behavior increases from 17% in the non-mediated model to 38% in the mediated model.

With respect to this current research, there is a need to develop the current theory explaining and predicting the customer satisfaction on repurchase behavior. Although the current findings did not support a significant mediating effect of perceived values: product and in-store service values on the customer satisfaction-repurchase relationship, the in-depth interview results showed an expected impact of the perceived values. For the future research, a reinvestigation on the conditions of significant and insignificant effect of the perceived values on the customer satisfaction-repurchase model should be conducted. In addition, suspected moderating variables, shopping involvement, variety-seeking behavior, and customer demographics should be included in the model.

Key words: customer satisfaction, repurchase behavior, information sharing, customer trust, customer commitment, product values, in-store service value

An Evaluation of the Financial Performances of Food Production Enterprises: a Case of Turkey and England

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ABSTRACT

The purpose of this research is to determine the financial performances of food production establishments in the developed and the developing countries. In this context, in order to estimate the so-called effects, the financial statements of 13 years (from 2000 to 2012) are analyzed. These statements show the financial structures of food production firms that are based in Turkey and England, 25 firms that constitute the food index in Istanbul Stock Exchange (ISE) and another 6 firms that constitute the food index in London Stock Exchange (LSE). In the period which has been analyzed, macro-economic indexes such as economic growth rate, gross domestic product and, unemployment rate and the changes which take place in the financial structures of the firms are compared to each other. The financial situations of the firms are examined using the ratio analysis method. The relationship between the data which was obtained from the ratio analysis and the macro-economic variables is produced after being analyzed with the methods of statistics, econometric, and operations research.

Key Words: Financial performances, food production.

Factors affecting the performance of salespeople in an emerging economy; Egypt.

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ABSTRACT

Purpose: the purpose of this paper is to examine the relations between important antecedents that would affect salesperson performance in Egypt. Specifically, training, active listening, adaptive selling, handling objections, close selling, negotiations and prospecting.

Methodology: Data on each construct in the model was gathered after the 25th Jan, 2011 revolution. The relations were analyzed using SPSS-20.

Findings: Salesperson performance could be affected by specified items.

Research limitations/implications: Additional sales skills need to be considered.

Originality/value: The findings highlight the importance of salesperson training in developing the skills that could contribute to salespeople performance

Key words: Sales, presentation, sales management, personal selling, skills, sales training

Sustainability as a Strategy of Responsible and Competitive Development

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ABSTRACT

The aim of this paper is to analyze a competitiveness strategy based on sustainability to lead the way to a model of responsible and competitive development. The analysis takes as its starting point the assumption that the maturity of a sustainable business strategy positively affects competitiveness. The used method is the critical analysis. Among other results of this analysis concludes that the current business strategy seeks a system ecologically appropriate, economically viable and socially fair to reach sustainable equilibrium. This strategy based on sustainability must be promoted by the institutions and strengthened by the capabilities and resources that each company counts on to develop advantages to foster the overall development and achieve the maximization of benefits from the tangible and intangible perspectives.

Key words: Business, competitiveness, development, strategy, sustainability.

JEL: F63, L1, Q01, Q56.

Development of the Uranium Industry in Kazakhstan and its Impact on its Economy

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ABSTRACT

This paper analyzes the development of mining and metallurgical complex of Kazakhstan and the example of uranium industry development. Kazakhstan declared its ambitious plans to build a competitive economy. One of the main priorities for development of Kazakhstan is entering into the number of 50 competitive countries of the world. For that Kazakhstan tries to improve competitiveness of all spheres of economy. We suggest considering the development of rare-earth industry as the factor of competitiveness of national economy by the example of uranium. Kazakhstan has 15% of uranium reserves against the world resource. In the country about 19,450 tons of uranium was extracted in 2011, and it is planned to raise the extraction by 2018. Also uranium extraction in Kazakhstan in 2012 was raised by 7.5% up to 20.9 000 tons. Kazakhstan remained the leader of the world uranium extraction industry providing about 37% of the general world volume of uranium extraction, which was 55.7 000 tons of uranium according to preliminary data [URL, 2012]. Explanation of “national competitiveness” plays a very important role for further consideration to the development of the country in the context of the development of national competitiveness. Some economists consider the country's competitiveness as a macroeconomic phenomenon, driven by factors such as interest rates and budget deficits. Others express the consideration that competitiveness is the result of excess of cheap labor. Another point of view on this question links competitiveness with the presence of the rich natural resources.

Exploring the Principal Agent Relationship in Services Sector of Pakistan

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ABSTRACT

The paper aims to discuss the principle agent relationship and explore its presence in services sector of Pakistan. The paper examines that to what extent principle agent relationship exists in services sector of Pakistan and what are the factors that describe its presence. The study draws on a quantitative questionnaire study of employees working in middle and lower management level in various service organizations of Pakistan. A set of hypotheses about agency theory is tested using linear regression method in order to explore the principal/agent relation. The study reveals that principle agent relationship exists in service sector to a certain extent. As certain factors responsible for its presence include extrinsic factors provided to agents and a culture of high power distance. An important aspect is that people working in groups also tend to work under principle agent relationship. The study contributes towards providing information that could play a vital role in improving principal-agent relationships and resolving issues related to agency costs. The principle and agent have divergent roles, they lack the effective sharing of information among them and both of them have deviating risk preferences. It highlights the better understanding of attitudes and behaviors of employees and how they can be improved over a period of time.

Impact of leadership and Politics on Organizational Cynicism among Banking sector employees in Pakistan

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Meezan Bank Limited

ABSTRACT

This study aims to investigate the various factors to gauge the organizational cynicism in an organization. Being one of the relatively well established industry in Pakistan, the authors have attempted to study the defined variables in the banking sector of Pakistan. To investigate further, data is collected from a sample of employees from the largest and premier Islamic Bank in Pakistan. Primary data is sourced through a structured questionnaire from around 150 Meezan Bank and other Bank's employees. Results indicate that organizational cynicism takes place when there becomes a communication gap between the different tiers of management. This results into differences and agency costs amongst different tiers of management. The paper also advocates that merely announcements are not enough in developing environs as implementation is as essential as the policy formation. Strategies discussing improvement and policies tend to enhance employee's trust back on the organization and ultimately lead to winning of strategic objectives set by directors and management alike.

Key Words: Organizational Cynicism, Politics and Leadership, Banking sector employees in Pakistan. Meezan Bank

Influence of Role Model on Pakistani Teenager's Purchase Behavior

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ABSTRACT

Reason of this study is to discover out the influence of role model on purchase behavior of Pakistani teenagers, by introducing the concepts of direct (father and mother) and vicarious (favorite entertainer and favorite athlete) role models into the consumer behavior literature. Questionnaire was used to gather the data from students of the different universities of Islamabad and Rawalpindi. Results show that purchasing behavior of teenager is highly influenced by their role models. Statistical result shows that vicarious role models including favorite athlete and favorite entertainer are more influential in purchase behavior than the direct role models including father and mother. Specifically, it focused on role model influence on teenagers purchase behavior. This study will give good amount of information to marketers in understanding the ever-growing market of teenager consumers.

Value Added: A Measure of Business Performance

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ABSTRACT

Financial Analysts consider profit the most important measure of business performance. Profit may be expressed in terms of money value or it may be measured as sales margin percentage or it may be calculated as return of investment. These, in any form, are used as basis for measure of business performance. In recent years, considerable interest has been shown in the use of value added as an alternative or additional approach to measure the operational efficiency and profitability of a business. A lot of discussion has been going on about reporting the performance of an organization in terms of value added rather than conventional profit or loss. The information disclosed by the Statement of Value Added is considered to be much more useful than that disclosed by the conventional profit and loss account in providing a realistic basis for measuring the economic performance of an organization. The concept has received great attention in accounting practices with the emergence of large corporations having significant bearing on the society and finally on the economy for multi-dimensional impact over and above the owners. Value added system is a very useful measure of judging the performance of an enterprise for managerial decision-making and for inter-firm comparison.

Key words: Value Added, Net Value Added, Gross Value Added, Value Added Accounting and Reporting, Value Added Statement.

Drawing a Framework Towards Increasing Performance Appraisal Effectiveness: A Study of Organizations in India

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ABSTRACT

This empirical investigation attempts to study correlates and predictors of performance appraisal success in public sector organizations in India. Crucial factors that lead to effective performance appraisal process were found to be: perception on fairness of performance appraisal, efficiency & effectiveness of performance appraisal system, career progression & planning and compensation management. The effectiveness of performance appraisal was observed while measuring the employees' trust, their level of satisfaction and commitment towards the organization. The questionnaire used was standard, as well as adapted, considering the Indian context. Apart from the quantitative analysis, qualitative analysis revealed interesting insights, unique to the individual organization. The study weighs the impact of these variables after a grounded theory approach and presents a framework of various variables that impact Performance appraisal effectiveness. This study attempts to develop a model while listing all the parameters impacting Performance appraisal in organizations. Quantitative data of the survey were subjected to univariate and bivariate analysis and qualitative data was subjected to relational content analysis. The study has important implications for MNCs operating in India.

Influencing of Marketing Competency in the Convenience Stores

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ABSTRACT

The research was to investigate actual factors affecting Marketing effectiveness in the convenience Stores. The conceptual framework was developed from the Competitive advantage theory, resource-based theory of industrial organizations, and other contemporaneous research in marketing effectiveness. Accordingly, the researcher considers the importance of the factors of supply chain strategy, low costs strategy and differentiation strategy. In this the researcher employed both qualitative and quantitative research approaches. The instruments of research were two folded: interviews and a questionnaire. Data were collected from managers of business convenience store. Data collected were analyzed using the structural equation modeling and on the basis of observing the actual marketing effectiveness of the organizations studied through all operational links in the supply chain.

Findings are as follows: The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researchers validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors, the researchers found the following: chi-square (X^2) = 89.49; degrees of freedom (df) = 83; probability-(p)-value = .08; χ^2/df = 1.35; root mean square error of approximation (RMSEA) = .01; goodness of fit index (GFI) = 0.99; adjusted goodness of fit index (AGFI) = 0.99; normed fit index (NFI) = 0.99; non-normed fit index (NNFI) = 0.98; incremental fit index (IFI) = 0.98; relative fit index (RFI) = 0.99; comparative fit index (CFI) = 0.98; and Hoelter's critical "N" (CN) = 338.43 (n = 400).

In addition, the analysis revealed that competition strategy, leadership strategy, and supply chain strategy. Variances in marketing competency were explanatory at the level of 55.4 percent (R^2 = 0.554). Each of the four factors examined were composed of eleven major elements.

KEY Words marketing competency, marketing effectiveness, convenience stores

A Model of Service Marketing Strategy to Enhance the Competitive Advantage for Thai Seafood Beach Restaurant Businesses

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ABSTRACT

Thai visitors traveling to Hua Hin as close to Bangkok with convenient transportation did not take a long time. Therefore, the seafood beach restaurant business is an attracting tourist. There are 3 objectives as 1) To analyze the business management of marketing services for Thai seafood beach restaurant at Hua-Hin, Prachuap Khiri Khan Province., 2) To explore the significant factors of satisfaction by Thai customers for Thai seafood beach restaurant business at Hua-Hin, Prachuap Khiri Khan Province., 3) To verify a conformity of Overall Model Fit Measure, and the evaluation conformity of results in the important component of Model (Component Fit Measure) by using Confirmatory Factor Analysis (CFA) and present the model of service marketing strategy to enhance the competitive advantage for Thai seafood beach restaurant business at Hua-Hin, Prachuap Khiri Khan Province. This research was used by mixed-method technique. The qualitative method was collected by snowball sampling technique and the quantitative was collected by One-Short Study Survey with 400 Thai Tourists at Hua Hin destination Area. The analysis of reliability and validity showed that alpha coefficient was valued at 0.910 of level validity. The aspect of this research by interviewing of experts and entrepreneurs at Hua-Hin can be summarized that Creative Tourism and to dine with Thai-seafood meal had an important part of Hua-Hin destination for Thai tourists. Mostly, they were focus on the well-known seafood restaurant and standard of service quality. In term of the tourists demand were related to the factor of price, freshness of raw seafood and the original flavor. With respect to the tourists' experience, the price of food and beverage is higher cause of costs of the various aspects. The result of explore the significant factors of satisfaction were analyzed by using the Exploratory Factor Analysis (EFA). It stated that an appropriated 28 factors from 35 factors. The result of the statistics were validated and fitted of verification by using Confirmatory Factor Analysis (CFA). It indicated that 6'S Strategic models as the follows: 1) Service Excellence Strategy, 2) Sensible Price Strategy, 3) Sea Ambience Strategy, 4) Supporting Public Relation Strategy, 5) Sales Allowance Strategy and 6) Service Variety Strategy, respectively. There were presented the validated and fitted the empirical data due to the comprised indicators model of service marketing strategy to enhance the competitive advantage for Thai seafood beach restaurant business.

Key words: Model of Service Marketing strategy, Enhance the Competitive Advantage, Seafood Beach Restaurant Business

Internalization of organizational Culture : A Theoretical Perspective

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ABSTRACT

This study investigates internalization of organizational culture: a theoretical perspective. The study examines the following objectives; to ascertain whether organization can achieve its control through internalization of organizational culture, to determine if internalization of organizational culture influences employee commitment and to establish the differences between internalized and non-internalized of organizational culture. The study was carried out in a theoretical perspective where effort was made by the researcher to constructively achieve the objectives of the study by in-depth secondary data analysis. The study discovered that in order to achieve control through organizational culture, it is necessary to be able to influence (internalize) the processes that create, sustain and change the individual elements of organizational culture. In addition, the study revealed that by committing to the culture, individuals enhance their social "survival" and decision making abilities and they pledge allegiance to some larger purpose and "consciousness" The study recommends that organizations should forestall their stability by making sure that control mechanism is in-built to their organizational culture design and functions. Finally, they should adopt best practices of total reward strategies in order to motivate and boost the employee commitment.

The Future of Social Media in Pakistan

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ABSTRACT

Social media is reshaping, re-defining and re-transforming the world. It is touching the lives of common man. Social media is different from the traditional media in a way that it is more interactive, more responsive and more receptive to the ideas of common people. Two-way communication combined with and supplemented by multilateral communication has given new impetus to advancement in the fields of science, communication, business and politics. Social networking sites like Facebook, Twitter, LinkedIn, and video sharing website like YouTube, and blogs have empowered a common person to reach millions other, thus opening up new horizons of human imagination.

Perhaps, the most important thing that social media has done is that it has empowered a common man. It has made sure that common people are made to feel important because they are given an equal opportunity digital ground to participate in a conversation and either influence a particular discussion or be influenced by others.

Social media scene is getting bigger in Pakistan. Only in the last 6 months, over a million new users joined Facebook. It has crept into the lives of common people unnoticeably. Politicians are using smart phone and social media platform to interact with the electorate. Things are changing fast in Pakistan. It has played it positive role by giving voice to the voiceless. It has raised its voice for social cause, for justice and for the common good of every Pakistani. The future of Pakistan is social media because it is the voice of nation.

The Function of International Marketing in Foreign business

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ABSTRACT

In modern business environment that one of its main characteristics is increase in globalization of Markets, the Internationalization strategies became important. Even those companies that chose only trading in domestic markets will face the international competition challenges. In these circumstance one of the most important and fundamental cases for attaining a developed economic system, is to focus on marketing system and its development with high discipline and function. Beside this influential and functional system, all the commercial applications in the field of services and merchandises that are done on the bases of modern business policies between different countries will be accomplished by International Marketing. Today most of the companies obtain a part of their share from marketing activities in other countries. Lack of sufficient opportunities in domestic markets and presence of suitable opportunities in foreign markets is the main reason of tending to international marketing. Foreign markets can be the mean of better productive potentials, extra profits and more appropriate enterprising efficiencies for companies. Due to the importance that International Marketing's consideration could have in exportation and foreign commerce of countries and because of its highlighted role in creation of immense export surges, this research is done with the purpose of familiarizing with international marketing and inspection of its role in foreign commerce from different aspects.

The Factors of Marketing Mix that Affect the Consumers' Behavior of Coffee Consumption in Bangkok Metropolitan

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ABSTRACT

This research is a survey research with an objective to study the factors that influence the marketing mix of consumers who use the services of coffee shops in Bangkok metropolitan. The sample groups are 400 consumers of coffee shops who were given questionnaires used to gather data. The research results found that questionnaire respondents believed that the general marketing mix factors affected consumers at the highest level in physical condition. The consumers recognized the importance of the lighting of the shops and the convenience of the seating ($\bar{X} = 4.56$). On the process, consumers recognized the importance of the correct taking of orders ($\bar{X} = 4.46$) and on the products, consumers recognized the importance of the variation of the products ($\bar{X} = 4.52$). On the other hand, what affected the least on consumers was the channels of distribution ($\bar{X} = 3.29$). The buying behaviors of the sample groups revealed that the important reasons for coming to use the services of coffee consumption was to use the shop as a meeting point at 52.00 percent. The frequency of the consumption was once every 2 – 3 days. The quantity of the consumption was 1 cup every day. On the relationship, at significance level 0.05, it was found that personal education characteristics affected the behavior of using the services at the coffee shops of consumers in Bangkok metropolitan.

Key words: marketing mix, consumers' behavior, coffee consumption

Factors Influencing Fan Club's Purchasing Intention on Products and Services Sponsored by Football Clubs in Thailand Premire League

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ABSTRACT

The purpose of this research is to develop a causal relationship model for the purchase of products and services for the fan Club of the Thai Premier League (TPL) and to validate the model with empirical data. The model consists of eleven variables: 1) Involvement, 2) Effectiveness, 3) Commitment, 4) Quality of Services, 5) Team Attachment, 6) Sponsorship Integrity, 7) Charity Motive, 8) Sponsor Image, 9) Core Brand Attitude, 10) Word of Mouth, 11) Subjective Norm, and Purchase Intentions. The samples used in this study are the fans of the Thailand Football Premier League's 18 clubs, of which there are a total of 1,100 multi-stage sampling. Research instrument is questionnaire, and then descriptive statistics are generated using SPSS. Causal Modeling involves the use of LISREL 8.80 student version. Results indicated that the causal model is consistent with the empirical data. Goodness fit statistics are: Chi-square test = 18.12, $df = 23$, $p = .75$, $GFI = .99$, $AGFI = .99$, $CFI = 1.00$, $Standardized\ RMR = .0080$, $GFI = 1.00$, $AGFI = .99$, $CFI = 1.00$. The variables in the Model accounted for 73 percent of the total variance of purchase intention on products and services with the fan club for the sponsored team in Thai Premier League football (TPL).

Key words: Sports Business, Consumer Behavior, Purchase Intention, Sponsor, Team.

The Strategic Management of Model of Happy Work Place Management for Sports Authority of Thailand

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ABSTRACT

The objective of this research is to initiate strategic management of model of happy work place management for Sports Authority of Thailand. The sample group used in this research consists of 12 high level management members of the Sports Authority of Thailand, 10 middle level management members related to policy making and 5 interested persons of the organization. The research methodology includes in-depth interviews to find basic elements of the factors and of the initiation of management model for happy work place of the Sports Authority of Thailand, which resulted that activities and projects had to be developed to correlate with the research results from interviews for opinions of experienced and expert persons, to prepare for action and strategic plans. It was found that the building of an organization with happy work place needs the development of various factors according to the factors' weight, as related to the organization's well being, and related to the main principles' involvement ($\square x = 0.68$).

Research Results

- 1) Organization involvement in staying in the organization aspect ($\mu = 4.04$ $\hat{\sigma} = 0.88$) with emphasis on promoting welfare development policy and employees' well being according to real needs
- 2) Organization involvement in norm aspect ($\mu = 3.99$ $\hat{\sigma} = 0.84$) with emphasis on initiation of activities and projects to promote sense of belonging and loyalty to the organization in the long run, which is a morally correct action appropriate towards an organization.
- 3) Organization involvement in mental aspect ($\mu = 4.01$ $\hat{\sigma} = 0.78$) with emphasis on activities in employees' mental development and rewards of appraisal, a monthly dedication of good service certificate, including color sports competition of internal offices and units to promote unity and in-a-family working atmosphere.

Key words Happy work place, strategic plan, organization involvement ,well being organization

**TOURISM MANAGEMENT, POLICY,
PLANNING**

ICBTS 2013

Women Empowerment in the Omani Tourism Sector

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ABSTRACT

The contribution of women in the tourism sector has evidentially increased in recent years, although women are not well represented on higher managerial levels. Several studies have investigated the role of women in the workplace but there is less work on the position of women in tourism employment and much less regarding women in the Arabic area. Accordingly, the aim of this research is to examine the extent to which gender segregates men and women both horizontally, in terms of types of work, and vertically, in terms of managerial levels. A combination of semi-structures interviews and unified survey was utilizing in the context of this research, which helped identifying both qualitative and quantitative feedbacks. Results show that despite the fact that women should be equally treated according the Omani different legislations, on the ground of reality, more efforts need to be conducted. The research highlighted several cases where women acquire superior governmental tourism positions; however, evidences of less equality exist in the private tourism positions. The research concludes numerous recommendations for filling in the current gap between women and men positions in the Omani tourism sector.

Effects of budgetary constraints on international tourism expenditures

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ABSTRACT

This paper combines budgetary constraints with national characteristics and cultural values in an analysis of international tourism expenditures. It implements panel smooth threshold regression to check for nonlinear relations and smooth transition effects between the gross domestic product (GDP) per capita and international tourism expenditures across countries in 2001–2010, with constraints. When the household savings rate is high, an increase in the GDP per capita raises international tourism expenditures. An increase in income or GDP also raises outbound tourism. However, once the savings rate hits a threshold value, the effect of GDP per capita on international tourism expenditures weakens. Since the average percentage of household precautionary savings is highest in Asia, an increase in real GDP and real purchasing power in Asian countries is associated with a smaller rise in international tourism expenditures.

Keywords: budgetary constraints, tourism participation, saving, GDP per capita, tourism expenditures

JEL classification: G30, C32, C33

Tourism Management in GIS Environment

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ABSTRACT

Tourism is a resource industry, one that is dependent on natural endowment and society's heritage (Murphy 1985). And this kind of use of resources extinguish them least, in turn phenomenon of Tourism provides incentive to conserve resources both natural and cultural. Remote sensing and GIS techniques have enriched physical sciences to a great extent. But encroachment in the field of Social sciences is limited. Thereby the paper is an attempt to quantify certain qualitative indicators in GIS environment. Geographical picture of tourism potential can enhance quality of tourists' experience and at the same time can make tourists to be ecologically, economically and ethically responsible towards the destination area. The less explored, but rich in Heritage, North-west districts of Shekhawati Region have been considered for this study. Shekhawati presents a semi-arid landscape of dazzling fields, fluttering fabric and open-air picture galleries. Main objective of the study is to identify and examine the application of GIS and Remote Sensing in identification and visualization of natural and cultural attractions and to come out with a tourism potential model in GIS environment. Empirical analysis shows that Jhunjhunun the heart of Shekhawati located at a short distance from Delhi and Jaipur, has good potentials for tourism development of Shekhawati circuit.

Keywords: Tourism potential evaluation, Arc- GIS, Spatial distribution, Visualisation, Shekhawati Region

Obstacles to Electronic Purchasing Implementation in Touris Sector in the Context of Saudi Arabia: A Qualitative Approach

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ABSTRACT

Research reveals low reported take-up of electronic transaction despite numerous potential advantages. This paper investigates barriers to Electronic Purchasing (EP) in Saudi Arabia. Data were gathered from interviews with 20 managers in commercial companies in Tourism Sector, and with 40 clients who use and did not use EP, in Riyadh, the capital city. Barriers reported included psychological and functional barriers including perceptions of risk; poor marketing information; weak computer proficiency, limited availability and unreliability of Internet connection; conservative cultural values, cost, and proficiency in English. Until these issues are addressed, companies in Tourism sector are realistically targeting younger and more educated clients as potential EP users.

Key words: Electronic Marketing , E-purchasing, Tourism, Qualitative study, Saudi Arabia.

Regional Development and Sustainability: Cultural Tourism in the Southern Region of Jalisco

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ABSTRACT

This study aims to determine the potential of cultural tourism in the municipalities that comprise region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. These municipalities are tested first to identify the demand for cultural tourism to determine the profile of the cultural tourist under the assumptions that tourists especially motivated by culture tend to travel longer distances than most tourists. It discusses the motivations and satisfactions of cultural tourists in order to establish the potential market in accordance with the characteristics of the target market in the southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, which explains the use of SWOT analysis as a tool for strategic planning of cultural tourism enterprises. Finally, we propose some development strategies of cultural tourism in this region of Southern Jalisco.

Keywords: Regional development, tourism companies, Southern Jalisco, Cultural Tourism

JEL: D20, L200, L230, 0100, 0120, 0130, Q010, Q500, Q560, Q570, R300, Z100

A holistic model for the adoption of electronic collaboration in Tourism

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ABSTRACT

Due to the debate of economic globalization and expansion of companies working filed ,Electronic collaboration is a suitable solution for organizations which want to be successful in the business world for future decades. So, E-collaboration is a very vital strategy for tourism industry players in today's business world. Smartly using this strategy can avoid the fierce competition between hotels, travel agencies and travel operators. In oder word's, e-collaboration in the tourism industry can help to widen market, enhance competitive position, add value, reduce cost, bridge communication and lessen cultural conflicts.Despite the potential benefits that the new technologies have, development and Establishment of these techniques are not necessarily indicating to achieve those benefits , However these technologies should be handled by users. In the case of non-acceptance and deployment of new technologies by users, Investment will not have result in the desired area. So in this article we review the literature, have identified on affecting factors adoption of electronic collaboration in the tourism industry .And with use the features of inter-organizational relationships ,aspect of the organizational entrepreneurship and Organizational features have provided a model for the adoption of these technologies in the tourism industry And also in the end, we have brought suggestions for improvement and development of this technology in the tourism industry .

Key words: entrepreneurship, Organizational entrepreneurship, Electronic collaboration, tourism.

Knowledge Transfer in Tourism

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ABSTRACT

A number of tourism researchers have suggested that despite the proliferation of tourism research (there are now over 70 tourism journals) the exchange of knowledge from academic research to practical application in the tourism industry is poor. The argument made is that academic research seldom influences the real world of practice, and that for knowledge transfer to assist destinations for example, a paradigm shift is required. This paper will take a look at the challenges of knowledge transfer in tourism, and focus on a unique tourism research center in South Carolina, where private and public sectors have joined together in an effort to support applied and commercially relevant research in order to improve the competitiveness of the state as a tourism destination.

Economic Development Tourism Planning and Government Role : A Case study of Gorakh Hill DADU-SINDH-PAKISTAN

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ABSTRACT

The current research examines the Economic development tourism planning and Government role: A case study of Gorakh Hill-Dadu-Sindh-Pakistan. Data were collected from 300 respondents by using simple random sampling and data were analyzed by using SPSS-19 version. Nine factor were determined in the context of tourism development: security and safety for tourists; infrastructure and tourism facilities development; stakeholders collaboration; cultural heritage preservation; environmental protection; human resources development; tourism products promotion; simplification of travel procedures; and regional cooperation. It was revealed that Government should provide above nine factors for the Economic development of tourism in Dadu-Pakistan.

Keywords:, Tourism, Economic Development, Ghorakh Hill.

Actor-Network Theory, Tourism Organisations and the Development of Sustainable Community Livelihoods

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ABSTRACT

Research of existing actor-networks has traditionally focused on outcomes, achievements and success at the expense of detailed consideration of their formation and function. In recognition of this lacuna, this study examines the formation and functioning of tourism actor-networks involved in environmental protection and the development of sustainable community livelihoods in the coastal city of Hurghada, Egypt. More specifically, it applies actor-networks theory and in particular its four moments of translation- problematisation, interessement, enrolment and mobilisation - to analyse the factors that are influencing, albeit positively or negatively, the degree to which the creation and operations of such collaborations, are successful. This study reveals the existence of a number of tourism actor-networks which are attempting to develop sustainable community livelihoods through environmental protection, and of several key factors - trust, coordination, commitment, communication – which have negatively influenced their formation and functioning. Some theoretical and practical implications are highlighted and discussed.

Do Tourist's Expectation-Disconfirmation Process Affect Their Revisit Intention Towards National Parks? A Perspective of Website Marketing

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ABSTRACT

National park is consented to be the most significant natural resources attracting thousands of citizens and international visitors in each country. However, there is a lack of systematic literatures investigation what factors may influence tourists' revisit intention towards these national parks. Specifically, few studies have uncovered as to why consumers would continue to visit the national park from the lens of individual's cognitive decision making process and gender difference. To provide this critical market insight, this study empirically applied the expectation disconfirmation theory to further explore how tourists' disconfirmation towards the information at national park's website may further shape their satisfaction and revisit intention towards the national park. Moreover, how do men and women differ in the way dealing with the information gained at the national park website. This study proposed seven propositions base on the theoretical discussions.

Key words: National Park, Expectation, Disconfirmation, Satisfaction, Revisit Intention, Gender

Tourism Management and Development : Azerbaijan Case

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ABSTRACT

Tourism is very huge and rapidly developing industry. Annual international tourist arrivals have already exceeded 1 billion. Those tourists are going to various tourist destinations throughout the world which are changing very often. Tourism management and development is required here to get competitive, attract new tourists and not to lose the current tourists. One of the main and important drives behind the attracting tourists is marketing. But without effective management and clear development strategy, it is almost impossible for marketing to make a step up.

Tourism management can be viewed from two aspects: government point of view in macro level and enterprise point of view in micro level. Each has its own missions and goals. For example, generally government aims to ensure tourism with sustainability, whereas enterprises final goal is the maximization of profit. Both points of view have been investigated in detail further in paper. It is worth to note the in both cases labor force is very specific and important in management and development of tourism and is very distinct from the labor characteristics of employees who are working in other fields. Tourism management can be divided into below mentioned general areas, such as understanding the need, planning, implementing, activity impacts assessment and administration including coordinating, training, crafting mission, creation of vision and organizational values.

Above issues will be covered in detail with inclusion of modern techniques of tourism management and development further in this paper related with business tourism.

An Exploratory Study of Turnover Rate in the Tourism Industry from the Viewpoint of Information System Workers' Stress

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ABSTRACT

As e-tailing has grown to be the major selling channel of the tourism industry, good information system (IS) profession becomes the core competition power of tourism companies. However, these IS profession in tourism industry is widely regarded as being stressful. With the ever-increasing reliance on information technology in today's tourism firms, the nature of this work in terms of skill obsolescence, overload, and expanding and conflicting roles may have accelerated the turnover rate of IS professionals in tourism industry. However, effective management of the turnover rate has long been seen as the best strategy for dealing with problems such as the shortage of experienced tourist professionals to recruit and the high cost of training new tourist workers. As such, this study proposes a theoretically based model investigating turnover intention from the lens of work stress via the factors of work exhaustion, job satisfaction and organizational commitment. Theoretical contributions are discussed accordingly for the tourist executives to manage their working force.

Key words: Stress, Turnover Rate, Job Satisfaction, work Exhaustion, Organizational Commitment

The Effects of Global Economic Crisis on Tourism Mobilities in the Developed and the Developing Countries

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ABSTRACT

It is widely known that the effects of global economic crises on the basic economical indexes differ between the developed and the developing countries. Similarly, it is expected that global economic crises will have different effects on tourism mobilities in that countries. The aim of this research is to determine the effects of global economic crisis on tourism mobilities in the developed and the developing countries. For this purpose, tourism indicators -such as number of tourists, tourism income and tourist expenditures, number of beds and establishments and, average expenses per capita for number of visitors- of last 22 years (from 1992 to 2012) were analyzed. Mobilities which take place in the indicators of the developed and the developing countries is compared to each other. Nominal - cardinal data, comparative ratio and trend analysis are used for this study.

Key Words: Global economic crisis, tourism mobilities.

The Development of Dental Tourism in Thailand: A Case Study of Chiang Mai, Northern Thailand

Khwanchai Kerdbangnon

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ABSTRACT

This research aims to study the development of dental tourism, the new phenomenon of tourism industry, in Chiang Mai, Northern Thailand in three main aspects: 1) why dental tourists choose Chiang Mai for their dental treatment destination; 2) How they combine dental treatment and tourism activities in the same trip and ; 3) How Chiang Mai can develop itself to become the dental hub of Asia. The subjects of the study are 250 foreign dental tourists coming to have dental treatment in Chiang Mai in 2012-2013 and 30 private organization officials and government officials involved in dental tourism field. The result shows that the main reason for dental tourists to choose Chiang Mai for their dental treatment is because of low price of dental care, good quality of the treatment and hospitality and kindness of Chiang Mai's dentists. Apart from the treatment, the dental tourist coming to Chiang Mai also spend available time in tourism activities especially sightseeing and shopping. The mutual cooperation between stakeholders from the government and private sides is extremely necessary in order to develop Chiang Mai to become the dental hub of Asia, the ultimate goal. More research concerning dental tourism should be done in other three cities of Thailand: Bangkok, Phuket, and Suratthani, which are already chosen by the Thai government to promote medical tourism, in order to compare the results of the studies and can be used to plan for dental tourism development in the future.

Valuation of Ecotourism Potentials of Olumo Rock, Abeokuta, Nigeria Using Travel-Cost Model Approach.

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ABSTRACT

This paper investigated the monetary value placed on ecotourism potentials of Olumo Rock, Abeokuta, Nigeria as perceived by visiting tourists. Open-ended questionnaires were administered to visiting tourists in a non-probability snowballing method to collect primary data that were used for the study. Information harnessed aside demographic status includes, mode and cost incurred for transportation and visitation, purpose of visitation, perception about the recreational status of the area, staff-visitors' relationship, problem encountered during visit and their decisions to call again. Descriptive statistics, multiple regression analysis and travel-cost model were part of the statistical tools employed to analyse collected data. The result showed that the majority of the visitors were male (54%); residents of Lagos State, Nigeria (60%); students (38%); having tertiary education (44%); visiting for recreational purposes (72%); encountered hill climbing as a problem (26%); fairly satisfied with staff-visitor relationship (74%) but satisfied with the site resources and facilities and wishing to call again (90%); come mostly with their private vehicles (68%) but not saving specifically towards tourism experience (66%). With respect to travel cost analysis, it was discovered that visitors using private transportation incurred more expensive than those using public transport. The reduced model of the multiple linear regression revealed that the following variables: income, distance to site, and travel cost significantly influenced the visitation rate to Olumo rock site. The demand function derived was: $V.R = 2.80 + (-0.000163) \text{ travel cost} + (0.000340) \text{ income} + (-0.016) \text{ distance}$. Effective management of park resources and facilities with improvement in staff welfare packages and staff-visitors relationships were parts of suggested recommendations.

Key Words Olumo rock; Eco-tourism; Visitor; Travel-Cost Model; Facilities.

The Interpretation of Macau's Complex Heritage: Tourism Management Challenges

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ABSTRACT

The Macau Special Administrative Region of China is renowned as resort and casino destination and what is often overlooked is that it has long and complex heritage and history. In fact, the Tourism Management Plan that was created for Macau in 2012 specifically mentions the importance of its cultural heritage. This study investigates the level of visitor interest in Macau's heritage and analyses how they would best like to find out about it. It looks at range of interpretative strategies, not of all of which are currently in use in Macau and finds that applications for smart phones are arguably the most attractive interpretative aid. However, it also notes the ongoing popularity of other forms of what might be called traditional interpretation and notes that guided tours have remained almost as important as electronic media. The paper discusses the management challenges of these findings in terms of tourism.

Competitive Advantage of Cultural Tourism

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ABSTRACT

The research was to investigate actual factors affecting marketing effectiveness in the cultural tourism. The conceptual framework was developed from the competitive advantage theory on industrial organizations and other contemporaneous research in marketing effectiveness. Accordingly, the researchers consider the importance of the factors supply chain strategy, low costs strategy and differentiation strategy. In this the researchers employed both qualitative and quantitative research approaches. The instruments of research were two steps: interviews and a questionnaire. Data were collected from administrators of the business tourism industry. Data collected were analyzed using the path modeling and on the basis of observing the actual marketing effectiveness of the organizations studied through all operational links in the supply chain.

Findings are as follows: Application of supply chain strategy, low costs strategy and differentiation strategy was explanatory for the variance in marketing effectiveness at 37.2 percent ($R^2=0.372$). The application of supply chain strategy was explanatory of all variances in differentiation strategy at 77.6 percent ($R^2=0.776$) and the application of supply chain strategy was explanatory of all variances in low costs strategy at 79.3 percent ($R^2=0.793$)

Keyword: Marketing Effectiveness, Competitive Advantage, Cultural Tourism

Ecotourism Tourism Initiatives Surrounding the National Park in India: Ecotourism or Pseudo-Ecotourism?

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ABSTRACT

Ecotourism is a decisive travel to natural areas to comprehend the cultural and natural history of environment while producing economic opportunities that make conservation of natural resources beneficial to local people. The term Ecotourism was coined in 1983 by Hector Ceballos Lascurian, a Mexican environmentalist, and was initially used to describe nature-based travel to relatively undisturbed areas with an emphasis on education. The concept has, however, developed into a scientific approach to the planning, management and development of sustainable tourism products and activities. Ecotourism is directed towards responsible travel that conserves environment and sustains the well being of local people. This paper investigates the various aspects of eco-tourism and critically examines whether eco-tourism initiatives by the private entrepreneurs ensure the sustainable use of environmental resources, while generating economic opportunities for the local people in the Dooars region of Jalpaiguri district, West Bengal. Ecotourism predisposition scale (EPS) has been employed to a large number of tourists (n=243) visiting the National park during the first quarter of 2013 amply demonstrate that they are simply unaware of the ecotourism norms. Factor analysis results demonstrate the scale validity and the Alpha values are also within the acceptable range. The Binary Logistic technique has been employed to discriminate the perceptions of foreign and domestic tourists and the fit of the model is found to be quite encouraging. Policy implications and scope for further research are also addressed by conducting a thorough analysis of the perceptions of the resort owners and people involved in rendering services to the tourists.

Key Words: Eco-tourism, resorts, economic opportunities, sustainable tourism, ecology, EPS, national park.

The Sustainability of Fraser's Hill as an Eco-destination

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ABSTRACT

Fraser's Hill, a popular highland retreat in Peninsular Malaysia, is rich in bio-diversity. The seven trails within Fraser's Hill is collectively the main attraction. The aim of this paper is to analyse and evaluate the sustainability of Fraser's Hill as an ecotourism destination. Three research methods were adopted for this study, namely key informant approach, participant observation and secondary analysis. The findings show that the trails are well maintained and show very little signs of stress. The rebranding and positioning of Fraser's Hill as an eco-destination and as The Little England is not in sync with the high-rise hotels which have a larger carbon footprint. Infrastructure development has to a limited extent impaired the fragile eco-system. There is also a lack of community participation in ecotourism activities within Fraser's Hill. In conclusion, the rebranding and positioning of Fraser's Hill is unequivocally appropriate. However, high-rise hotel development and the broadening of appeal towards mass tourism are not in sync with an eco-destination theme. However, the high-rise hoteliers could adopt environmentally-friendly practices to help preserve the fragile forest eco-system health. More should be done for the local community as they could partake in activities that are associated with an eco-destination.

Key words: Ecotourism, flora, fauna, infrastructure development, local community

The Seine and multimodality for tourism development between Paris and Le Havre

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ABSTRACT

We have seen for a long time the importance of transport in determining the tourism attractiveness of destinations. In fact, the transport system is responsible for connecting tourism origins to tourism destinations and providing transport within the tourism destination. Therefore, the transport system needs to reliably and flexibly respond to changing tourist transport requirements with seamless and integrated coordination of tourist flows through various modes: intermodality.

Intermodality is a characteristic of a transport system that allows at least two different modes to be used in an integrated manner in a door-to-door transport chain. In addition, intermodal transportation is a quality factor of the level of integration between different transport modes. In that respect more intermodality means more integration and complementarity between modes, which provides scope for a more efficient use of the transport system. So, to what extent and under what conditions the intermodal transport can play this role relevant to tourism?

This paper elaborates on the definitions of inter and multi-modal transport, as well as their differences in terms of performance. We examine the effects of France's fluvial network ("la seine" between "Le Havre" and "Paris") on its regional tourism development.

Key words Intermodality, Integrated logistics, transport system, Information System of Tourism

HOSPITALITY MANAGEMENT

ICBTS 2013

Does Aesthetics Matter for Airlines Performance?

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ABSTRACT

Abstract—Extant researches have generally addressed on the customer satisfaction issues from the service quality, neglecting aesthetics as a key factor in airline performance. Aesthetics has become the new criterion for competition since aviation industry now is facing severely competitive environment. This study explores the impact of aesthetics (atmospheres and aesthetic labor) on the performance of airlines. This study uses four constructs (finance, customer, internal process, and learning and growth) under the balanced scorecard (BSC) framework to measure the business performance of airlines. A total of 250 questionnaires are distributed to the airline managers, giving a response rate of 39.7%. Confirmatory factor analysis and structural equation model have then performed. The findings show that airline atmospheres and the aesthetic labor have the significant influences on finance, customer, internal process, and learning and growth in terms of business performance from the BSC perspective. These findings could enable airline executives to gain insight into how to increase business performance through aesthetics. Future research would extend financial variables as the measurement of business performance to confirm the impact of aesthetics on the financial performance in the airlines.

Keywords: atmosphere、aesthetic labor、BSC、performance、airlines

Evidence of Agency Theory from the Hospitality Sector of Pakistan

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ABSTRACT

The hospitality industry is renowned for its ‘pressure cooker’ environment of long hours and high turnover, particularly among front line staff. However, there have been relatively few investigations into the top level managers and middle level managers in the industry. Utilizing surveys, the study set out to identify the Psychological factors that directly impact on the principal-agent relationship and on its existence in the industry. These psychological factors include lower order needs, extrinsic motivation, organizational commitment and organizational identification as top four factors that affect the agent-principal relationship. The findings says that there is a significant relationship and effect of these four factors to the principal agent-relationship it further indicates that these factors effect principal- factors to the principal agent-relationship it further indicates that these factors effect principal- agent relationship irrespective of gender and age. The findings are primarily intended for five star hotels of Pakistan and therefore the research is focused on this industry. the objectives of the study are to measure the effects of psychological factors on the principal agent relationship and the presence of principal agent relationship through the psychological factors.

Keywords: Principal-agent relationship, psychological factors, hospitality managers

The Role of Expatriate Managers in International Hotel Development : A Case Study From Jakarta, Indonesia

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ABSTRACT

The issue of human resources in hospitality remains engaging especially when we discuss about expatriation. Topic in expatriation in certain countries such as in Asia probably is far more interesting than in some part of the world. Indonesia is one of the largest countries in Asia with tourism as one of the appeals to attract attention from around the world. Dynamic of employment in international hotel in Indonesia is very vast. A lot of MNC (multi-national corporations) love to invest their tangible and intangible assets in order to get market share in Indonesia. Many scholars research about advantage or disadvantage of expatriation, but there are not many studies about expatriation in hotel industry, especially in Indonesia. Therefore, the aim of this conceptual paper is to investigate the dynamics of deployment between host country managers and expatriates in the International Hotel Industry in Indonesia

Keywords: expatriation,international hotel, host country manager, expatriate manager, Indonesia

Factors Affecting Customer Positive Emotion and Service Relation- Restaurants in Hotel as Examples

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ABSTRACT

In the past, the researches about emotional contagion usually focused on the effect of waiter's smile on customers' affections. Instead of only researching the waiter's emotional expressions, this research based on the theory of emotional labor and emotional contagion, extend the conceptual structure of Henning-Thurau et al. (2006), then hen combine the concept of positive emotional expression that Tsai andHuang (2002) proposed. Besides, we take some other variables into consideration,including waiter's emotional expression, customer's positive affection that affect customer-employee rapport and customer satisfaction.

The sample of this study includes 458 consumers in hotel restaurants in Haulien area.Because a part of the questions are related to some psychological aspect, we sample through the customers who had just finished their meals to avoid the change of thecustomers' actual feelings or thoughts. Finally there are 330 valid questionnaires. Then we apply structural equation modeling to analyze the data and test thehypotheses. According to the analysis of the surveys, this study concludes with three rmajor implications:

1. Waiter's emotional expression has no direct effect customer satisfaction, but it will affect customers' satisfaction through customer-employee rapport.
2. Customer's positive affections affect customer-employee rapport and customer satisfaction directly.
3. The rapport between customer and employee positively affects customer satisfaction.

Keywords: Emotional Contagion, Emotional Labor, Customer-Employee Rapport, Customer Satisfaction

HEALTHCARE MANAGEMENT

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Risky Venture by an Entrepreneur while launching a new retail store

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ABSTRACT

This research paper is focusing on the start up story alongwith risk & problems faced by an Entrepreneur while starting & growing retail store Sinderella in the hub of Central Delhi, Connaught Place by an Entrepreneur, Shashank Jain. Being a creative and intelligent individual with a passion for taking risk Shashank Jain was keen on becoming an entrepreneur while pursuing his studies as he used to take keen interest in entrepreneurship while studying. He was having a family business of currency exchange but was keen on diversifying into an untapped area altogether by leaving his family business. After completing his Masters of Fashion Management from National Institute of Fashion Technology, New Delhi he decided to start his own venture by the name of Sinderella. He started his retail store with Women's ethnic and western wear, Jewellery, Accessories & Sarees. Although the store housed both ethnic wear and western wear, the look of the store was inclined towards the ethnic side of it which was evident from the uniform worn by the sales men which was kurta pyjama.

His mission was to be the first brand that comes to a woman's mind when they think of a party or a function as women spend a lot of money and time while getting dressed for a party. He wanted to cash on this psychology of women and made his store ambience accordingly where women tend to spend decent amount of time while shopping. The store had a customer autograph book where the customers wrote about their shopping experience as the complete focus was on their experience while shopping. Six Cameras inside the store and censors were installed at the exit gate of the store after the entrepreneur faced the problem of shoplifting. He used innovative marketing channels by putting up his videos on You Tube for Viral Marketing and showcased his collection in kitty parties for better promotion of his products. He also prepared databank of marriages happening during the peak season and targeted customers accordingly. He has managed to get a nice customer base and is in the process of growing his venture further.

Keywords Entrepreneur, Ethnic Wear, Viral Marketing

Music Primes Psychological Flexibility In Counseling: A Cognitive-Behavioral Healing Model

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ABSTRACT

Psychological flexibility is a key capacity for success in counseling that allows a person to shift, recall, or generate new analytic or conceptual frames to adapt to the current situation where decision-making, problem solving, or healing is the goal. Recently, research in education, neuroscience, the social and health sciences has increased concerning the dynamics of psychological flexibility in health, learning, and experience. Simultaneously, certain tracks in music research, most notably cognitive and medical ethnomusicology, have contributed new and important understandings regarding to the role of sound, rhythm, and music in priming and facilitating psychological flexibility. Yet, with few exceptions, music's role in priming psychological flexibility is virtually absent from the literature in counseling. To explore the music-psychological flexibility dynamic, I conducted a long-term (2003-2011) research project that employed diverse types of music across different cultural contexts and domains of learning and counseling with participants. I employed a combined methodology of ethnographic research techniques with validated psychological instruments and physiological experiments to measure stress and psychological change over multiple periods of time. My research shows that music, when aligned with the cultural contexts of learners, proves to be a quintessential primer and facilitator of psychological flexibility; and moreover, that when cultural considerations are avoided, music can inhibit psychological flexibility and become a barrier to success in learning and counseling. This paper presents my findings, introduces the music cognitive-behavioral-healing (CBH) model, which can be employed to increase psychological flexibility in counseling and thus achieve multiple health and learning objectives.

Keywords— Counseling, Music, Psychological Flexibility

Analysis of User Requirement on U-Healthcare System

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ABSTRACT

The objective of this study was to explore and connect the relation between independent variables of Health Promotion Model (HPM) and customers' demand for developing ubiquitous healthcare (u-Healthcare) system and then, to suggest the methods applicable to the system design. After identifying performance levels and influence coefficients of every variables and applying them to Quality Function Deployment (QFD) to find out the relation between the requirements and customers' demand of u-Healthcare System, it sets the main goal in determining what are important system characteristics for effective quality improvement. First, it applied structural equation modeling (SEM) to search for multiple independent variables influencing user's intention. Second, with the findings, this study has also its significance in suggesting techniques applicable to the u-Healthcare system development using QFD. Concretely, by investigating u-Healthcare users' direct requirement attributes and extracting u-Healthcare system service characteristics with customer requirement reflected by using QFD model, this study figured out the order of priority in the importance of system characteristics that must be dealt with most importantly. As a result of analysis, this study proposed an application method of QFD to satisfy customer requirements for the development of u-Healthcare system. Finally, the result could give important features to improve users' requirements by using this process.

Keyword: user requirements, u-Healthcare, SEM, QFD

Prediction Model for Blood Pressures in Children of Lahore

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ABSTRACT

A cross sectional study was conducted in old wall city of Lahore to find out normative data of blood pressure values of children from 4-16 years age. The data will be used to develop suitable predication models to determine blood pressure of 4-16 year old children. Five hundred children were randomly selected for blood pressure measurements. Furthermore 300 female and 200 male children were selected through stratified random sampling technique. Arterial blood pressure values followed a normal distribution in the selected population. Using regression analysis and artificial intelligence modeling, prediction models will be developed to predict blood pressure based upon age groups.

Key words: Prediction, regression model, artificial intelligence, blood pressure age

Characterization and kinetic study of pure cellulase produced by local *Trichoderma viride*

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ABSTRACT:

A physical-chemical study was made on pure cellulase enzymes from local *Trichoderma viride*. Many Kinetic parameters were estimated. Using carboxymethyl cellulose as substrate, the enzyme showed maximum activity (V_{max}) $75 \text{ g/l min}^{-1} \text{ mg}^{-1}$ with its corresponding K_m value of $2.5 \times 10^{-5} \text{ g/l}$. The purified enzyme displayed 6 and 50°C as an optimum pH and temperature respectively .

Health Care Management within the Health care System and its impact on Service delivery in South Africa. A case study of a provincial hospital within KwaZulu Natal.

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ABSTRACT

Health care services is an essential component of the South African Government policy and this is regulated by the Health Act, Act 61 of 2003. This is geared to focus on the delivery of services and a large component of this focus has been hinged on addressing the serious health problems suffered by the majority, who are the poor. The fight against the HIV/AIDS pandemic and other serious conditions such as Tuberculosis, Malaria, Cholera has placed significant stress on the country's resources which are needed to aid in the relief of services to the poor.

Health Care management processes and service delivery share an intrinsic relationship in providing a sound basis for the effective use of very limited resources. Various government reports have indicated the lack of suitable skills at this level however its importance has been underestimated. It can be argued that effective management can provide a framework that creates less dependency on financial resources and more emphasis on effective and efficient management.

Batho Pele principles which means "people first "are a set of principles that enshrine amongst others the need to deliver efficient and effective services to its people.

The paper provides a systematic analysis of the management processes of the Provincial Hospital in KwaZulu Natal, in South Africa and creates a theoretical platform on which current practices are critically scrutinized. The paper will also provide sound conclusions and recommendations for efficient and effective management of resources.

HUMAN RESOURCE MANAGEMENT

ICBTS 2013

‘When 2 + 2 = 5: Synergistic effects of HRM practices on the organizational performance’

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ABSTRACT

Synergy is a main characteristic of human resource management (HRM) system. It highlights the hidden characteristics of HRM system. This research paper has empirically tested that internally consistent and complementary HR practices/components in the HR system are more able to predict and enhance the organizational performance than the sum of individual practice. The data was collected from the sample of 109 firm respondents of service industry through convenience sampling technique. The major finding of this research highlighted that configurational approach to synergy or the HRM system as a whole has an ability to enhance the organizational performance more than by the sum of individual HRM practices of HRM system. Hence, confirming that the whole is greater than the sum of individual parts.

Keywords: Human resource management practices, synergy, and organizational performance,

The Secretary as an Evolving Professional : Ethics and Mandates for Today's World

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ABSTRACT

This study investigated the secretary as an evolving professional and examined key roles in secretarial trends in modern times. The paper made a distinction between traditional secretarial duties and the evolving roles of secretaries that have both administrative and supervisory contents. The historical analytical design was adopted in the study for overcoming challenges of the secretarial profession explaining its ethics, mandates and prospects. The theory of change was adopted for its frame work. It was observe that technology was challenging the professional development of secretarial studies. Most secretaries today lack technical efficiencies in core secretarial mandates calling for a review in social demand for secretaries, curriculum review and professional development. The paper recommended that new associations that are productive and proactive be registered for secretaries. It was further stated that the profession needed to be repositioned and revitalized with pre and post qualification training in Management and modern Information and Communication Technology (ICT).

Key words: Secretary, Evolving, Ethics, Mandates, Professionalism

The Place of ICT in Secretarial Profession today

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ABSTRACT

A Secretary is an important officer in any establishment. A secretary is a kind of all-purpose, sentry, diplomat, psychologist, researcher and shock-absorber of an organization. A secretary is essentially the pillar on which any organization is erected as he or she helps the executive out of the increasing day-to-day official assignments. No wonder they were christened 'Emi Oga' meaning the "heart of the boss". The contribution and effectiveness of a secretary can either enhance or diminish the efficiency of an organization. This study is concerned with the place of ICT in Secretarial training today; its positive impact on secretarial profession. It seeks to establish whether ICT is encroaching on the functions/duties of secretaries thereby rendering them redundant and irrelevant or enhancing their jobs thereby making them more efficient and therefore more relevant and indispensable. Adopting the research method of content analysis in the extant literature, this work has revealed that the training and practice of secretarial profession have changed greatly when compared with the pre-1990s era. The changing trend, information communication technology is the secret behind this dynamism in the secretarial profession. Thus, it is clear that modern technology must be used in the training of secretaries so that they can cope with the demands of office as they are seen as the life wire of any business organization and no executive can function effectively without a competent and knowledgeable secretary. This is why many organizations have changed the title, 'Secretary' to 'Office Manager'. This study concludes with recommendations that will add value to the inputs of ICT in helping to create economic growth and much more values for Secretaries.

LOGISTICS AND SUPPLY CHAIN AND TRAFFIC

ICBTS2013

Multi-Echelon Supply Chain Diagnosis System with Fuzzy Hidden Markov Model

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ABSTRACT

There are several advantages to evaluating a problem with a hidden Markov model. The analyst can use a representation that is natural to the decision maker since the algorithm executes all of the inference and analysis automatically. However, when imprecise knowledge is involved in the systems, how to reason from approximate information becomes a main issue in evaluating a hidden Markov model effectively. In real-world expert systems, the knowledge engineers are allowed to maintain and update the distributions of the nodes with system interfaces. The decision-makers may conduct diagnostic reasoning based on the observed symptoms or evidences for multiple periods. This study proposes a fuzzy hidden Markov model (FHMM) to describe the cause-and-effect relationships in the multi-echelon supply chain. A simulation algorithm is designed for the posterior distribution of two types of nodes: crisp discrete nodes and fuzzy continuous nodes.

Keywords: Hidden Markov model, fuzzy sets, supply chain diagnostics.

Multimodal Transportation – Efforts to Make it Happen in Brazil

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ABSTRACT

Many Brazilian markets already realized the advantages brought by the use of the Multimodal Transport Operator - OTM services as a substantial alternative to make the products more competitive, making possible to reach a high level of excellence in the logistics management. The governments play an important role offering a legal and institutional framework required by the regulated market. In Brazil, it is competence of the Inland Transport National Agency - ANTT to create standards and technical regulations to license the OTM to provide logistics services.

This paper aims to present the evolution of the transport chain integration, leading to multimodal transport and explains its functionality, main responsibility regimes according to the different international conventions.

As results shows, the Multimodal Transport current situation in Brazil and the effort made by many countries to create an international multimodal legislation and to overcome the obstacles to its implementation and acceptance.

The information presented serves as subsidy for the Brazilian government decisions in order to transpose barriers to promote the development of multimodal transport in Brazil.

The implementation of strategies for optimization of disaster logistics in West Africa (Senegal)

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ABSTRACT

Conflicting situations as well as natural disasters lead to unprecedented humanitarian consequences. Humanitarian aid has been a main issue for some time. Either about war or disasters, or still in local emergency it seems that we cannot turn on the television or the radio without perceiving a trace of humanitarianism included inside international and national events. The off-season rains have wreaked havoc in northern Senegal, the Casamance conflict with its movement corridors, the problems of Guinea Conakry, the Rwanda genocide as well as the Armenian one remind us of all that period of history and humanitarian actors and their involvement in a significant role to assist those people as well as the reports they provided to denounce the passivity of the UN or the State or the sub-regional organization.

Crisis situations require a proper distribution of food and medicine to beneficiaries this requires the mastery of the cold chain for medicines the closure of parallel distribution channels. It will be necessary to highlight an optimization to face any problems caused by warlords. This cannot be done without a proper management of information flow adapted to computer science, physical flows and even financial flows

We propose in this paper, a methodology and a practical, high quality cases related to humanitarian logistics in West Africa.

For this we draw on concepts developed in the development of information systems integrated logistics

Key words: humanitarian logistics, Integrated logistics, Supply Chain, cold chain, Information System

Ro-Ro ferry safety and transport supply chain: A conceptual framework for tourism industry

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ABSTRACT

Abstract—Strengthen integrated national connectivity locally and globally connected is the one of three major elements strategy for the implementation of MP3EI 2011 – 2025 (Master Plan of acceleration and expansion of the Indonesia economic development) through six economic corridors. One of the corridor is corridor 5 covered the area of Bali and Nusa Tenggara which has the commodities strength of tourism sector, livestock, and fisheries. The corridor 5 is geographically separated by straits, therefore the need of sea transport corridors especially crossings transportation becomes a success key for the successful implementation of MP3EI in this corridor. Tourism sector has a fundamental framework such as transport, travel and tourism itself where conceptually the tourism market in this segment may be viewed as residing somewhere in the mid-section where these three key elements overlap. Therefore, the transport supply chain may influence the demand of tourism. The transport supply chain for this case is relying on the use of crossing transportation as Ro-Ro ferry type is commonly used. Further the safety of Ro-Ro ferry operation may also influence the reliability of transport supply chain. Hence, the aim of this paper is to propose the applicability concept of Ro-Ro ferry safety operation through its shiphandling difficulty level in relation to the transport supply chain in supporting the tourism market. The development of transport supply chain concept and ferry characteristic are described. The shiphandling difficulty model for ferry is discussed. The simulation of shiphandling difficulty model is carried out in order to demonstrate proposed concept. Further discussion in the context of shiphandling for ferry is presented in detail.

Key words—Ro-Ro ferry safety, shiphandling, tourism, transport supply chain.

**INFORMATION TECHNOLOGY,
COMMUNICATION AND SCIENCES**

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Student Activities and their Role in Supporting Culture of Dialogue

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ABSTRACT

This age is characterized by being the age of knowledge and scientific revolution with all their different cultural and technical applications. This requires from the man, who lives in this age, to think of what he says and to select his words, statements and thoughts and to present them in a suitable and reasonable way in order to become able to communicate with others. This is because man is a social creature who cannot live isolated from people and cannot live without continuous communication through the different dialogue processes.

Dialogue is considered one of the bases and necessities of social life. It is the means for man to express his needs, desires, tendencies, feelings, attitudes and problems. It is his way to manage different affairs in his life. Also, dialogue is the means for man to develop his thoughts and experiences and adapting them to create and participate in achieving civilized life whereas communication and interacting with others comes through this dialogue. individual can communicate with others using arts of language and dialogue either by listening, speech or reading and writing. This means that the individual communicates with other either as a correspondent who speaks or writes, or a receptor who listens or reads. Dialogue acquires its great importance because social human existence does not happen except by the existence of the different other. This is because dialogue is a connection, communication and understanding the others' opinion.

Then, man does not achieve his human self and does not produce knowledge except by connection, communication and dialogue with the other party and interacting with him to generate new ideas in the speaker's mind and to make meanings more logue is considered one of the activities that liberates man from isolation and separation and opens for him new channels of connection and communication with others. To complete dialogue's bases of success and to achieve its desired goals, they should be obligated with the moral, social and cultural standards of behavior which were imposed by the situation, the subject and the participated parties in this subject. This matter does not happen except through confirming and promoting the culture of dialogue and its skills for the individuals in society

Network Data Envelopment Analysis by Collaborative Multi-level Programming Methods: a case study of Taiwan solar energy industry

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ABSTRACT

This study proposes the collaborative multi-level programming (CMLP) method in formulating network data envelopment analysis (DEA) for the solar energy industry. In the proposed method, the efficiency of each division within a company and the overall efficiency of the company are formulated as separate objective functions. By the fuzzy approach, the overall as well as the divisional efficiencies can be computed simultaneously in the multi-objective programming models. The empirical case study of solar energy industry in Taiwan will be conducted to link the methodology and applications in real-world practices. Furthermore this work estimates the discriminating power of various DEA models by information entropy. We find that the CMLP network DEA obtains useful and discriminative outcomes in ranking performance for the solar energy industry

Keyword: Network DEA, collaborated multi-level programming method, multi-objective programming, information entropy, solar energy industry, case study.

Internet as a Competitive Business Resource – any hope for African Small-scale Enterprises?

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ABSTRACT

Interest in the development of small scale industries (SSES), is not only widespread and pervading, but it has become fashionable. This is because of the belief that the sub-sector provides employment opportunities, help in resources mobilization and dispersion of industries, especially to rural areas with consequential mitigation of rural-urban migration. However, their rate of mortality has been of great concern to both the researchers and policy-makers. Hence, there is need to continually evolve means of developing this sub-sector of the economy. In this paper, an attempt was made to explore the opportunities that internet can provide in the development and nurturing of small-scale enterprises, both now and in the future. Internet provides a global standard of information and a variety of international connectivity options for linking branch offices, customers and suppliers to the same service. This facility has therefore, reduced communication expenses, increased revenues from existing and or new sources and provides “intangible” benefits of customers satisfaction and enhanced competitive position. It has however, noted that for the opportunities offered by the internet to be optimally utilized, there is growing need for adequate telecommunication infrastructures and regular supply of electricity. Also, there must be an efficient mechanism that offers protection to both the buyers and the sellers over the internet. The various agencies for SME development must launch their websites and existing ones must also be expanded and strengthened to be able to assist Small-scale to become competitive and keep pace with technological progress in small business development.

The Drivers of Conversion Rates in Hotel Websites

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ABSTRACT

Conversion rate is an important metric for e-commerce sites as it shows ability of converting visitors into customers. In this research, we investigate the factors that affect conversion rate in hotel industry. Specifically, we examine the influences of customer review rating and review volume and hotel characteristics such as price, star rating and size on the conversion rate - the ratio of bookings to overall site visits. For our empirical analysis, we consider a parametric regression model based on the beta distribution and estimate the parameters of the model on a data set collected from one of the biggest online hotel reservation websites. Our analysis reveals that while price, star rating, customer review rating and rank are negatively associated with the conversion rate, review volume is positively associated with the conversion rate. We have also found the negative impact of larger hotel size on the conversion rate.

Keywords: Conversion rate, Online Customer Reviews and Ratings; Beta distribution

Use Modern Information Technologies in Museum Business

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ABSTRACT

Museum-in the scientifically educational, cultural centre carrying out gathering, storage, studying and research of historical and cultural monuments. The museum is today the spiritual centers of our time. Feature of a museum consists that it is simultaneously included and in state system where it conducts a part of national property, and in system of the market of services where markets the production. In museums, as well as in other organizations, great volume of the every possible information. Reports, letters, contracts, catalogues, articles, brochures, and many other things, with all is necessary these daily faces museum to workers. Use of modern technologies will allow to simplify processing process much more Information. For wider attraction of interest to a museum, many museums of the world use. Possibilities the Internet – technologies and, developing the Web-pages, create the virtual. Museums. Having connected And Computer To networks, participate in the virtual. Conferences discussions, forums, round tables on problems museum business. We in it to article will examine possibilities use of some information technologies in museum business.

Tabular processors. The primary goal of tabular processors is processing of the numerical data put down in the form of the table. They are irreplaceable for conducting book keeping, financial and statistical calculations. During too time they can be used for creation and database conducting. Databases created tabular processors possess many properties without the data created by means of control systems of databases. With their help, it is possible to sort quickly the data by the necessary parameters, to organize sample of set of the data on a category and to print etc.

The technology Internet. The Internet – Technologies give unlimited possibility Their uses in museum business. First, it is connected with creation of the Web pages where museums can declare themselves in a world information field. Any of information resources, including mass media, have no such possibilities. Users the Internet, keeping the house can familiarize with museum history, its exhibits, thematic hats of a museum, organize correspondence with a museum for the purpose of the organization of excursions. Through the Internet, round tables and teleconferences on problem questions can spend a museum, to participate in auctions on sale or purchase of exhibits, to organize examination of exhibits.

Creation and support in the interenet of Web-page does not demand the big financial expenses. However return from existanse, as financialy, and in the plan attraction in museums of new virtual visistors, interested persons, carrying out of marketing researches and the advertising company. Now programs <SKY-MUZEY>, created for national museum fund, in work of the state museums of the country. The program <SKY-MUZEY> allows unitining all data about museums, their exhibits abd funds. It has been developed, after thoroughty styding of all programs of the international level taking into account their lacks.

Antecedents and Consequences of IT Professionals' Service Orientation

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ABSTRACT

The roles of information technology (IT) or information system (IS) professionals have expanded from technical staff or system developers into service providers. They are not only to complete the development of technical infrastructure or information systems for the organization but also to satisfy a rising demand from users such as the services of installation, education, and maintenance. Service providers in other industries such as flight attendants and front desk employees in hotels are usually well trained for their jobs in dealing with people and on better serving customers. However, IT professionals are usually better trained in dealing with computers instead of human being. Studies showed that a substantial amount of MIS failure attributed to the incompatible attitudes regarding the system environment between system users and system staff people. One of the main causes for this gap is the service orientation attitude of IT service providers. That is, whether these hardware and software expertise demonstrating emphasis on people while developing and providing IT services to organizational users affect the IT service quality. In the Marketing field, service orientation refers to the ability of service employees to help their customers so as to increase customer satisfaction and service quality. Thus, this study is to identify the factors affecting service orientation in IT service provision and its effect on system service quality.

Key words: IT service, Service Orientation, IT Professionals

Developing an Optimisation model for Estimating Aggregate Supply Chain Operations Output in a Transient Queuing Network

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ABSTRACT

This research proposes to improve robustness of the supply chain queuing network models, such as optimal aggregate work input in regarding to the objective function, cost of goods in process (GIP), inventory, outcome etc. The objective of this research is to develop a framework for supply chain operations output in a transient queuing network. We apply this in two possible ways in relation to each other. Firstly, the application of linearised model in the non-linear optimisation model. Secondly, we approximate period τ to apply directly in the non-linear optimisation model. The integration of both ways leads to a precise output. The application in a real industry, limitation and future research topic are also presented.

Key words: Supply Chain Operations Unit Control, Aggregate Model of Supply Chain Operations Unit, Transient Queuing Network.

Intercultural communication and E-Tourism; a study of e-tourism in Iran

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ABSTRACT

Tourism is one of the most important industries in cultures development and communicating among different nations. In fact it has an undeniable role in enhancing of universal peace. Iran is one of the countries in the Middle East which have both cultural and natural attractions .These attraction are tools of the facilitating in intercultural communication with other countries.

Nowadays In world which is getting to be a global village with great communications - called era of communication and information- without using of modern technologies (ICT). None of the industries can improve itself in the world or even in its local stage. Tourism also is not an exception of this rule. There are potentials in media (especially in advertising) which can improve tourism industry with introducing historical places and landscapes; handmade production; different customs and traditions and generally cultural identify elements. One of the necessary factors somehow is neglected in Iran is usage of ICT to increase the rate of tourists attraction . E-tourism is the digitalization of all the processes and value chain in the tourism, travel, hospitality and catering industries that enable organizations to maximize their efficiency (Buhalis 2003). For example This type of tourism consists of services such as online reservations, selling handmade productions through e-commerce and,etc. In this paper; I try to explain the abilities and the role and of e tourism in developing and facilitating intercultural communication between Iran and other countries.

Degree of Approximation by the $(T.E^1)$ Means of Conjugate Fourier Series in the Hölder Metric

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ABSTRACT

We compute the degree of approximation of functions $\hat{f} \in H_w$, a new Banach space using $(T.E^1)$ summability means of conjugate Fourier series. In this paper, we extend the results of Singh and Mahajan [[T. Singh and P. Mahajan, Error bound of periodic signals in the Hölder metric, Int. J. Math. Math. Sci. ID 53538 (2008) 1-10.] which in turn generalizes the result of Lal and Yadav [S. Lal and K. N. Yadav, On degree of approximation of function belonging to the Lipschitz class by $(C,1)(E,1)$ means of its Fourier series, Bull. Cal. Math. Soc. Vol. 93 (2001) 191-196.]. Some corollaries have also been deduced from our main theorem and particular cases.

Key words: Conjugate Fourier series; Degree of approximation; Hölder Metric; Matrix summability; product summability.

Overview of Popular Graph databases

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ABSTRACT

The change in technology and the form of data being used has led to massive changes in database technologies. Most applications today, represent data that are intensely associative i.e. structured graphs, texts, hypertexts, wikis, RDF and social networking. The traditional relational database model (RDBMS) has been proved to be ineffective while handling such associated data with problems regarding horizontal scalability and dynamic data handling. Graph database is one such database technology that is capable of handling such highly heterogeneous and dynamic data. In this paper we will be summarizing popular graph databases that are currently in use in many prestigious organisations.

***Index Terms—* Bigtable, Cassandra, Dynamo, Graph database, Voldemort.**

A characteristic Method for the Valuation of European Option Contracts

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ABSTRACT

This study is devoted to the development of a characteristic method for the solution of the Black and Scholes equation for the valuation of European Option contracts. The scheme uses piecewise polynomial test/trial functions within the framework of the Eulerian Lagrangian localized adjoint methods (ELLAM). It therefore, symmetrizes the governing equations and generates accurate option values as well as option Greeks even if large time steps are used. We present numerical experiments which illustrate the performance of this method and show that it compares favorably to many well received and widely used methods.

Degree of approximation of conjugate of signals (functions) belonging to the generalized weighted Lipschitz $W(L_r, \xi(t))$, $(r \geq 1)$ – class by $(C,1)(E,q)$ means of conjugate trigonometric Fourier series

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ABSTRACT

Very recently, Sonker and Singh [16] determined the degree of approximation of the conjugate of 2π -periodic signals (functions) belonging to $Lip(\alpha, r)$ ($0 < \alpha \leq 1, r \geq 1$)-class by using Cesàro-Euler $(C,1)(E,q)$ means of their conjugate trigonometric Fourier series. In the present paper, we generalize the result of Sonker and Singh [16] on the generalized weighted Lipschitz $W(L_r, \xi(t))$, $(r \geq 1)$ – class of signals (functions) by product summability $(C,1)(E,q)$ transform of conjugate trigonometric Fourier series. Our result also generalizes the result of Lal and Singh [6]. Few applications of approximation of functions will also be highlighted.

Key words : Degree of approximation, weighted Lipschitz

$W(L_r, \xi(t))$, $(r \geq 1), (t > 0)$ – class of functions, (E,q) transform, $(C,1)$ transform, product summability $(C,1)(E,q)$ transform, conjugate Fourier series, Lebesgue integral.

2000 Mathematics Subject Classification: Primary 41A10, 42B05, 42B08.

Text Data Mining of English Materials for Environmentology

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ABSTRACT

Abstract—Recently, disasters arising from extreme weather, such as localized heavy rain, snow, typhoons, hurricanes and severe heat waves, have grown both in scale and frequency. To confront environmental problems, a system of “environmentology” is trying to be constructed. In order to study environmentology, reading materials in English is considered to be indispensable. In this paper, we investigated several English books on environmentology, comparing with journalism in terms of metrical linguistics. In short, frequency characteristics of character- and word-appearance were investigated using a program written in C++. These characteristics were approximated by an exponential function. Furthermore, we calculated the percentage of Japanese junior high school required vocabulary and American basic vocabulary to obtain the difficulty-level as well as the K -characteristic of each material. As a result, it was clearly shown that English materials for environmentology have a similar tendency to literary writings in the characteristics of character-appearance. Besides, the values of the K -characteristic for the materials on environmentology are high, and some books are more difficult than *TIME* magazine.

Keywords—Environmentology, Metrical linguistics, Text data mining

Reverse technology spillover effect and investment strategies of Chinese OFDI: The role of ownership structure

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ABSTRACT

Chinese enterprises, whether state-owned or private enterprises, always holds lots of money, but do not invest effectively because of the lack of experiences. They often turn to consulting firm or investment bank, while do not have fully knowledge about where should invest and how to invest. We focuses on the OFDI reverse technology spillover from the perspective of ownership structure and provide advice about investment strategies (choice of location and entry mode) so as to improve technological capabilities at home. Using a panel dataset of 797 Chinese firms over the period of 1998-2007, our results suggest that the state-owned enterprises' OFDI can get more technical overflow from emerging countries. However, the private enterprises and international joint ventures absorb more advanced technology in developed market. In addition, the state-owned enterprises in China should choose "Greenfield Investment" as entry mode because of more reverse technology spillover and the private enterprises should use "mergers and acquisitions". Lastly, our study suggests that geographical distance between home and host country, firm size, R & D, human capital, as well as financial condition also affect the reverse technology spillover effect from OFDI.

Key words: OFDI; reverse spillover effect; ownership structure; location; entry mode

A Comparative study of The IT Risk Management System in different Higher Education Institutes *

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ABSTRACT

Nowadays, universities have developed the standard quality of management including the teaching processes. The Information Technology service is established in order to support the university's operation. By using the concept of connected IT together with appropriated system among university. This will be improved to an organizational system and also sharing resources for the highest benefit. Therefore, researcher as human resource of the higher education will study the standard framework called COBIT (Control Objective for Information and Related Technology) By emphasize the Risk Management system which is a tool for operating every organization to IT Governance. Using high-quality University with IT Governance as a blueprint designed for evaluation and analysis the Information Technology procedure comply with university IT strategic plan.

Those are the university located in Bangkok and perimeter which had highest score for fiscal year 2010. From university case study, researcher summarized that only 80 percent could perform as the Process PO1-PO10 of COBIT framework comply with university strategic plan. This is because the limitations for instance an organization cultural limitation. Thus, researcher generally studied and analyzed the IT management system of university under the organization structure in order to conformance the domain PO1-PO10. This will lead to the improvement of plan and strategy that could performed as IT Governance. Begin with Information Technological foundation structure, the harmonious of plan and strategy. Finally, this will affect the university IT management to move into the same direction. Moreover, applying the Risk Management system into all procedure will develop the effectiveness performances which bring about the ability of managing IT resource for the highest benefit.

Keywords: Risk Management, IT Risk Management

What's Up : A Case-Based Helpdesk Support System

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ABSTRACT

Abstract— What's Up is the new case-based helpdesk support system capable of learning to rank a case solution from users. Each problem stored in a case base can have many solutions. Once users get a case best matched with input keywords, the system will show possible proposed solutions to the problems. These solutions are validated through feedback from users. This is a part of the learning process of the system as consistently unsuccessful solutions must be discontinued and good solutions must be rewarded so that they will be on the top of the solution list. Using this approach, the historically most successful solution is given the highest ranking. We show that the functionality and the effectiveness of the system could help smoothen and fasten the whole problem solving processes.

Ranking of Critical Success Factors of e-procurement in Car Manufacturing Industry of Iran

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ABSTRACT

The boost of Information Technology Communications (ITC) has transformed economic activities regarding increasing of accuracy, speed and transparency as well as reducing time and financial costs in the any business communications. One of the most important ITC applications is electronic purchasing or e- procurement. In this regard, all organizations whether state or private are using e- procurement with the purpose of decreasing costs. In this paper, it is tried to find out the most significant critical success factors (CSFs) and classifying them in car manufacturing industry of Iran which can lead e-procurement to success or failure in the mentioned area.

Key words: Critical Success Factors, E-procurement, Car Industry of Iran, CSF Classification

INDUSTRIAL, OPERATION AND PRODUCTION

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Immunological Study of Patients with Allergic

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ABSTRACT

This work was applied on 87 Allergic patients admitted to the Babylon center of Allergic and 40 apparently health controls with age range (9-60 years). Tonsils Swabs cultures of Allergic patients reveals major types of bacteria ,*St.pyogens*, *S.aureus*, *M. catarrhalis* ,*Ps.aeruginosa*, *N.menengitites* *H.influenzae*, *S.epidermidis* . *aureus* form high rate of these isolates .

This study aims at evaluating the parameters of immunity including IgE and IgG antibodies and E-rosette test. The results of systemic leukocyte response revealed that neutrophil was the predominant leukocyte type in Allergic patients followed by lymphocyte, monocyte, eosinophil, and basophil.

The Immunological parameters showing that there is a significantly increased ($p < 0.05$) in IgE(448.75) IU/ml compared to control group (50.11) and a significantly increased ($p < 0.05$) in IgG(56.41) IU/ml compared to control group (29.33) and no significantly increased ($p > 0.05$) of E-rosette test level in the Allergic patients (37.347%) compared to control group (13.295.0%) .

The results was reveals that rural-urban ratio was higher in rural than in urban for : Allergic patients , moreover most age groups (51-60) years of : Allergic patients ,and the males-females ratio was higher in male than female of : Allergic patients.

Effect of PbO Percent on Mechanical Properties of Rubber Compound (SBR)

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Abstract

The use of composite materials is an effective methods for altering the performance of Polymer in engineering plastics , rubber, and fiber materials. Composite materials are used for many reasons Such as lowering the Industrial , In this study, 5 different rubber compound were prepared by using (SBR 1502) type of Styrene Butadiene rubber in level and each recipe reinforced with Titanium Dioxide (TiO₂) at constant ratio (60) pphr (part per hundred),(PbO) at variable ratio (20,40,60,80 and 100) pphr The physical properties such as Tensile ,Elongation , Young Modulus and Compression were Studied . The result show that the hardness, Fatigue, Compression, wear, increase with loading level of (PbO). But the Tensile and Elongation that increase with excited ratio of (PbO) and decrease in another Value at 100 % .

Effects of *Laser Fluence* on Structural Properties of SnO₂ Thin Films

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Abstract

In this study, SnO₂ thin films were grown by pulsed laser deposition (PLD) on glass substrates at sputtering pressure (10^{-3}) torr , with temperature substrate (300) °C and with different laser fluence (0.8 , 1.2 , 1.8)J/cm² . To examine the structure and morphology of the films, X-ray diffraction (XRD) and atomic force microscopy (AFM) methods were used respectively. From X-ray diffraction patterns of the SnO₂ films , it was found that the deposited films showed some differences compared with the laser fluence and the intensities of the peaks of the crystalline phases decreased with the decreased of laser fluence. From AFM images, the distinct variations in the morphology of the thin films were also observed.

Keywords: Tin dioxide, Pulsed laser deposition, Structural properties, Surface morphology.

Employment Opportunity in the Service Industry

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ABSTRACT

The purpose of this paper is to highlight Employment Opportunities in the services industries in Nigeria. The approach is through an introduction of the concept, followed by the conceptual framework that explains Employment Opportunities and service industry, a theoretical framework that refers to the view of scholars and theorists towards Employment opportunity. Then the state of the art which highlights practical happening within Lagos and Nigeria environment on employment opportunity in the services industry and cause conclusion and recommendation

The study of ASN implementation to improve retail supply chain performance

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ABSTRACT

A retailer's supply chain is different from a manufacturing supply chain. There is no production in a retailer's supply chain so suppliers deliver products to the central distribution center. (Ray, 2010). With the numerous suppliers, retail's distribution center has to handle huge amount of inbound shipments a day. In order to prepare space, material handling equipment and labor properly serving the receiving activity, retailer needs a tool to communicate among all related parties. Advanced Shipping Notification (ASN) is a tool which can provide order and shipment information in one electronic transaction sent from shipper to receiver. It contributes to the improvement of receiving in three aspects which are cost, accuracy and flexibility. (GS1, 2012).

Central Retail Cooperation (CRC) is a leading retailer in Thailand especially in department store format. They operate 11 business units naming Central Department Store, Robinson Department Store, Super Sport, Power Buy, B2S, Tops supermarket, Office Depot, Thai Wasadu, Page1, and Zen. In 2012, only the second half of the year they have more than 6 millions POs for its department stores. A distribution center, Bangna DC, locates in suburb which are 30 kilometers far away from central of Bangkok. All suppliers for department stores are required to deliver products to Bangna DC. Currently, CRC is facing the issues of inaccurate information from suppliers which leads to the error in delivery time, shipment quantity discrepancy and inefficient of workforce management. This study aims to study how ASN implementation can improve retail supply chain performance by reduced receiving time, increased accuracy and better information sharing.

Using Change Management for managing a group of People with Different Characters, a Case Study in an Engineering Company

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ABSTRACT

The Paper presents the topics of organizational change and change management of groups with different characters. The purpose of the research is to develop knowledge about how a group of people with different characters should be managed in order to assure the best possible success of an organizational change initiative. It has long been recognized that Companies always need to change in order to stay competitive. At the same time it has also been recognized that Companies today operate on the global arena with operations diffuse to many different parts of the world. The purpose of this research has been to provide information and instructions that may be used by college as well as specialists to better understand how to manage a group with different characters that conducts an organizational change. A total of five different instructions have been presented in this research - each one important in assuring an efficient teamwork and a successful organizational change. The research has been conducted using a qualitative research approach and the procedure used for gathering data has been interviews as well as literature studies.

Keywords: Change Management, Organizational Change, groups of people with different characters

Evaluation of Full Experimental Design Method against Fractional Design Method and Taguchi Design Method in Machining Operation

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ABSTRACT

Design of experiments (DOE) is a systematic, rigorous approach to engineering problem-solving that applies principles and techniques at the data collection stage so as to ensure the generation of valid, defensible, and supportable engineering conclusions. This paper presents a comparison of three different experimental designs aimed at studying the effects of cutting parameters variations on surface finish. The results revealed that the effects obtained by analyzing both fractional and Taguchi designs were comparable to the main effects and tow-level interactions obtained by the full factorial design. Thus, we conclude that screening designs appear to be reliable and more economical since they permit to reduce by a factor the amount of time and effort required to conduct the experimental design without losing valuable information.

Key words: Full Experimental Design Method, Design of Experiments, Taguchi design Method, Fractional design Method.

Using Project Management Office (PMO) to Improve Project Management abilities

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ABSTRACT

Project Management Office (PMO) is not a new phenomenon but, many questions remain about its role, implementation, relevance and value for the host companies. The purpose of this research is to check if and how can Project Management Office bring and hold value for companies. The sub-questions of this research considered the reasons for PMO Implementation, and its optimal implementation and liabilities. The technology was checked in the case study. The chosen procedure allowed collecting wide data taking into attention organizational environment and project environment. In total, 15 interviews were conducted, and 45 survey responses were analyzed. Present Project Management Offices and PMO-like inventions as well as current challenges of project management were tested, and expected value of project management was recognized. According to organizational background and recommendations from the literature, the research was made for the business about Implementation /development of Project Management Office implementation and functional

Key words: Project Management Office (PMO); Value of Project Management; PMO Implementation; PMO Liabilities

The Nigerian University System: Combating the 21st Century Challenges

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ABSTRACT

Access to education in each country had always portended an inextricable linkage with growth and development and it should be properly administered to bring about the desired results. The Nigerian nation is in dire need of strategies and determination to join the modern world in the application of knowledge to economy, science and technology for the solution of everyday problems in all spheres of the society. This study is concerned with the 21st century challenges facing the Nigerian University system and the coping strategies to combat such challenges. Adopting the historical, critical and analytic research methods, this paper takes a backward glance on the Nigerian University System, examining the risk factors therein and prescribing some innovative survival strategies for moving forward thereby synergizing best practice in the top world class universities. It also describes the critical role of Education in Development and especially the need to inculcate Science, Technology and Innovation as the nucleus of national re-orientation and advancement. It reveals the reasons for the inadequacies of higher education in Nigeria and highlights the existence of gruesome challenges such as funding, quality, existing and potential demand, the nature and type of programmes, opportunities to be offered to society and the issues in research and development. Nonetheless, the private sector were encouraged to establish universities as it was clear that the public sector could not meet the demands of that sector and the contribution of private universities to the nation's development is un-mistakable; however, the private sector is itself not exempted from these challenges. To this end, it is clear that there is an urgent need to revitalize higher education in Nigeria through policies and reforms, programmes, pedagogy, and teaching tools, training of teachers as well as research in education. This study concludes with some coping strategies for the challenges, solutions which would go a long way in turning the Nigerian university system around.

Determinants of Risks Among GARRI Producers in Abia State of Nigeria

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ABSTRACT

Garri which is derived from processing of cassava is the most staple food in Nigeria. The country which is known to be the highest producer of this crop and its associated product like garri, still experience high level of poverty, food insecurity which continuously increase at a very alarming rate (igberi et al 2012, Nto and Mbanasor 2008). The annual national demand for garri is estimated at 1000000 metric tonnes while the national supply hovers around 250000 metric tonnes creating demand-supply gap of about 750000 metric tonnes. The reason for the variation seems to be associated with low risk management attitude of the small scale farmers who dominate the enterprise. This study intends to estimate the major determinants of risk among garri producers, exam the degree of influence and appropriate risk reducing strategies among the producers. Data for the study was collected from 100 cassava farmers drawn from Bende and Ikwuano Local Government Areas of Abia State. Data were analysed with ranking, mean, frequency table, percentages and Tobit regression model. The result indicates that the major determinants of risk among garri producers are low education of farmers, lack of improved variety, poor storage system and poor infrastructure. They were significant at 1% probability level. It was recommended that government should strengthen the institution charged with extension services among others.

Forecast Model for the Production of Cotton in Pakistan

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ABSTRACT

PURPOSE: The botanical purpose of cotton fiber is to aid in seed dispersal. Cotton accounts for 8.6 percent of the value added in agriculture and about 1.8 percent to Gross Domestic Product(GDP). Present study is an attempt leading to empirical modeling and forecasting of cotton to assess its future prospects. **DESIGN METHODS:** The data used in this study was obtained from Economy survey of Pakistan 2010-2011. In this study the dependent variable is production of cotton. Autoregressive Integrated Moving Average (ARIMA) model is applied on cotton production. Firstly applied unit root test to check stationarity of the data from the year 1990 to 2011. Also performed the Kolmogrov Smirnov test for the normality of data having (p-value is 0.894). **RESULTS:** The ARIMA model shows the significant improvement for the production of Cotton in Pakistan. ($R^2 = 0.78\%$) total variation explain the model. **CONCLUSION:** In Pakistan cotton play an important role in economy. There was 6% increase in growth of cotton production from 2009 to 2011. The ARIMA model is suitable for the forecast of production of cotton for coming five years. It has been used for the four provinces in Pakistan. The forecast models were based on past data which were affected by the situation like agriculture policy and trade policy.

Key words: Production of Cotton, ARIMA Model, Kolmogrov Test.

**EDUCATION AND TEACHING :
AUTHORS**

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Peer Review of Teaching at Higher Education Institutions of Oman : successes, challenges and the road ahead

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ABSTRACT

Peer observation is described by Elton (1987) as being valid because it includes an evaluation of prepared teaching material, the willingness of the lecturer to experiment and innovate, to accept feedback from colleagues. The actual evaluation takes place by colleagues. According to Osburne and Purkey (1995) peer review in education has been traditionally used to provide feedback to individuals on their teaching strengths and weaknesses. The aim is to develop teaching quality and at the same time to have an audit of the teaching by the lecturer and the class atmosphere. There is also another benefit of the same which is to provide constructive feedback to the lecturer by the observer thereby enhancing his teaching skills and quality and at the same time to foster a healthy bond between the two. When the entire team of peer observers and lecturers meet to discuss their observations, the process is akin to the concept of Quality Circles. Quality Circles is a concept initially adopted by manufacturing companies wherein the members of the workforce formed small teams to examine problems encountered on the shopfloor and come up with solutions which may improve production design, working conditions, etc for approval by management. The process of Peer Review in teaching has been in practice in the Higher Education Institutions of Oman

The aim of the paper is to assess the impact of this process on the teaching at the Higher Education Institutes of Oman. It also seeks to determine the success that the Institutes has had with the process and the challenges that came in its implementation and proper functioning. Finally, it will look as to how the process can be made more effective and efficient thus improving the quality of teaching even further.

The primary data for the research will involve questionnaires being administered to the administrators and lecturers involved in the process so as to judge their views on the same. There will also be a few interviews conducted with the administrators and lecturers. The theme the interviews and questionnaires will be on their perception of the process and the results that occurred from it. It will also seek their views on how to make this process even better. The secondary data will be based on literature available on the topic in the relevant journals, websites and books.

Key words Peer review, Quality Audit, Teaching Quality,

Use of misconceptions: A pedagogical approach for teaching of concepts in mathematics

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ABSTRACT

The term “misconception” implies incorrectness or error due to the prefix “mis”. However its connotation never implies errors from a child’s perspective. From a child’s perspective it is a reasonable and viable conception. Mathematics is the subject which has its unique importance among the other subjects. Misconceptions are barrier towards the learning of concepts in mathematics. The intent of the present paper was to checkout empirically the use of misconception as a pedagogical approach in teaching of concepts of mathematics and to gather the opinion of teacher’s trainer using it as a pedagogical approach. The objectives of this study were (i) to find out the affect of teaching through misconception approach on the teaching of algebraic concepts at elementary level and (ii) to know the opinion of teacher trainers about using this approach for teaching of concepts in mathematics. The sample of the study was thirty 8th grade students of a public school and ten teacher’s trainer from the institutions of Islamabad.

Pre-test and post-test experimental design and a semi-structured interview were used. T-test was applied on the scores of pre-test and post-test which showed a significance difference in results. This fact revealed that by teaching through misconception approach students gets clear concept and avoid general mistakes. Teacher’s trainers agreed that it is a useful approach and may be opted as an approach for teachers training in mathematics and a new trend in teaching of mathematics.

The Effects of Social Media on Student Academic Performance

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ABSTRACT

Social media is consisted of different websites, on which people can interact, communicate, chat, shares ideas and can get information easily. From last few years the trend of usage of social media increase so rapidly. In Pakistan social media also become so popular from last few years. Specifically student use social media so extensively in Pakistan. We conducted this research to explore the trend and impact of usage of social media on student academic performance in Pakistan. The result of our study indicates that student academic performance increase due to the use of social media. Now a day study is not constrained to the subject related book. It require a general knowledge about the subject. And social media is the best source of getting general knowledge about any course or subject. Therefore student academic performance increase due to the high use of social media.

Educational Effectiveness

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ABSTRACT

The importance of education has become a normal affair. Progress and development of the organization and institutes are based on promoting knowledge, skills, behaviours and insight of human resources. Therefore, majority of organizations are holding inland and overseas training courses for their employee and holding such these courses costs too much. So knowing of how much These training courses are efficient is very important for managers.

Evaluation is one of the most important steps in educational planning and doing it in a correct way gives us so important information about how to plan and performing educational plans. These important information are useful basis for evaluating training centers educational performance. If we define goals as the ideal situations of organizations in future, organizational effectiveness is the degree or extent than organizations are achieving their goals. (Richard L. Daft)

Peter Drucker as a famous management expert defines effectiveness as doing the right thing. Other definitions like improved management practices, achieving success, creating new ideas, promote organizational values, group thinking, participation and some other things like this are definitions that are used in management equal to effectiveness.

Interpretations of the concepts that can be said for the educational effectiveness are:

- Determination of achieving educational goals.
- Determination of trainers result in the passed courses.
- Determine of compliance with trainers behaviour and their organizational role expectation.
- Determining how much the training was done correct.
- Determining the achieved ability by trainings to achieve goals.
- Determining the educational added value.
- Determining the rate of business improving success indicators.

Key Words: Educational Effectiveness, Evaluation