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Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom
7-8 February, 2018*

THE 2018 ICBTS



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
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Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2017 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2017 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Madrid (Spain) London (UK) Las Vegas (USA) Munich (Germany) Amsterdam (Netherlands) Zurich (Switzerland) London (United Kingdom) Berlin (Germany) Paris (France) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2017 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

2018 ICBTS CONFERENCE LONDON PROGRAM

| The 2018 ICBTS International Multidiscipline Research Conference | |
|---|--|
| 7 February 18 8.30 – 09.20 (W) | REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square |
| | SESSION CHAIR <i>Professor Dr. Kai Heuer, Germany</i> <i>Associate Professor Dr. Subadar Agathe Ushad, Mauritius</i> <i>Assistant Professor Dr. Hakam Salem Shatnawi, Jordan</i> |
| | SESSION A |
| 7 February 18 09.30 – 10.45 | <p>Session A1</p> <p>Paper 1 (38) Macroeconomic conditions and banking sector stability: evidence from EU countries Roman Angela and Bilan Irina, Romania</p> <p>Paper 2 (56) Factors influencing in Smart farm behavior's perception the case study of the Ban pong agricultural group in Rajchaburi Province Sirion Son-Ong, Thailand</p> <p>Paper 3 (43) System Agility: Evidence from Airlines Edward Ku and Alyssia Yeh, Taiwan</p> <p>Paper 4 (53) The supply chain management of the cultivated banana In Budhamonthon district, NakhonPathom province. ANCHALEE HIRANPHAET, Thailand</p> <p>Paper 5 (34) Behavioural Factors Influencing Individual Investors' Decision-Making: Evidence from Mauritius Subadar Agathe Ushad and Mootooganagen Ramen, Mauritius</p> |
| 10.46 – 11.00 | Morning Break |
| 11.01 – 12.15 | <p>Session A 2</p> <p>Paper 1 (6) Analysis and Forecasting of US N-Gas Industrial price series using Singular Spectrum Analysis Hardi Nabe Omer, Iraq</p> <p>Paper 2 (55) Causal Factors Development of Raw Material Suppliers That Influence Supply Chain and Affect the Performance of the Raw Material Suppliers. Textile and Garment Industry in Thailand. PONGTEP PHUDETCH, Thailand</p> <p>Paper 3 (44) Fake News: An Emerging Cause of Concern Sanlap Acharya and Shubhamoy Dey, India</p> <p>Paper 4 (52) The Logistics Cost Management of Okra Case Study: Lamlukbua Dontum District Nakhon Pathom Province VARAPORN SANINMOOL, Thailand</p> <p>Paper 5 (30) Job burnout for Employees in Jordanian Hotels Dr. Hakam Salem Shatnawi, Jordan</p> |
| 12.16-13.15 | Lunch Break |
| 13.16-15.00 | Session A 3 |

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|---------------|---|
| | <p>Paper 1 (54) Factors affecting to Logistics System of Second hand: Case study in Community Dump Phutthamonthon 3 Road Bangkok Dr. TOMMANEE SOOKSAI, Thailand</p> <p>Paper 2 (26) International cruise fleet reallocation during off-season period in the Northern Hemisphere: the attractiveness of southern destinations Mayara Thays Muller and Ana Luiza Beck Santos and Fernando Seabra, Brazil</p> <p>Paper 3 (62) Performance of Inventory Management Policies under Random Supply Disruptions Assistant Professor Soonhui Lee, Republic of Korea</p> <p>Paper 4 (50) Role of Implicit Social Exclusion in Influencing Employee Voice Behavior Qura-tul-aain Khair, Pakistan</p> <p>Paper 5 (46) Does online reviews posted on social networking sites affect consumer attitude towards a Brand? Abul Khair Jyote and Imtiaz Ali Prodhan, Bangladesh</p> <p>Paper 6 (28) Identification of Solutions Determining the Effectiveness of Instruments Used by the Labor Market Institutions for Activation of Need Persons Tomasz Kopyściński and Krzysztof Natalli, Poland</p> <p>Paper 7 (18) Home Based Enterprises in Housing Corridor of Developing Countries, The Case of Lagos Metropolis, Nigeria Dr. FARINMADE ADEMOLA, Nigeria</p> |
| 15.01– 15.15 | Afternoon Break |
| 15.16-16.00 | <p>Session A 4</p> <p>Paper 1 (27) Bangkok Queer Theatre Festival a Case Study of Sun Dance Theatre SUN TAWALWONGSRI, Thailand</p> <p>Paper 2 (22) Farewell to the Theory of Realistic Artistic Authenticity in Contemporary Chinese Literature Yuxin Zou, China</p> <p>Paper 3 (57) The Significance of White and Black Color between Fine Art and Music Nahla Mohamed Elgeneady and Walaa Atef Abd el Hameed, Egypt</p> |
| 16.15 – 17.30 | <p>Session A 5</p> <p>Paper 1 (12) Challenges in the use of Learning Management Systems in Saudi Arabian Universities Omran Alharbi and Professor Vic Lally, United Kingdom</p> <p>Paper 2 (13) Unbalanced acquisition of negation: Evidence from Cantonese-English children Robin Ruowei YANG, Hong Kong</p> <p>Paper 3 (41) Assessing the Attitudes and Perceptions of University Staff and Students on Blended Learning at The Maldives National University Niema Mohamed, Republic of Maldives</p> <p>Paper 4 (33) A Practical Guide to Collaborative Writing Assignments as a Pedagogical Technique in Higher Education Implemented in an Economics Course Bahia Braktia and Belkacem Braktia, United State of America</p> <p>Paper 5 (42) English Collocations versus Arabic Collocations: A Contrastive View Rafe Zaabalawi, Kuwait</p> |
| | SESSION B |

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| <p>7 February 18 13.16 – 15.00</p> | <p>Session B 1 Paper 1 (2) Criteria for Measuring Resilience of Youth-owned Small Retail Businesses in Selected Rural Areas of Vhembe District, South Africa Simbarashe Kativhu, South Africa Paper 2 (4) The role of Sustainable Urban Development in the construction of future cities Using the techniques of geographic models for some cities of Iraq Dr. Ahmed Mohamed Jihad al-kubaisi, Iraq Paper 3 (5) Towards Community Based Tourism (CBT) at Aida Refugee Camp Adel Adem, Palestine Paper 4 (9) Chilean uneven spaces: The extraction in the countryside and the accumulation in the metropolis Francisco Vergara-Perucich, Chile Paper 5 (10) The Influence of SMS Marketing on Consumers' Purchase Intention through Consumer Attitude Umer Ramzan, Pakistan Paper 6 (11) THE INFLUENCE OF SOCIAL MEDIA ON THE DEVELOPMENT OF THE CITIES Assistant Professor Dr. OSIAC DANIELA, Romania Paper 7 Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed, Algeria</p> |
| <p>15.01-15.15</p> | <p style="text-align: center;">Afternoon Break</p> |
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| <p>8 February 18 09.31 – 10.45</p> | <p>Session C 1 Paper 1 (37) Obioma's The Fishermen and the Redefinition of African Postcolonial Narrative Tragedy Ezechi Onyerionwu, Nigeria Paper 2 (40) Understanding Airport Helpers Behavior: How Perceived Organizational Support Affects</p> |

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| | <p>Anisa Istiqomah, Indonesia Paper 3 (45) Engagement in Generation: Seeing Millennials through Reward Preferences Tiara Disya Zulaikha, Indonesia Paper 4 (47) Speed of internationalization and SMEs survival Jihye Choi and Jangwoo Lee, Korea Paper 5 (51) TOWARDS AN EMPOWERING PLANNING PROCESS IN THE AGE OF MEDIATISATION Mennatullah Hendawy, Germany</p> |
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| <p>8 February 18 09.31 – 10.45</p> | <p>Session D 1 Paper 1 (1) The Tradition of Protest Poetry in Northern Nigeria: A Comparative Study of the Poetry of Sa'adu Zungur and Idris Amali Dikko Muhammad, Nigeria Paper 2 (7) Niger-delta crisis: its causes and effects on the socio-economic life of the people of Ogoni, rivers state, Nigeria. Ibrahim Ghide Adamu, Nigeria Paper 3 (14) The study of optimizing facility development scale of a recreational area project Hsin-Yun Lee, Taiwan Paper 4 (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab 'Betor' as Tourism Icon of Medan In Search of Better Policy for the Government of Medan, Indonesia Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd, United Kingdom Paper 5 (39) War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar, Pakistan</p> |
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| | Luong Thi Hon and Le Minh Duc, Vietnam |
| | Session E |
| 7-8 Feb 2018 | <p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Mohsen Mohammed M Alshaibani, United Kingdom 2. Abdulrahman Khalid Bin Salman, United Kingdom 3. Tareq Ahmed O Alothaim, United Kingdom 4. Sameer ALjohani, United Kingdom 5. Aishath Naziya Niyaz, Maldives 6. Tomasz Kopyściański, Poland 7. Duke-Henshaw, Nigeria 8. Bilan Irina, Romania |
| | Conference Close |

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JOB BURNOUT FOR EMPLOYEES IN JORDANIAN HOTELS

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ABSTRACT

The purpose of this study is to determine the impact of burnout level of employees on turnover intention in five-star hotels in *Jordan*. and whether hotel employees' mean scores of burnout sub-dimensions vary according to their demographic characteristics. For this study, a survey that consists of Maslach Burnout Inventory (MBI) to measure the independent variable; emotional exhaustion, personal accomplishment, depersonalization and the dependent variable; turnover intention. Data that are obtained from surveys are analyzed by using statistical software (SPSS 16.0). The findings of the study indicated that hotel employees' level of emotional exhaustion is medium, level of depersonalization is medium, and, level of personal accomplishment is medium. The result of this studying dedicated that employees had high levels of burnout. The results also showed that sub-dimensions of burnout, emotional exhaustion, depersonalization and personal accomplishment significantly associated with turnover intention. Consequently, this study pointed out that the burnout level of employees had an effect on turnover intention.

Keywords: Job burnout, hotel employees, turnover intention, Jordan.

INTRODUCTION

In hospitality industry are always required to behave politely when serving customers. work environments in hotel industry have stressful for employees because of the amount of time spent employees with customers. (Chuang & Lei, 2011; Kim, 2008; [Chieh Lu](#), [Gursoy](#),2013).

To provide high-quality service there is another challenge in tourism and hospitality industry called "Burnout Syndrome" [Chieh Lu](#), [Gursoy](#),2013

According Pines and Maslach (1978) defined burnout as "*a syndrome of physical and emotional exhaustion, involving the development of negative self-concept, negative job attitudes, and loss of concern and feelings for clients*".

Intention to leave of employment can be explained as employees' tendency to quit. (Yildirim and other,2015). intention to turnover is the best immediate predictor of voluntary turnover. holds that one's intention to perform a specific behavior is the immediate determinant of that behaviour. turnover intentions have been recommended as a proxy for measuring actual turnover. (Price,2001; Price & Mueller,1981; Hemdi and Nasurdin,2014).

The purpose of this study is to determine the impact of burnout level of employees on turnover intention in five-star hotels in Jordan.

METHODOLOGY

This section provides the methodology applied in the current study. It consists of the research model, operational definitions of the study's independent and dependent variables, research questions, besides data collection tool and research population and sample.

Research Model:

The elements of this research are established based on preceding literature, either theoretically or empirically. Indeed, this study used variables that are common in hotel and beverage management literature. Figure (1) represents a model for the study that shows the independent variables, the dependent variable, and the proposed relationship between them.

Research Hypothesis

In order to test the research model, the study is hypothesized as follows:

H1: There is a statistically significant impact of emotional exhaustion on intention to quit.

H2: There is a statistically significant impact of personal accomplishment on intention to quit.

H3: There is a statistically significant impact of depersonalization on intention to quit.

H4A: There is a significant difference in the impact intention to quit due to classification hotel.

H4B: There is a significant difference in the impact of intention to quit due to level in the organization.

H4C: There is a significant difference in the impact of job performance due to years of service in current hotel

H4D: There is a significant difference in the impact of intention to quit due to age

H4E: There is a significant difference in the impact intention to quit due to division currently working/department .

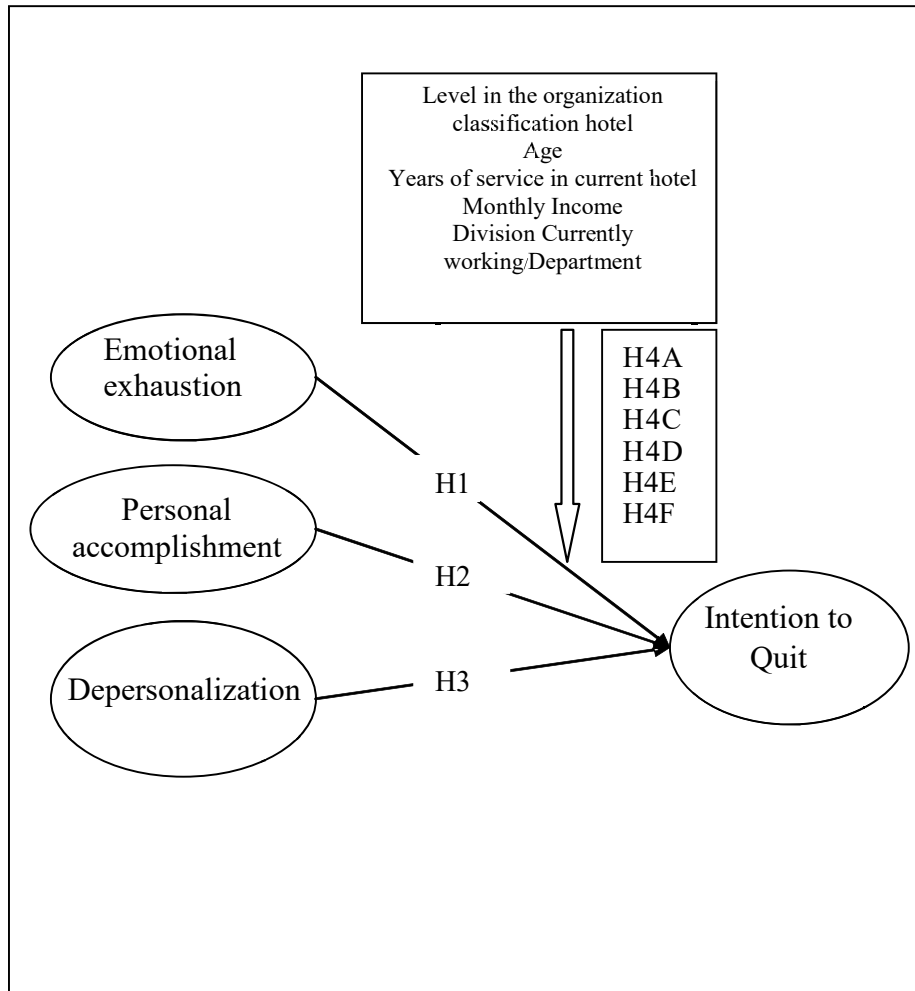


Figure 1 Research Model

2- Burnout:

Introduced Burnout concept was used by Freudenberg in (1974) and Maslach (1976) for the first time. Most researchers agree as a social problem worthy of attention to study it and try to better understand why it happens.

burnout appears when there is a mismatch between the characteristics of a person’s job and the characteristics of the person doing the job, so burnout is a social/environmental problem related to a person’s occupation. (Maslach and Leiter, 2005).

Pines and Maslach (1978) defined burnout as “a syndrome of physical and emotional exhaustion, involving the development of negative self-concept, negative job attitudes, and loss of concern and feelings for clients”.

Burnout is a reaction to the chronic emotional strain of Communicate with other people. (Maslach, 1982a). Schaufeli and Enzmann (1998) argue that burnout grows due to job stress related to personal needs and expectations for the employee (Pines and Keinan, 2005).

Many experts have proposed different concepts of burnout, But the Agreed upon and most widely spread definition is Maslach's definition and Through it appeared Maslach Burnout Inventory (MBI).

She defined burnout syndrome as “a psychological syndrome of emotional exhaustion, depersonalization, and reduced personal accomplishment that can occur among individuals who work with other people in some capacity” (Maslach, 1993).

Maslach Burnout Inventory (MBI) was divided into three main dimensions:

(emotional exhaustion, depersonalization, and personal accomplishment).

According to MOHAMAD, the emotional exhaustion is interpreted as the emotional depletion due to excessive psychological and physical demands. also, exhaustion dimension refers to as wearing out, loss of energy, depletion, debilitation, and fatigue. as well as emotionally exhausted employees cannot give any more to their jobs. 2-3-

Depersonalization dimension describes the loss of idealism, dehumanization and refers to a negative, excessively detached response to various aspects of the work, and describes to the treatment of others as objects rather than people due to negative feelings. -3-7

Finally, reduced personal accomplishment dimension refers to a feeling of incompetence and a lack of achievement and productivity in work, decline in feelings of competence as well as a tendency to evaluate oneself negatively, capability, low morale, and an inability to cope. (Maslach & Jackson, 1981; Maslach, Jackson, & Leiter, 1996).

3- turnover intentions:

Intention to quit refers to an individual's perceived of staying or leaving an employing organization (Tett and Meyer (1993)) This relationship is supported by the attitude-behaviour theory (Asela,2017).

Ökten, (2008) defines the intention to quit as “*a destructive and active action showed by employees in case of being unsatisfied with the job conditions*” .

4- Methods and sources of data collection:

the information and data required by the study were obtained through two main sources: secondary sources, which included books and periodicals related to the search topic and the online information available on the subject and the primary sources which were represented in the questionnaire related to the topic of the study, which was developed by the researchers.

To measure the level of the sample's approval of the dimensions , the researchers adopted the Likert scale consisting on five degrees of approval (1-5), respectively, where 5 means agree with a very high degree, 4 agree with a high degree, 3 agree with a meduim degree, 2 agree with a low degree and 1 agree with a very low degree. The following gradation was adopted by the researchers to classify the arithmetic mean of the answers of the members of the study sample to the questionnaire items:

A - the arithmetic mean of 1- 2.33 reflects a low approval.

(B) the arithmetic mean of 2.34 - 3.66 reflects a medium approval.

(C) the arithmetic mean of 3.67-5 reflects a high degree of approval.

To examine the validity of the study tool, the researcher presented it to the virtual validity test through a group of 9 arbitrators with experience in the subject of the study; as for the reliability of the measurement tool, (Cronbach's alpha) of the internal consistency was extracted to collect the study scales as shown in table (1); (Cronbach's alpha) reliability coefficient for the field of the study which is represented in the Intention to Quit was (0.89), in the field of Burnout Dimensions (0.92), which are high and acceptable values for the purposes of the study; most of the studies indicated that the rate of the approval of the reliability coefficient was (0.70). (Al-Najjar and Al-Najjar and Al Zoubi, 2013).

Table 1 reliability coefficient (Cronbach's alpha) for study tool

| field | dimension | Reliability coefficient (Cronbach's alpha) |
|---------------------------|-----------------------------------|---|
| Burnout Dimensions | Emotional exhaustion | 0.92 |
| | Personal accomplishment | 0.82 |
| | Depersonalization | 0.91 |
| | Total / Burnout Dimensions | 0.92 |
| Intention to Quit | | 0.89 |
| Total | | 0.92 |

Statistical methods used: to analyze the data, and answering the study questions, and test the study hypotheses, a set of statistical methods that include the Statistical Package for Social Sciences (SPSS) was used. Such methods were represented in frequencies and percentages to describe the sample characteristics, arithmetic means, and standard deviations to identify the degree of approval of the people studied on the study variables and dimensions. the correlation coefficient, the simple and multiple regression coefficient were also used to test the validity of the hypotheses contained in the study; Cronbach's alpha coefficient was also used to confirm the reliability of the measuring tool.

- The First Question: What are the levels of feeling of the three dimensions of occupational combustion among Jordanian hotel workers?

The arithmetic means and standard deviations for the sample's approval of Burnout Dimensions. Table 2 illustrates this.

| Table (2) means and standard deviations for the sample's approval of Burnout Dimensions | | | | | |
|---|-----------------------------------|-------------------------|-------|--------------------|-------------------|
| Rank | number | Dimension | Mean* | standard deviation | Assessment degree |
| 1 | 2 | Personal accomplishment | 3.91 | 0.89 | Medium |
| 2 | 3 | Depersonalization | 3.80 | 0.97 | Medium |
| 3 | 1 | Emotional exhaustion | 3.59 | 1.04 | Medium |
| 4 | Total / Burnout Dimensions | | 3.75 | 0.76 | Medium |

*The mean of (6). 0-2.00 degrees low, 2.00 -4.00 Medium. 4.01 -6.00 degree high

Table (2) shows that the arithmetic means for the sample's approval of practicing the job design process in the surveyed hotel ranged (3.59-3.91) by a medium degree for all dimensions where the dimension of " Personal accomplishment " was in the first rank with a mean of (3.91) followed by " Depersonalization " with a mean (3.80) in the second rank, " Emotional exhaustion " with a mean of (3.59) in the last place; the general arithmetic mean for the field as a whole was (3.75) represent a degree of a assessment medium.

Second, the analysis and discussion of the study questions and hypotheses: this part will present the results of the study, which aimed to identify the Job Burnout in Relation to Intention to Quit as a variable rate of the relationship linking the job design and answering the study questions and testing its hypotheses, as follows:

a. Study Questions: To answer the questions of the study, the arithmetic means and standard deviations for the approval of the study fields and dimensions by the sample members. The results were in the next section.

- The First Question: What are the levels of feeling of the three dimensions of occupational combustion among Jordanian hotel workers?

The arithmetic means and standard deviations for the sample's approval of Burnout Dimensions. Table 2 illustrates this.

| Table (2) means and standard deviations for the sample's approval of Burnout Dimensions | | | | | |
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The Second question: What is the nature of the correlation between the phenomenon of occupational combustion and the level of intention to leave the work of employees in Jordanian hotels?

To answer this question was extracted Pearson correlation coefficient in a manner (Pearson Correlation) between occupational combustion and the level of intention to leave the work of employees in Jordanian hotels, Table (3) shows that.

Table (3)

| | | |
|--------------|---------------------|-------------------|
| | | Intention to Quit |
| Job Burnout: | Pearson Correlation | 0.489- ** |
| | Sig. (2-tailed) | 0.000 |
| | N | 250 |

Table (3) shows that there is an inverse relationship and a statistical function at the level of between(Job Burnout, Intention to Quit), where the Pearson Correlation value of Negative and statistical function.

The Third question: Are there significant differences in the level of functional combustion and the intention to leave the work according to the variables of the study (monthly income - hotel classification - age - career level - experience in this hotel - experience in the hospitality industry - work department)?

In order to answer this question, the arithmetic averages and the standard deviations of the responses of the sample were extracted from to the personal variables, the results are listed in Table 4.

Table 4 Mean and standard deviations comparison of the demographic characteristics of respondents with Job Burnout and Intention to Quit (n = 250)

| variable | Level | Job Burnout | | Intention to Quit | |
|---------------------------|---------------|-------------|------|-------------------|------|
| | | Mena | S.D | Mena | S.D |
| classification hotel | Four stars | 3.84 | 0.82 | 3.74 | 0.81 |
| | Five stars | 3.72 | 0.73 | 3.84 | 0.75 |
| | Sig.(P) | - | | - | |
| Level in the organization | Manager | 3.99 | 1.01 | 4.07 | 0.68 |
| | Supervisor | 3.85 | 0.75 | 3.72 | 0.84 |
| | General staff | 3.66 | 0.70 | 3.79 | 0.75 |

| variable | Level | Job Burnout | | Intention to Quit | |
|--|-------------------|-------------|------|-------------------|------|
| | | Mena | S.D | Mena | S.D |
| | Sig.(P) | * | | - | |
| Years of service in current hotel (Less than 1 Years out of survey) | Less than 3 Years | 3.78 | 0.59 | 3.78 | 0.79 |
| | 3 – 6 | 3.69 | 0.92 | 3.88 | 0.70 |
| | More than 6 Years | 3.82 | 0.75 | 3.72 | 0.85 |
| | Sig.(P) | - | | - | |
| Age | 18-25 | 3.77 | 0.59 | 3.79 | 0.78 |
| | 26-35 | 3.68 | 0.93 | 3.85 | 0.75 |
| | 36 and above | 3.86 | 0.80 | 3.75 | 0.82 |
| | Sig.(P) | - | | - | |
| Division Currently Working/Department | Housekeeping | 3.81 | 0.66 | 3.66 | 0.83 |
| | Front office | 3.79 | 0.65 | 3.98 | 0.70 |
| | Food and beverage | 3.69 | 0.89 | 3.85 | 0.74 |
| | Sig.(P) | - | | * | |
| Monthly Income | 350 JD and less | 3.65 | 0.95 | 3.93 | 0.66 |
| | 350- 750 | 3.80 | 0.67 | 3.96 | 0.71 |
| | 750 JD and over | 3.80 | 0.66 | 3.68 | 0.83 |
| | Sig.(P) | - | | * | |

The table shows (4) that there are differences in the level of the (Job Burnout) depending on the variable (Level in the organization), when applying the method of Hevah comparisons dimensionality shows that the sources of differences in favor of (Manager)Level in the organization an mean (3.99).

As the table shows, there are differences in the level of desire to leave the work according to variable (Division Currently Working/Department) when applying the method of Hevah comparisons dimensionality shows that the sources of differences in favor of (Front office)Level in the organization an mean (3.98).

As the table shows, there are differences in the level of desire to leave the work according to variable (Monthly Income) when applying the method of Hevah comparisons dimensionality shows that the sources of differences in favor of (350 JD and less)Level in the organization an mean (3.93).

CONCLUSIONS

As with any research, the results of this study should be interpreted. The results of this study have useful implications for managers for business practice in the hotel industry.

A survey that consists of Maslach Burnout Inventory (MBI) to measure the independent variable; emotional exhaustion, personal accomplishment, depersonalization and the dependent variable; turnover intention.

Data that are obtained from surveys are analyzed by using statistical software (SPSS 16.0).

The findings of the study indicated that hotel employees' level of emotional exhaustion is medium, level of depersonalization is medium, and, level of personal accomplishment is medium.

The result of this studying dedicated that employees had high levels of burnout.

The results also showed that sub-dimensions of burnout, emotional exhaustion, depersonalization and personal accomplishment significantly associated with turnover intention.

Consequently, this study pointed out that the burnout level of employees had an effect on turnover intention.

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Questionnaire
(Job burnout for Employees in Jordanian Hotels)
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Dear Participants,

The researchers are conducting this study in order to measure the (Job burnout for Employees in Jordanian Hotels) in the five-star hotels in the city of Amman, note that the questionnaire intended for research purposes only, and all responses to this questionnaire will be used for academic purposes and will be dealt with confidentially.

Please, take your time to complete all the questions as completely as possible; your participation will be greatly appreciated.

Researchers

Part One: Employees' profile:

| | |
|--|--|
| classification hotel | Age |
| Four stars | 18-25 |
| Five stars | 26-35 |
| | 36 and above |
| Level in the organization | Division Currently Working/Department |
| Manager | Housekeeping |
| Supervisor | Front office |
| General staff | Food and beverage |
| Years of service in current hotel (Less than 1 Years out of survey) | Monthly Income |
| Less than 3 Years | 350 JD and less |
| 3 – 6 | 350- 750 |
| More than 6 Years | 750 JD and over |

Part Two:

Please indicate to what extent you agree or disagree with the following statements by marking (√) at the appropriate answer. The scale can be interpreted as:

Job Burnout

| 6 | 5 | 4 | 3 | 2 | 1 | 0 |
|----------|--------------------|-------------|---------------------|----------------------|----------------------------|----------|
| Everyday | A few times a week | Once a week | A few times a month | Once a month or less | A few times a year or less | Never |

| Burnout Dimensions | | ITEMS | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------------|----|---|---|---|---|---|---|---|---|
| Emotional exhaustion | 1 | I feel that I have lost my enthusiasm about my profession. | | | | | | | |
| | 2 | I feel exhausted spiritually when I arrive home after work. | | | | | | | |
| | 3 | I feel I can't stand this job even one more day. | | | | | | | |
| | 4 | It is really tiring for me to deal with people all day long. | | | | | | | |
| | 5 | I feel I get tired of my current job. | | | | | | | |
| | 6 | I am of the opinion that my job puts limitations on me. | | | | | | | |
| | 7 | My shifts at work make me exhausted. | | | | | | | |
| | 8 | It makes me stressful to be in a direct communication with people. | | | | | | | |
| | 9 | I feel I get exhausted at work both emotionally and cognitively. | | | | | | | |
| Personal accomplishment | 10 | I can get how the customers feel easily. | | | | | | | |
| | 11 | I deal with the customers' problems directly. | | | | | | | |
| | 12 | I believe that I become useful through my job. | | | | | | | |
| | 13 | I feel energetic. | | | | | | | |
| | 14 | As a responsibility, I create an environment in which the customers feel comfortable at work. | | | | | | | |
| | 15 | I feel active and vigorous while I am working. | | | | | | | |
| | 16 | I am successful at my profession. | | | | | | | |
| | 17 | I overcome my emotional problems caused because of my job with ease. | | | | | | | |
| Depersonalization | 18 | I feel I behave insensitive to the customers. | | | | | | | |
| | 19 | I feel I have got senseless towards people since I started this job. | | | | | | | |
| | 20 | I am worried that my job makes me hard-hearted. | | | | | | | |
| | 21 | I do not care about the problems the customers face up with. | | | | | | | |
| | 22 | I feel the customers think that I am responsible for some of the problems they face up with. | | | | | | | |

Intention to Quit:

| | ITEMS | Strongly disagree | Disagree | neutral | Agree | Strongly agree |
|---|--|-------------------|----------|---------|-------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | I want to leave this organization very much.* | | | | | |
| 2 | As soon as I get another acceptable job, I will quit.* | | | | | |
| 3 | I am setting up to go away my work inside the subsequently six or five months.** | | | | | |

FACTORS INFLUENCING IN SMART FARM BEHAVIOR'S PERCEPTION THE CASE STUDY OF THE BAN PONG AGRICULTURAL GROUP IN RAJCHABURI PROVINCE

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ABSTRACT

This research aimed to (1) study the perception of farmer's role in 4.0 era (2) compare the perception of farmer's role in 4.0 era which classify by personal factors and (3) approach to create the perception of farmers role in 4.0 era.

The survey research methodology was used. The research population was the Ban Pong agricultural group in Rajchaburi province and the Taro Yamane table was used to determine the sample size. The sample, then, was 400 farmers derived by stratified sampling. The research instrument was a questionnaire and the statistics used for data analysis were frequency, percentage, mean, standard deviation, one-way ANOVA, Scheffe's LSD test and content analysis.

The research results showed that, the Ban Pong's farmers perceived the farmer's role in 4.0 i.e. factor of priding on being a farmer (\bar{x} = 4.46), factor of having data for decision making (\bar{x} = 4.41), and factor of realizing in product quality and consumer safety (\bar{x} = 4.41) at the highest level. In other words, farmers perceived the farmer's role in 4.0 i.e. having the happiness and satisfaction as farmer, using data for solving problem, and developing own career and training about the product quality standards such as GAP, GMP, organic farming. The factors with a high level of importance were the aspects of product and marketing management, corporate social responsibility (CSR), and having knowledge about farming. As for comparison of the perception of farmer's role in 4.0 era which classify by personal factors identified that gender, age, and educational level with a statistical significant level of 0.05.

Approaches to create the perception of farmer's role in 4.0 era i.e. government sector would promote and support the using of technology and innovation of agriculture, develop and connect the information technology system, create and link the agricultural group and institute for producing agricultural product comply with product quality standard and market demand, and establish the development center of agricultural product system.

Keywords: Smart Farm, Behavior, Perception

INTRODUCTION

The main concept of smart farm is the application of electronic technology and computer, including information and communication technology to develop the entire supply chain of agricultural production process to the consumers in order to enhance production quality, reduce cost, as well as improve product standards. Smart farm is also an effort to raise the four important levels of agricultural development: (1) cost reduction in production process, (2) enhancement of the quality of production standards and product standards, (3) risk reduction in agricultural sector which caused by outbreaks of pests and natural disasters, and (4) knowledge management and transmission by applying information technology from research to practical development, including focus on the use of information technology of the farmers [1].

Smart farm in Thailand may have limitations because of the inefficiency of some technology systems. For example, GPS and GIS systems still require high investment and farmers also lack the expertise to use the tools. However, when the world enters into physical and social change, including knowledge, information and news are exchanged rapidly across all regions, it is necessary for Thai farmers to adjust ourselves

according to our lifestyles. We need to expose and learn the new information in order to lead us to become a smart farmer in accordance with the policy and practices of the Ministry of Agriculture and Cooperatives, "Develop a farmer as a Smart Farmer with Smart Officer as a companion" [2].

The process of producing Smart Farmer is to develop Smart Officer or government officer who has academic knowledge on the policy and be able to use technology to support farmers by guiding the farmers towards environmentally friendly development. On the other hand, entering into Smart Officer is to adjust working process by starting making a deep understanding of types and quantities of agricultural products in each area. In addition, it is necessary to understand the problems of each product and be able to bring the information gained from the research center of the agency network of the Ministry of Agriculture and Cooperatives and the Office of Agricultural Economics to plan an effective production for the farmers [3].

Smart farm is a modern technology related to philosophy of the sufficiency economy in term of their similar principles of using resources in the most effective and efficient ways. According to the agricultural areas of Ban Pong district in Rajchaburi province, most of the population is farmers. In 2016, the area was considered as the area of economic crops. It consisted of 55,130 rai of paddy field with 46,869 tons of rice yield. In addition, there were 6.823 rai of vegetable area consisting of 5.046 rai of baby corn, 137 rai of eggplant, and 125 rai of sweet corn, respectively [4]. As a result, in order to make the farming more effective, Smart Farm is another interesting innovation. Thus, the researchers are interested in conducting a research on factors influencing in Smart Farm behavior's perception: a case study of Ban Pong agricultural group in Rajchaburi province. This will lead to Thailand's sustainable development of the agricultural system in the future.

METHODOLOGY

The samples of the study were 12,330 male and female farmers in Ban Pong district in Rajchaburi province. They consisted of the farmers who grow rice, vegetables, fruits, and trees (the Office of Agriculture of Ban Pong District, 2017). The samples were selected by using sampling method based on the Taro Yamane probability;

$$n = \frac{E}{1 + E(C)^2}$$

Review of Related Literature

Bangkok Bank (2017) conducted a research on Smart Farmer: Thai Farmer 4.0, it was found that Smart Farmer is a new generation of knowledgeable people who graduated Bachelor's degree and then back home to take care of their own agricultural land, or people who turn themselves into a farmer. Although the strengthening process for farmers has been done for a long time in order to cope with the changes in society, it has not been successful because of the discontinuity and lack of people to continue and make the process effective. In addition, most of people see that Smart Farmer is like a knowledgeable entrepreneur. There must be a plan and gain a lot of income. On the other hand, in the Bank's point of view, Smart Farmer should be rich and has the ability to manage money in order to have no debt. However, in fact, Smart Farmer needs to understand the nature. It means to invest less and let nature helps a lot. It is not harmful to the nature and the ways of using resources as needed. When being Smart Farmer, it should be more comfortable, not more tired. For example, it is the way to have a small area which well designed to be an integrated farming [5].

First of all, in order to do this, the farmers have to be ready to cope with changes. Next, they need to be able to link the world together, that is they can live in the world where technology changes rapidly. They need to realize what they should know in order to accommodate changes. For instance, they must understand the nature, be knowledgeable, study research, or be able to do an experiment and carry out research. If they have these qualities, they can adjust themselves to the changes.

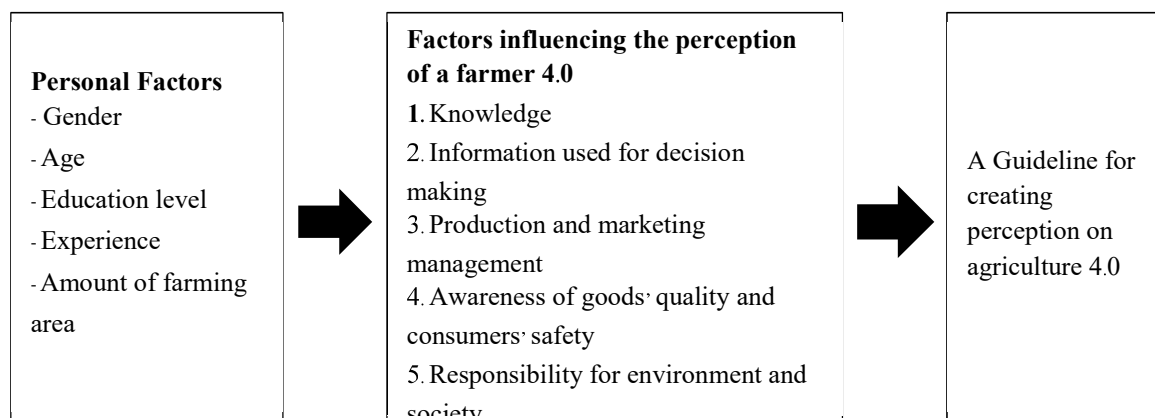
All in all, to access the farmer 4.0, it is necessary to understand the research process and have enough knowledge to try to understand. In other words, the farmers must understand the forest, soil, water, genetics, microbes, as well as technology. If they know all of these, they will be able to live well in this era.

Jirapon Putmeepol (2014) carried out a study entitled, "Roles of Existing Smart Farmer Based on Perception of Existing Smart Farmers, Agricultural officials, and Community Leaders in Pak Phli District, Nakhon Nayok Province." The findings showed that, in the first round, the perceived roles of Existing Smart

Farmers about the knowledge to do farm practices, eligibility for an informed decision, productivity management and marketing, the properties for recognizing the goods' quality and safety of consumers, the commitment to the environment and society, and the pride of being the farmers of Existing Smart Farmers and agricultural officials were at the high level. However, community leaders perceived the very high level. In the second round, it was found that the perception of Existing Smart Farmers and community leaders were at the very high level, whereas agricultural officials perceived at the high level. However, the perceived of both rounds were consistency. Moreover, problems of Existing Smart Farmers were lack of interest in becoming the Existing Smart Farmers and aging of the farmers make perception decrease [6].

Jeeraporn Kampannoy (2011) investigated factors that affect the decision to produce and discontinue organic rice production. The findings revealed that factors affecting the possibility of organic rice production decisions sorted by the incremental effect of the influence of the change in the value of each factor were: (1) ability to observe the results of innovation, (2) comparison of health benefits, and (3) compatibility or consistency with existing ones. On the other hand, the factors that decrease of possibility of organic rice production decisions was complication. In addition, the factors that decrease the possibility to discontinuing decision on organic rice production were (1) expectation on the results of innovation and (2) knowledge and skills in doing activities of organic farming innovation. Unlike, the factors that increase the possibility to discontinuing decision on organic rice production were (1) family conflict and (2) number of farming area for worker (rai/person) [7].

Figure 1
Research framework



The factors that influence the role perception of agriculture 4.0 could be divided into 6 aspects: knowledge, information used for decision making, production and marketing management, awareness of goods' quality and consumers' safety, responsibility for environment and society, and pride of being a farmer. This research attempted to study the factors that influence the role perception of being a farmer 4.0 based on a survey of farmers in the agricultural area.

Research Instrument Testing

In this research, the content validity of the instruments was done by 3 experts in order to find the Index of Item –Objective Congruence developed by Rovinelli and Hambleton. [8].

Data Collection

The data were collected by distributing questionnaires to the respondents and then 400 questionnaires were returned.

Data Analysis

The data were analyzed by using the following statistics programs for research:

1. Analyze basic information of the farmer group in Ban Pong district, Rajchaburi in the terms of gender, education level, experience, and amount of farming area by using descriptive statistics such as frequency distribution and percentage.

2. Analyze the role perception of a farmer 4.0 sorted by personal factors by using descriptive statistics such as mean and standard deviation, the level of measurement that affects five levels of perception.

3. Compare the factors that influence the role perception of a farmer 4.0 sorted by personal factors. Then, the analysis was done by using standard deviation and t-test in order to be used for describing the variance of data and testing the hypothesis about the difference between personal factors and the factors influencing the role perception of a farmer 4.0.

RESULTS

1. The analysis of basic information of the farmers in Ban Pong district, Rajchaburi

According to the analysis of basic information of the farmers in Ban Pong district, Rajchaburi, it was found that 56.50 percent of the farmers were male and 43.50 percent were female. Age was divided into two categories: 46 percent of the farmers were 17-27 years old and 42 percent were 28-38 years old. 49.50 percent of the farmers graduated high school and 29.80 percent graduated secondary school. The farmers' income level showed that 50.20 percent receiving over 20,001 baht. In addition, most of them had 11-15 rai for their own agricultural area.

2. The analysis of the role perception of a farmer 4.0 sorted by personal factors

In the aspect of knowledge, the perception of being a master farmer or learning point for others was at a very high level (\bar{x} = 4.07). Next, it was the perception of being a speaker or give advice to others (\bar{x} = 3.21).

In the aspect of information used for decision making, the perception of using information to solve problems and develop career was at a very high level (\bar{x} = 4.55). Next, there should be information recorded and use the information to analyze the planning before operating and managing the product to meet the market demand (\bar{x} = 4.40).

In the aspect of production and marketing management, the perception of the ability to manage production factors, labor, and cost was at a very high level (\bar{x} = 4.38). Next, it was the perception of the ability to link production and marketing for selling products (\bar{x} = 4.12).

In the aspect of awareness of goods' quality and consumers' safety, the perception of knowledge and training about GAP, GMP, organic agriculture or other standards was at a very high level (\bar{x} = 4.46). Next, it was the perception of the production process which conformed to the GAP, GMP, organic agriculture, or other standards (\bar{x} = 4.36).

In the aspect of responsibility for environment and society, the perception of non-polluting process or Green Economy was at a very high level (\bar{x} = 4.37). Next, it was the perception of continued community and social support (\bar{x} = 3.79).

In the aspect of pride of being a farmer, the perception of happiness and satisfaction in agricultural career, including love and preservation of land and career for the next generation was at a very high level (\bar{x} = 4.37). From Table 1.

Table 1
Average of importance levels, standard deviation, result interpretation, and ranking of the role perception of a farmer 4.0

| No. | Role perception of a farmer 4.0 | \bar{x} | S.D. | Level of importance |
|---|---|-----------|------|---------------------|
| 1. | Use information to solve problems and develop your own career | 4.55 | 0.52 | Very high |
| 2. | Be happy and satisfy in agricultural career | 4.47 | 0.49 | Very high |
| 3. | Have knowledge or training about GAP, GMP, organic agriculture or other standards | 4.46 | 0.56 | Very high |
| 4. | Have the ability to manage production factors, labor, and cost | 4.38 | 0.55 | Very high |
| 5. | Have non-polluting process or Green Economy | 4.37 | 0.48 | Very high |
| 6. | Can be a master farmer or learning point for others | 4.07 | 0.71 | High |
| Overall image of the role perception of a farmer 4.0 | | 4.38 | 3.31 | High |

Hypothesis 1

\square_0 : There were significant differences in genders affecting the role perception of a farmer 4.0.

\square_1 : There were no significant differences in genders affecting the role perception of a farmer 4.0.

Table 2 shows a comparison of factors affecting the role of perception of a farmer 4.0 in the aspects of knowledge, information used for decision making, production and marketing management, awareness of goods' quality and consumers' safety, responsibility for environment and society, and pride of being a farmer. The data were categorized by genders and analyzed by T-test. It was found that there was no statistically significant difference at the 0.05 level in the aspect of information used for decision making. On the other hand, in the aspects of knowledge, production and marketing management, awareness of goods' quality and consumers' safety, responsibility for environment and society, and pride of being a farmer, the difference was statistically significant at the 0.05 level. From Table 2.

Table 2
A comparison of the factors influencing the role perception of a farmer 4.0 sorted by gender

| No. | Role Perception | Male | | Female | | df | t | sig |
|-----|---|-----------|------|-----------|------|-----|--------|--------|
| | | \bar{x} | SD | \bar{x} | SD | | | |
| 1. | Knowledge | 3.57 | 0.63 | 3.72 | 0.83 | 398 | -2.087 | 0.037* |
| 2. | Information used for decision making | 4.38 | 0.34 | 4.45 | 0.49 | 398 | -1.594 | 0.112 |
| 3. | Production and marketing management | 4.11 | 0.35 | 3.98 | 0.38 | 398 | 3.478 | 0.001* |
| 4. | Awareness of goods' quality and consumers' safety | 4.57 | 0.44 | 4.20 | 0.42 | 398 | 8.397 | 0.000* |
| 5. | Responsibility for environment and society | 4.01 | 0.32 | 4.17 | 0.36 | 398 | -4.555 | 0.000* |
| 6. | Pride of being a farmer | 4.42 | 0.25 | 4.51 | 0.31 | 398 | -3.071 | 0.002* |

* a statistical significant level of 0.05

Hypothesis 2

\square_0 : There were significant differences in ages influencing the role of perception of a farmer 4.0.

\square_1 : There were no significant differences in ages influencing the role of perception of a farmer 4.0.

Table 3 shows a comparison of the factors influencing the role perception of a farmer 4.0 sorted by age. It was found that the significance level of the overall image of each factor was statistically significant at the 0.05 level. In addition, the difference was statistically significant at the 0.05 level in the aspects of knowledge, information used for decision making, production and marketing management, awareness of goods' quality and consumers' safety, responsibility for environment and society, and pride of being a farmer. From Table 3.

Table 3
A comparison of the factors influencing the role of perception of a farmer 4.0 sorted by age

| No. | Role perception of a farmer 4.0 | P-Value |
|----------------------|---|---------------|
| 1. | Knowledge | 0.001* |
| 2. | Information used for decision making | 0.000* |
| 3. | Production and marketing management | 0.015* |
| 4. | Awareness of goods' quality and consumers' safety | 0.000* |
| 5. | Responsibility for environment and society | 0.019* |
| 6. | Pride of being a farmer | 0.000* |
| Overall image | | 0.000* |

* a statistical significant level of 0.05

Hypothesis 3

\square_0 : There were significant differences in education levels influencing the role perception of a farmer 4.0

\square_1 : There were no significant differences in education levels influencing the role perception of a farmer 4.0.

Table 4 shows a comparison of the factors influencing the role perception of a farmer 4.0 sorted by education level. It was found that the significance level of the overall image of each factor was statistically significant at the level of 0.05. In addition, there were four aspects which have statistically significant level of

0.05. They were the aspects of knowledge, information used for decision making, production and marketing management, and responsibility for environment and society. From Table 4.

Table 4
A comparison of the factors influencing the role perception of a farmer 4.0 sorted by education level

| No. | Role perception of a farmer 4.0 | P-Value |
|----------------------|---|---------------|
| 1. | Knowledge | 0.015* |
| 2. | Information used for decision making | 0.000* |
| 3. | Production and marketing management | 0.000* |
| 4. | Awareness of goods' quality and consumers' safety | 0.337 |
| 5. | Responsibility for environment and society | 0.000* |
| 6. | Pride of being a farmer | 0.056 |
| Overall image | | 0.000* |

* a statistical significant level of 0.05

CONCLUSION AND FUTURE WORK

This study aimed to investigate the factors influencing perception behavior in the aspect of modern agriculture, a case study of the farmer group of Ban Pong district in Rajchaburi province. The results showed that male and female farmers have different perceptions on knowledge, production and marketing management, awareness of goods' quality and consumers' safety, responsibility for environment and society, and pride of being a farmer. The male farmers better perceived a farmer 4.0 needs to know what they are doing and there must be information used for making decision. In addition, the farmer needs to be responsible for environment and society and be proud of being a farmer. This is consistent with the research by Nonthawan and others (2016) [9]. They conducted a research titled, "Guidelines for Yong Smart Farmer Development in Rayong Province." It was also found that most of new generation of the farmers in Rayong province was male, who receive the information from smart phone, government officers, the Internet, and Facebook, respectively.

However, according to age factor, it was found that the perception of a farmer was significantly different in all six aspects of knowledge, information used for decision making, production and marketing management, awareness of goods' quality and consumers' safety, responsible for environment and society, and pride of being a farmer. On the other hand, according to education level, it was found that there were four significant different aspects of factors affecting the role of perception of a farmer. They were the aspects of knowledge, information used for decision making, production and marketing management, and responsible for environment and society. It is consistent with the study done on new farmers for the future of Thailand by the Office of the National Economic and Social Development [10]. It was found that those of 17-27 years old who have high level of education will have the opportunity to develop their potential. They are ready to learn technology and accumulate agricultural knowledge well. Moreover, most of them are knowledgeable on marketing information and be able to access the consumers easily.

Therefore, the way to build the perception of Smart Farm is the government should support and encourage the integration and create a production plan for the security of occupation. There should be a support for accessing to information and technology, as well as a link to marketing for the benefit of adjusting production to meet the needs of the market. Furthermore, basic needed factors of production should be supported, especially the lands, plants, animals and funding sources.

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CHALLENGES IN THE USE OF LEARNING MANAGEMENT SYSTEMS IN SAUDI ARABIAN UNIVERSITIES

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ABSTRACT

The use of learning management systems (LMS) has increased widely in recent years, and numerous institutions have employed it in their teaching and learning processes due to its diversity of benefits. Nevertheless, there are many barriers that prevent learners from using LMS effectively. This study aimed to examine the challenges that learners encounter when they use LMS in Hail University, Saudi Arabia. The method used in this study by the researcher involved semi-structured interviews with six students who use LMS in their learning. These participants were selected purposively in order to give more depth of information regarding the obstacles they faced. The main results from this study were that lack of motivation from teachers in using LMS and lack of interaction with educators were the main challenges encountered by students. The study results also revealed that technical issues and lack of support were further barriers to the effective use of LMS in Hail University. Finally, the study suggested solutions in order to address these challenges, such as providing strong internet connection, the provision of immediate technical support, and encouraging instructors to interact with their students; without these interventions, such challenges will not be overcome.

Keywords: Obstructions, Learning Management System, LMS, Saudi Arabia.

HOME BASED ENTERPRISES IN HOUSING CORRIDOR OF DEVELOPING COUNTRIES, THE CASE OF LAGOS METROPOLIS, NIGERIA.

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ABSTRACT

There has been a general spread of home based enterprises across the housing corridors of the developing countries, especially Lagos Nigeria housing zones in recent times. In lieu of this circumstantial, this study examines the consequence of the sector in housing corridor in Lagos metropolis. Data were obtained through personal observation and administration of structured questionnaires. Sampling was done using multi-stage and disproportionate sampling techniques. A total of 1345 copies of the questionnaires were administered to home-based entrepreneurs in fifty-two predominantly residential zones across the sixteen local government areas that made up the Lagos metropolis. Nine hundred and seventy five copies representing 73.9% of the administered questionnaires were retrieved, found adequate and acceptable for analysis. Data were analysed using descriptive and inferential statistical tools for the interpretation and discussion of results. The study revealed that 44.3% of the operators were retailers, 21.9% were petty commodity production and 31, 5% were services. It revealed further that the home based enterprises modeled high negative effects on housing land use in, obstruction of drainage, traffic crowding, visual obstacle, and indiscriminate disposal of waste, aesthetical disorder, menace of provisional structure, encroachment of circulation land use, unkempt environment and alteration of land use. The study recommends the need for provision of market for the practitioners, discouraging the overconcentration of home-based enterprises in built-up areas; educating the practitioners and general public on the evil of environmental degradation, and compulsory establishment of data base for home-based enterprises.

Keywords: Housing land use, home-based enterprises, visual obstruction, Lagos metropolis

BEHAVIOURAL FACTORS INFLUENCING INDIVIDUAL INVESTORS' DECISION-MAKING: EVIDENCE FROM MAURITIUS

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ABSTRACT

Behavioural finance considers various psychological factors present when an investor is undertaking an investment. As such, the objective of this paper is to explore the behavioural factors influencing individual investors' decisions on firms listed on the Stock Exchange of Mauritius (SEM). A sample of 95 individual investors has been obtained from three main stocking firms. The results show that the emotion factor and the cognitive dissonance are the main elements impacting on the behavioural decisions of investors. This implies that investors in the local Mauritian equity markets tend on average to consider the views of others prior to making their investment decisions. This view is confirmed by the factor that the anchoring factor has scored the least mean score. In particular, most investors, on average do not seem to stick to their own decisions but seems to alter their minds as market conditions changes. Finally, the results also show that risk aversion seem to be related to the age of the investors.

INTRODUCTION

Behavioural Finance being one of the essential subfield of finance as per Harvey (2004) is about applying the psychological factors when considering a financial transaction. It hence shows how the decision making of an investor is affected by certain conditions.

The financial market being subject to fast growing globalization, need investors to implement certain strategies so as to be able to face the fierce international competition. This contradicts the classical financial theories which according to Masomi and Ghayekhloo (2011), assumes that investors are rational and are particularly concerned with the maximization of profits, maintaining liquidity and the potential risks. The new concept of behavioral finance was hence developed and introduced in the 1880's which evolved through journal and publications in the 1990's, stating that emotion and other psychological factors influence the process of decision making specially when concerning investment purpose. Accounting for the fact that behavioural finance considers several aspects associated with emotions and psychological impact, there are some important concepts which have been developed to explain the irrationalism of investors while making investment decision.

Given the newness of the SEM and given its small market size, there has not been any major formal study on the issue of behavioural finance. As such, the objective of this paper is to explore the behavioural factors influencing individual investors' decisions at the Stock Exchange of Mauritius (SEM).

Prior Research.

Various studies have been conducted to prove that there exist several psychological factors that need to be considered in the finance domain when making decision. This indeed shows that the assumption of investors being rational are void and as such contradict the classical theories as define by Fama (1970, 1991), Sengal/ Singh (2012) amongst others. According to Thaler (1993), behavioral finance is simply open minded finance implying that investors are to be normal rather than rational and as per Sewell (2005), it is the psychological influence on the financial players and the ultimate effect on the market. Nevertheless, as depicted by Riepe (2003), investors are concerned with both rational and irrational factors, and cannot be entirely engaged on only one side.

Behavioural Factors

First of all, as discovered by De Bondt and Thaler (1995), overconfidence is a factor influencing decision making as the investors rate their abilities in beyond their capacities which is above the average level. As per Shiller (1997), they tend to estimate the level of failure or error below the average level and as stated by Odean (1998), this overconfidence also include the fact that the investors have a tendency to consider only the first information obtained which might be misleading. Ultimately as described by Stracca (2004), Benadou and Tirole (2004), if the investment is successful, the investors take all the credit while if it is not, they will blame others.

Another factor is availability bias, determined by Tversky and Kahneman (1973) stating that investors base their opinion and decisions on the most recent fact or information obtained rather than considering the actual circumstances. This simply explains that emotional effect is generated by those particular situations which are memorable. In addition, there is another factor being anchoring has been developed by Kahneman and Tversky (1974) and this occurs when an investor concentrates only on initial information which represents the anchor and would make their decisions based on that perception only. They would proceed with their investment only if it is relevant in respect to the anchor. This method might be irrelevant in respect to the situation as there is no logical information derived and analyzed to go further with an investment. Investors therefore restrict themselves only to the information primarily obtained which might be irrelevant as a reference in concern with other situation.

Furthermore, representiveness as another factor defined by Kahneman & Tversky (1994) and by De Bondt (1995) which is the extent an event is represented by a population as a whole. This might to some extent be correct but the opposite is also applicable as according to Ritter (2003) such that investors would consider only the recent performance of the population and hence neglect the long term effect which might be negative. An example to illustrate this concept is the fact that most investors would be more motivated to invest in companies having good reputation and financial records than others.

The next factor is mental accounting which as per Barberis and Huang (2001) explains the situations in which individuals often opt to separate their investment for different purpose, generally for a safer return and a risky one yielding more return. This would finally evade the negative impact and hence achieve a positive

outcome which compensate for the loss made in the risky asset if any. The illogical statement in such cases is that if all investment is combined rather than separating them which imply to bear certain cost, the result would be more or less the same.

To proceed with the key concept of behavioral finance, the factor herd behavior developed by Banerjee (1992) and simply mean that investors are tempted to follow the crowd and imitate their actions. This reaction may be caused by either the social pressure of consistency implying doing the same thing as others so as to integrate the group or because there is less risk that the larger groups are opting for a wrong decision. Last but not the least factor is the cognitive dissonance developed by Leon Festinger, Riecken and Schachter (1956) which refers to a situation whereby investors have conflicting attitudes concerning particular issues. The conflict arises due to the confusion arising between the belief and the attitudes in respect to certain decisions.

Empirical evidence

The seven main concepts defined above, support investors being irrational, ultimately having an impact on their decisions. To give support to those factors, several researches have been undertaken in different countries.

For instance, in Lithuania, Kartasova (2013) conducted a project with 500 respondents to analyze the behavioral finance in the country. The result showed the main factors were anchoring, herd behavior, overconfidence and regret aversion where investors prepare themselves for any potential regrets of wrong choice. Along with the factors, it was analyzed that the investor's mood had a great impact on their decisions especially in female cases and that the younger generation mostly the males and the single ones are the investors who are tempted to invest more in riskier assets. Ajmijy (2008) affirmed through another survey that female tends to be more risk averse than the male and that the investors in the range of 30-45 years are the one ready to opt for risky investments. Moreover, it was found that the female investors are those having more confidence but that the confidence also depends on the experience of the investors. The more their experience, the more they tend to be overconfident.

Another study conducted in Tunisia by Rekik and Boujelbene (2013) concluded that the investors of the country contradicted the traditional classical theory during their investment decisions, which imply they consider the emotions and other psychological factors. They also proved that there are important factors influencing the investment decisions such as herd attitude, anchoring, representiveness, mental accounting and loss aversion. However, the Tunisian were not subject to the overconfidence element as they more uncertain about the performance of their decisions. Several studies (Chowdhury and S. Barua (2009) in Bangladesh, K.C. Phan and J. Zhou (2014) in Vietnam and Hoang Thang Hue Ton & Trungkien Dao (2014) in Vietnam) were undertaken in different countries, which more or less concluded the same factors as important concepts to be considered while making an investment decision.

METHODOLOGY

The aim of this study is to assess the different key components of behavioural finance present when making an investment decision on SEM. In particular, factors influencing the investment decisions such as herd attitude, anchoring, representiveness, emotions, cognitive dissonance, overconfidence and loss aversion are examined for investors willing to invest on the Mauritian equity market.

Questionnaire structure

This study focuses on the primary source of data whereby information is collected through a questionnaire. The questionnaire comprised mainly of 4 sections with 30 questions. Section A considered the general aspect of investment decisions, section B looked at the personal characteristics of the different respondents, section C considered the social and psychological factors in behavioural finance while section D assessed the market factors of behavioural finance.

Sample

For the purpose of this study, questionnaires, both soft and hard copies were sent to three stock broking companies, which are not identified in order to maintain anonymity of the individuals, investment brokers and the institutions. Primarily, 12 stock brokers were aimed, but only 3 of them responded positively, who ultimately acted as the intermediaries to circulate the questionnaires to the individual investors.

Analysis of data

This section looks at the profile of the respondents, the different composition of behavioural finance and the extent to which the investors consider different factors when making an investment decision.

Demographic Factors

For the purpose of this study, 95 respondents were available to answer a survey whose responses are represented as follows.

Table 1: Demographic factors of respondents

| Demographic Profile | | Frequency | Percentage |
|----------------------------|---------------------|------------------|-------------------|
| Gender | Male | 53 | 55.8 |
| | Female | 42 | 44.2 |
| Age group | Under 25 years | 12 | 12.6 |
| | 25-45 years | 62 | 65.3 |
| | 45-55 years | 12 | 12.6 |
| | 55-64 years | 8 | 8.4 |
| | 65 and above | 1 | 1.1 |
| Education | Secondary | 5 | 5.3 |
| | Under-graduate | 53 | 55.8 |
| | Post-graduate | 36 | 37.9 |
| | Other | 1 | 1.1 |
| Employment | Employed | 88 | 92.6 |
| | Self-employed | 6 | 6.3 |
| | Unemployed | 1 | 1.1 |
| Income range | Below 10,000 | 6 | 6.3 |
| | Rs 10,000 - 30,000 | 51 | 53.7 |
| | Rs 30,000 - 75,000 | 26 | 27.4 |
| | Rs 75,000 - 100,000 | 9 | 9.5 |
| | Above 100,000 Rs | 3 | 3.2 |
| Marital status | Married | 50 | 52.6 |
| | Single | 45 | 47.4 |

As illustrated, 42 males and 53 females successfully responded to the survey and the majority of the investors both males and females are young investors from the age group of 25-45 years who are said to be rather risk lovers as compared to the older groups who tends to be risk adverse. Moreover, the investors chosen for the purpose of this study mainly acquired an undergraduate degree representing 55.8% and 37.9% having a post graduate degree. There are also 5.263% having only a secondary certificate and a smaller percentage of 1.053 having other qualifications which were not defined. It is also noted that among the 95 investors, there are 92.63% employed persons, 6.316% self-employed and the remaining investors being unemployed. The income of those investors were asked and as per the result around 53.7% earn between RS 10 000 to RS 30 000, 27.4% earn between RS 30 000 to RS 75 000, while 9 investors earn between Rs 75 000 to Rs 100 000. There were also 6 investors earning below Rs 10 000 and 2 candidates above Rs 100 000. The marital status of the sample was more or less the same with 45 single investors and 50 married ones.

4.2. Behavioural factors influencing individual's investment decisions

This section looks at the mean of the different variables which may influence an investor when taking the decision of an investment.

Table 2: Behavioural factors Mean Scores

| Factors | Mean |
|----------------------|--------|
| Herding | 2.5613 |
| Overconfidence | 2.821 |
| Representiveness | 2.3474 |
| Cognitive Dissonance | 3.4737 |
| Emotions | 3.6211 |
| Loss aversion | 2.5543 |
| Anchoring | 1.3212 |

The main behavioural factors as mentioned are herding behavior, overconfidence, representiveness, cognitive dissonance, emotions, loss aversion and anchoring. The factor with the highest means of 3.6211 is the emotion of the persons investing. This implies that the investors may be disturbed by their current mood when deciding to invest. With a mean of 3.4737, the investors are influenced by cognitive dissonance which according to Leon Festinger (1950) is a situation where an investor is confused between two particular choices. They may be opting for a response but the point of view of others may disturb their decisions. The following factor with a mean of 2.8210 is overconfidence. In this case, the investors consider that they have the capacity and the potential above the real condition in concern of an investment decision. As defined by Lovigne and Legros (2005), investors tend to exaggerate their capabilities and knowledge, making them deal in larger volumes which eventually due to the existence of the bias belief, the outcome may be negative.

Herding behaviour with a mean of 2.5613, state that the candidates based their opinions on the decisions of other investors or through the use of information obtained from magazines or elsewhere. Therefore they insist on the feedback obtained primarily and would rather ignore the current situation. Loss aversion is then followed with a mean of 2.5543 which according to Barberis and Huang (2001) refer to the situation where individuals anticipate for potential losses. A loss is also said to be less painful than normal circumstances if it is followed by an event of gain but consequent losses is much more painful. Risk aversion is however understandable since anyone would be profit motive and try to evade any source of loss. The next factor as classified is then the representiveness with a mean of 2.3474. Such cases arise when investors concentrate on a recent event or refer to a main situation only or the advice of an expert in the field. As such, other prevailing factors are ignored that can be crucial during an investment decision. The result of such judgment might be negative. The least significant factor considered by the investors with the lowest mean of 1.3212 is anchoring where investors stick to an initial situation and would proceed with an investment only if the

market conditions reflect that particular circumstance known as the anchor. Investors therefore restrict themselves to other available information and potential opportunities.

4.3. Hypothesis Testing

It is important to determine the relationship between different behavioral factors and the demographic factors for the same population sample. The chi-square test as defined by Karl Pearson (1940) is conducted to know whether two factors are related to each other.

4.3.1. Relationship between respondent's profile and herd behaviour

Table 3: Chi square test of demographic factors and herd behavior

| Demographic factors | Chi-square | Sig. |
|---------------------|------------|----------------------|
| Gender | 0.744 | .863 ^a |
| Age group | 7.615 | .268 ^{a,b} |
| Education level | 15.723 | .015 ^{*b,c} |
| Employment status | 3.834 | .280 ^{a,b} |
| Income range | 7.615 | .268 ^{a,b} |
| Marital status | 3.523 | .318 ^a |

The above values are all greater than 5% which imply these demographic factors are not related with the herd behaviour with the exception of education. It seems that investors who have low level of education tend to be more influenced by other group of investors.

4.3.2. Relationship between respondent's profile and overconfidence.

As shown below, the significant value is all greater than 0.05 except for the factor gender which is 0.023. The results state that there is a connection between the fact being male or female and the behavioural factor overconfidence. This is so because the variable overconfidence arises further because maybe the females tend to exaggerate their capacity when taking investment decisions.

Table 4: Chi square test of demographic factors and overconfidence

| Demographic factors | Chi-square | Sig. |
|---------------------|------------|----------------------|
| Gender | 9.573 | .023 ^{*b,c} |
| Age group | 6.593 | .086 ^{a,b} |
| Education level | 6.053 | .109 ^{a,b} |
| Employment status | 6.593 | .086 ^{a,b} |
| Income range | 6.478 | .691 ^{a,b} |
| Marital status | 3.441 | .329 ^{a,b} |

4.3.3. Relationship between respondent's profile and representiveness

Table 5 shows the chi square test of demographics factors and the behavioral factor representiveness. The results suggest that there is no link between demographic factors with the exception of gender.

Table 5: Chi square test of demographic factors and representiveness

| Pearson Chi-Square Tests | | |
|--------------------------|------------|---------------------|
| Demographic factors | Chi-square | Sig. |
| Gender | 7.222 | .097 ^{*,b} |
| Age group | 2.955 | .228 ^{a,b} |
| Education level | 10.307 | .112 ^{a,b} |
| Employment status | 1.779. | .813 ^{a,b} |
| Income range | 1.589 | .811 ^{a,b} |
| Marital status | .885 | .643 ^a |

4.3.4. Relationship between respondent's profile and cognitive dissonance.

Significant value for the relationship between the profile of investors and the factor cognitive dissonance, as shown by table 6 is greater than 5% significant level for all factors except for age group of the candidates. It seems that investors from different age group may be subject to different opinions when making a decision to proceed with an investment.

Table 6: Chi square test of demographic factors and cognitive dissonance

| Pearson Chi-Square Tests | | |
|--------------------------|------------|-----------------------|
| Demographic factors | Chi-square | Sig. |
| Gender | 2.870 | .412 ^a |
| Age group | 16.970 | .009 ^{*,b,c} |
| Education level | 2.153 | .905 ^{a,b} |
| Employment status | .769 | .857 ^{a,b} |
| Income range | 3.681 | .931 ^{a,b} |
| Marital status | 4.375 | .224 ^{a,b} |

4.3.5. Relationship between respondent's profile and emotions.

In the case of table 7, the significant level is greater than 0.05 accepting H0 and rejecting H1. There is hence no relationship between the respondent profile and emotions.

Table 7: Chi square test of demographic factors and emotions

| Pearson Chi-Square Tests | | |
|---------------------------------|-------------------|----------------------|
| Demographic factors | Chi-square | Sig. |
| Gender | 3.750 | .153 ^{a,b} |
| Age group | 5.833 | .212 ^{a,b} |
| Education level | 4.444 | .349 ^{a,b} |
| Employment status | . | . |
| Income range | 5.833 | .212 ^{a,b} |
| Marital status | 10.000 | .107 ^{*b,c} |

4.36 Relationship between respondent's profile and loss aversion

Association between Loss aversion and the demographic factors is described by table 8. The significant level is above 5% for the gender, education level, employment status, and the income range factors. As such, the loss aversion is not related to these factors. However, investors from different age groups and their marital status influence the decisions through the loss aversion factor. They anticipate for any losses and would rather invest for an ultimate gain instead of loss. This is so because older investors have a tendency to be more risk adverse as compared to the younger ones who are more willing to take risks. Also, the married couples are more reluctant to invest in risky assets and prefer to invest in safer ones. This is maybe due to family considerations before taking any investment decision.

Table 8: Chi square test of demographic factors and loss aversion

| Pearson Chi-Square Tests | | |
|---------------------------------|-------------------|----------------------|
| Demographic factors | Chi-square | Sig. |
| Gender | .830 | .842 ^a |
| Age group | 21.333 | .011 ^{*b,c} |
| Education level | 1.209 | .751 ^a |
| Employment status | 2.347 | .504 ^{a,b} |
| Income range | 15.590 | .211 ^{a,b} |
| Marital status | 7.873 | .049 ^{*b} |

4.3.7. Relationship between respondent's profile and anchoring

Table 9: Chi square test of demographic factors and anchoring

| Pearson Chi-Square Tests | | |
|---------------------------------|-------------------|---------------------|
| Demographic factors | Chi-square | Sig. |
| Gender | 1.049 | .902 |
| Age group | 17.372 | .362 ^{a,b} |
| Education level | 9.758 | .637 ^{a,b} |
| Employment status | 1.293 | .996 ^{a,b} |
| Income range | 8.581 | .930 ^{a,b} |
| Marital status | 6.938 | .139 |

CONCLUSION

The aim of this paper is to assess the components of behavioural finance impacting on investors willing to invest on the Mauritian equity market. A sample of 95 respondents has been obtained. The results show that the emotion factor and the cognitive dissonance are the main elements impacting on the behavioural decisions of investors. The least significant factor in investment decision is anchoring where investors stick to a particular decision. The link between personal profile of the investors and the components of the behavioural factor was tested. It seems that gender is a key factor impacting on over confidence of investors while age of the investors is linked to cognitive dissonance. The results also showed that age impact on the risk aversion of investors with old aged investors being more risk averse than younger ones.

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THE SUPPLY CHAIN MANAGEMENT OF THE CULTIVATED BANANA IN BUDHAMONTHON DISTRICT, NAKHONPATHOM PROVINCE

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ABSTRACT

The problem demand for the cultivated bananas in the market increased but, the number of the cultivated banana growers decreased. Due to farmers still have problems with supply chain management systematically. The researcher is interested to study the supply chain management of the cultivated banana plants from upstream to downstream. As well as information perception. To find good management practices, increase productivity and profit for farmers. Encourage farmers to develop standards. This research aims to: 1.) Find the supply chain management features of the cultivated banana. 2.) to study the problems and obstacles in the supply chain of the cultivated banana and 3.) To provide a good supply chain management system to farmers and the peoples interested. Researchers use quantitative and qualitative research methods by collecting data from questionnaires. Close observation and depth interviews.

The research found that: Most farmers are male aged 41-50 years. Experienced in growing the cultivated bananas. The successor of the ancestors. And plant are secondary plant. Average income per year is over 15,000.00 Baht. In the study, find the supply chain management features of the cultivated banana in Budhamonthon district. Nakhon Pathom. It was found that most of the cultivated banana is a native. Planting characteristics. It is planted on a farm or planted in the orchard or rice field reproducing from sprouting. Use water from natural sources. Planting period. To arrive harvest time is about 1 year. The yield is about 12 combs per, the cultivated banana bunch. Distribution channels. Available in local markets. Have a middleman cut from the garden and sent to the factory. Price depends on the size and number of the cultivated bananas per comb. The remaining fruit from the sale will be processed into baked the cultivated banana.

The results of the research were found. Was found that the supply chain management model of the cultivated banana there is no proper planning, use a convenient form of cultivation, let's grow naturally, no product development to add value from promoting creation of supply chain management model for the cultivated banana by brainstorming from community, to solve problems and obstacles. Can make the supply chain management model of good the cultivated banana, is the selection of the appropriate species breed. The cultivation method have take care of treat put organic fertilizer can do increased productivity, join grouping the villagers. To gather product bring, innovation make to increase the value of the product and extend the life of the product, build trade mark, and bring in information technology to increase sales channels. Set as a learning center for sustainable development.

Keywords: supply chain management, cultivated the cultivated banana

INTRODUCTION

The cultivated banana crops as farmers in Thailand are well known. Can grow easily and produce throughout the year. Has a high nutritional value, There are many benefits of the cultivated bananas, either Usable trunk can. The cultivated bananas are also economically important fruit species in Thailand, and the cultivated banana also exists in the Strategy development research the cultivated bananas year 2559-2563. (Department of Agricultural Extension, Ministry of Agriculture and Cooperatives, 2016). [1] The cultivated banana is a plant that Thai farmers know very well. In addition, the cultivated banana fruit is eaten from cooked fruit. The result is a variety of other products in addition to the cultivated banana effect is consumed. The

cultivated bananas are useful to use as many the cultivated bananas, the cultivated banana leaves. The cultivated bananas can be said that. "The cultivated banana" benefit can be easily planted and yield throughout the year. Highly nutritious, the benefits of the cultivated bananas are abundant. Currently, the cultivated bananas grown in Thailand are the much bananas. The much banana are popular for export. Presently farmers grow less the cultivated banana. The cultivated bananas are in short supply in some stages. Although the cultivated bananas are grown throughout the country, there is no systematic study of supply chain management.

For that reason. Researchers are interested to study supply chain management. In order to increase the efficiency of production to get quality output. Since the development of the cultivated banana varieties. Development of cultivation methods Cost management Find the channel. The development of the value of the cultivated bananas. If farmers can integrate supply chain management of the cultivated banana from the upstream to downstream as well as development of innovative processing. And technology to help increase distribution channels. Farmers have good income. Wealthy Stability and economic sustainability.

Purposes of the Study

1. Find the supply chain management features of the cultivated banana.
2. To study the problems and obstacles in the supply chain of the cultivated banana and
3. To supply the supply chain management of good the cultivated banana.

Scope of the Study

Research on Supply Chain Management in the cultivated the cultivated banana, study of agro-marketers in Ban Nam Sua area. 50 houses in Bhutthamonthon, Nakhon Pathom

Review of Related Literature

The study was conducted. Research on the theory and related research papers to create a framework for research ideas as follows.

Supply Chain Management

Tanit Sorat (2009) has collected definitions and meanings related to "Supply Chain Management" is as follows. Strategic Management Taking into account the relevance. Or integrated relationship. The department or department in the organization, and related partners whether it is a customer or a supplier in the supply chain, the purpose is to deliver goods. Or services as per the needs of the consumer. Whether it is about time, price or quality, it effectively manages information related to the operations of organizations and partners, and effectiveness eliminate delays in transactions. It also eliminates the problem of sending or receiving goods, and services that result from inefficient financial management systems. [2].

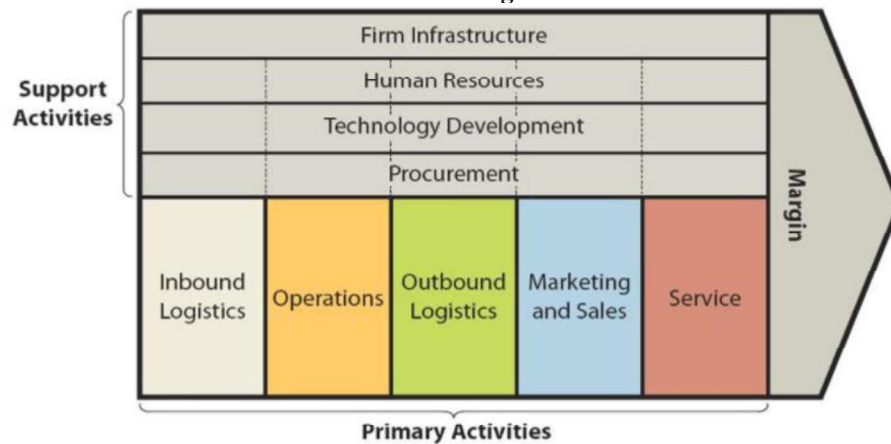
CSCMP's Definition of Supply Chain Management

Council of Supply Chain Management Professionals (2018), CSCMP Supply Chain Management Definitions and Glossary Supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies. [3]

Value Chain Management

Akamol Aramsri (2012), VCA Talked about. Value chain is a strategic tool used to analyze activities within a company, with clear goals for value development. And maximize performance. Michael Porter presented the concept of "how to make a profit". Value chain model "in 1985. Value chain system is a management style in all activities within the company. The Value Chain products and services are based on core activities that add value to the final product. With the support of Support Activities This adds value indirectly to the Value Chain Model example below, [4] Figure 1

Figure 1
Value Chain Management



Supply Chain Agriculture

Supply Chain Management Focus on the flow of goods. The flow of information and capital to risk. The flow of goods is based on the marketing structure, competition, distribution channels. Manufacturing Processes Product characteristics, this is called logistics. The flow of information includes processes and technology. And the flow of capital will include risk management and risk-sharing. (Thailand Research Institute, 2010), [5]

The supply chains of different agricultural commodities in India, however, are fraught

With challenges stemming from the inherent problems of the agriculture sector. The agrisupply chain system of the country is determined by different sartorial issues like dominance of small/ marginal farmers, fragmented supply chains, absence of scale economies, low level of processing/value addition, inadequacy of marketing infrastructure etc. (National institute of agricultural extension management and organization of Ministry of Agriculture, Government of India), [6]

Sudarat Pimonranakan. (2017, 1595-1610), take about, the community operators exporting Orchid supply chain management issues as agricultural orchids. It found that the pattern of supply chain management of agricultural products, orchids, as appropriate, of the size of the farmers, which is promoting a pattern of supply chain management agricultural orchids. By participation of the community in which it contributes to join think. To solve the problem and to mobilize the resources, which are an important way in the business community, success can be self-reliant in a sustainable manner. It also is a way to improve the situation of the external environment of business competition. By the pattern of supply chain management of agricultural products that have used information technology to the process which results in the development of supply chain management agricultural orchids [7].

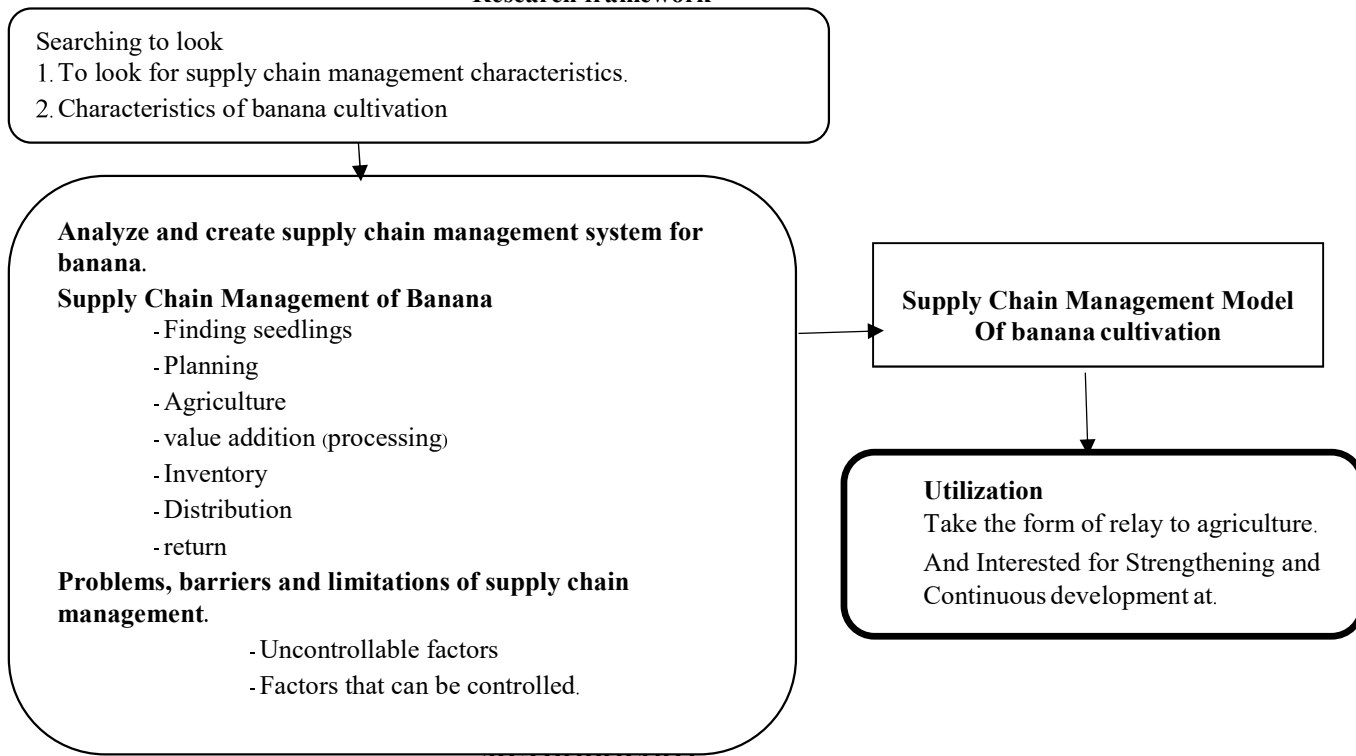
The benefits of the cultivated banana.

Juthamat Prerapatchara (October 2016), [4]. The Institute of Research and Development, Rajamangala University of Technology Phra Nakhon has written an article published on the full the cultivated banana, which is the research results for the Royal Initiative Plant Genetics. Rajamangala University of Technology Phranakhon (KMUTT) under the conservation and utilization of plant genetics. This shows that the cultivated banana is useful and can be processed to add more value, which is shown in the project kit, as well as works that integrate the cooperation between the university with the local government and the community as a user. The research framework is based on the use of the cultivated bananas in the form of the cultivated banana and the cultivated banana trees. Separation of food into research, and not food up to 8 research papers. [8].

Conceptual Framework of the Study

Based on the literature review, the researcher can create a conceptual framework for supply chain management. Figure 2

Figure 2
Research framework



The supply chain management of the cultivated the cultivated banana In Budhamonthon district, NakhonPathom province, the research methodology is as follows.

Population and sample

Research on Supply Chain Management in the cultivated banana cultivation to study the data from the cultivated banana growers in the area Phutthamonthon District, Nakhon Pathom Province. In this study, the size of the sample 50 people by setting the sample size for this research, use the table of Krejcie & Morgan (Robert V. Krejcie and Earyle W. Morgan. Educational and Psychological Measurement, 1970: 608-609. Referenced in the sample for research, 2559: online system) the researcher selected the sample Purposive Sampling.

Tools used to gather information.

The researcher studied the research data from the literature. And research related to supply chain management. For information. Used to create research tools. And develop to discuss the results. In this research, the questionnaire was used. Questionnaires are a tool for collecting data. The characteristics of the questionnaire are divided into 4 parts. Part 1 Query about general information of respondents. Part 2: Query about supply chain management. Part 3: The questionnaire on the analysis of supply chain management model, and Part 4 Questionnaire on open-ended questions, the questionnaire Likert (Rating Scale), each section is divided into 5 levels is very high , high, moderate, little and least.

Research Instrument Testing

1. Content validity by bringing the questionnaire to the experts. Consider Consistency Coverage of questionnaire with objectives of research, terminology and language suitability of the questionnaire. By definition, the Index of Item-Objective Congruence (IOC) is 0.50. (Prasopchai Pandan, 2012:224) Then, consider the question of the question of the individual, qualification of develop a model of tools to suit the next use. From the test, the IOC value is 0.85 or higher.

2. Analyze the reliability of the tool. (Reliability) by taking the questionnaire before the test. Data were collected from 5 samples and data were tested by Cronbach's alpha coefficient (Cronbach's alpha). The results showed that the reliability coefficient alpha, the value of the questionnaire was 0.85. If the test is more than

0.7, the test population is given a consistent score with a value close to 1 indicating that the test is highly reliable.

3. Data Analysis Data analysis in this research. Descriptive statistics consisted of frequency, percentage, mean, standard deviation (SD). The score was 4.21-5.00. Score of 3.41-4.20 indicates that the score is very high, score of 2.61-3.40 indicates moderate level, score of 1.81-2.60 indicates low level and score of 1.00-1.80 is the lowest level.

Data Collection

This research is a qualitative research by phenomenology. The Phenomenology Study is a study of phenomena and human experiences. The need to study the supply chain management of agricultural the cultivated banana in Bhutthamonthon. Nakhon Pathom The study was conducted by the main informants namely 50 specific the cultivated banana growers

The instrument used to collect this data was the interview form. The researcher chose the most important tools. To help keep the information fully meet objectives. It consists of questions, interviews, notebooks, cell phone pens. Researchers and interviewees Data collection Learn from articles, papers, and research. Related to using the concept of supply chain management. To understand the meaning and principles of this concept. In-depth interview. The interviewer interviewed the key informants with the question of supply chain management. The researcher has prepared a questionnaire for interviews with key informants to provide an opportunity for key informants to share their experiences and work independently. The researcher can add to the need to expand or verify the confidence. Data is collected by other means, such as non-participant observation. And taking notes and the reflection reflects the idea.

Verification of data reliability

To verify the reliability of the data. Researchers use data triangulation to prevent lack of credibility. And if the information is not enough. Researchers can collect additional information. By checking the data and time difference. Different locations, and different people. Each person will provide the same information or not, if they do not match. Researchers should interview at different times and places. To confirm and find information for clarity.

Data Analysis

Data analysis, the researcher uses data analysis to generate conclusions based on interview data. Then construct the concept using theoretical principles. Comparison with supply chain management theory. If so, then analyze. Synthesize the data to find the next step.

RESULTS

The study of supply chain management of the cultivated banana. In Bhutthamonthon District Nakhon Pathom Quantitative research was conducted by conducting a survey of the sample. The researcher can summarize the results as follows.

1. The samples were farmers. The male is 41-50 years old, has experience in growing the cultivated bananas since the generation of parents. The planting of the cultivated banana is a secondary plant. For example, planted by the ranch, or planted to wait for the main crops to yield. The average income per year is about 15,000 baht / family.

2. Study on the supply chain management of the cultivated banana in Bhutthamonthon District, Nakhon Pathom Province, it was found that the field of cultivation. The cultivated banana varieties are the most popular varieties, 70.00 percent because of easy cultivation. Do not care Diseases and insects do not interfere. Propagation method using splitting method. Most of the agricultural crops are 80.00%, followed by the growing of the main crops, the yield, the planting time, the harvesting time, the yield is 1 year, from planting to tangling, the length is 250-260 days. The harvesting period is 110-120 days, using water from natural sources. It will produce 10 to 15 combs per bunch. On average, it is 12 combs per bunch, most of which is 70.00 percent. To see the softness of the cultivated bananas. It may look like the cultivated banana. The cultivated bananas or use the age-old method of stabbing. Or cut May cut the cultivated banana when about 80% (the cultivated banana fruit smooth round effect), the cutting time must be long enough. Postharvest practices, take a bunch of the

cultivated bananas hung on the rail. Allow the rubber to flow. Clean the ball. Or the end of the petals are dry out. The cultivated banana bunch is a comb. Carefully, do not make cuts. Packaged / packed with the cultivated banana leaf or paper to protect. Distribution channels and transportation Available in the community market. 80% or may be purchased from the garden for sale to the sales of comb is 75%, or to be processed into the cultivated banana, the cultivated banana, the cultivated banana, the cultivated banana etc. Price depends on the size of the fruit. The cultivated bananas and the number of the cultivated bananas per comb, if it is processed, the price will be higher. And can extend the life of the cultivated banana.

3. Creating a Supply Chain Management Model for The cultivated banana in Bhutthamonthon District It was found that the opinions of the farmers were divided into five aspects: Planning, cultivation, productivity, distribution and the value added (processing). From Table 1.

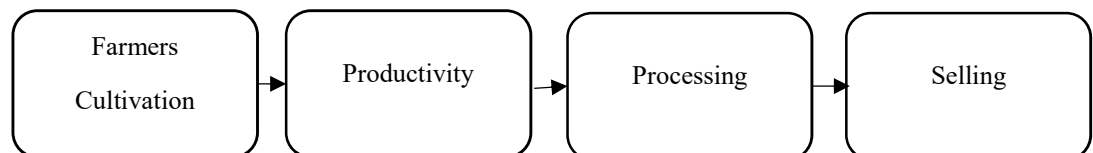
Table 1
The importance of creating a supply chain management model is 5 aspects.

| No. | Aspects of | Average |
|----------------|--------------------------|-------------|
| 1 | Planning | 3.98 |
| 2 | Cultivation | 3.86 |
| 3 | Productivity | 3.80 |
| 4 | Value added (processing) | 3.74 |
| 5 | Distribution | 3.72 |
| Average | | 3.82 |

In qualitative research, interviews with key informants, and from research, the findings are as follows.

1. Research and research. It was found that the supply chain management model of the cultivated banana. This is to promote the supply chain model of the cultivated banana. Participation of the community, which will contribute to the idea. Solve problems and mobilize resources. That is how important. To make farmers in Bhutthamonthon district. Sustainability can be self-reliant. Figure 3

Figure 3
Supply Chain Management of Farmers



2. The study of the context of growing the cultivated banana plants. The form of supply chain management of the cultivated banana is a system that will contribute to the sustainability of agriculture. Can be managed manually. Or combine groups of farmers. Divided into various areas, such as cultivation, production planning. Value Added Distribution In each of these areas, there is a systematic relationship based on the importance of each task. Once the supply chain model of the cultivated banana-based supply chain is developed, it can be developed in the context of the competitive environment. By introducing the management model of supply chain of the cultivated banana, use of information technology in the process. The theory is based on the development of the supply chain management model of the cultivated banana.

3. Research and research. The barriers to supply chain management of the cultivated banana

The study found that the cultivated banana growers. Do not pay attention to care. To grow naturally, the cultivated banana output is not up to standard. When the main crop yields, it will cut off, resulting in discontinuity.

4. Distribution of management model of supply chain management of the cultivated banana in Bhutthamonthon district. Nakhon Pathom To the farmers by the knowledge. This will allow the farmers to use

as a guideline for operations. Farmers are interested in changing their approach by introducing a supply chain management model that will allow farmers in Bhutthamonthon to be self-sustaining.

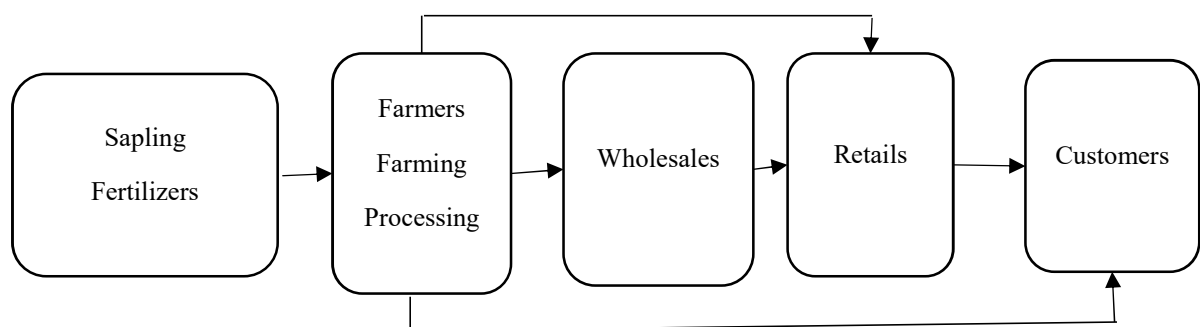
CONCLUSION AND FUTURE WORK

The results of research on supply chain management of the cultivated banana. In Bhutthamonthon District Nakhon Pathom Can discuss the results.

Study on supply chain management characteristics of the cultivated banana. Bhutthamonthon District Nakhon Pathom Characteristics of supply chain management. The results of the research found that the cultivation. Type of the cultivated banana planted in native species. The cultivation is planted on the ranch. Or planted to wait for the main crops to yield. Propagated by sprouting Water from natural water sources yields an average of 12 combs per distribution channel. Will be sold in the community market, or to be processed into the cultivated banana, the cultivated banana, the cultivated banana, dried the cultivated banana to extend the life and increase the value and parts of the cultivated banana is also available. The cost of growing the cultivated bananas is not high, because the cultivated bananas can grow naturally. No need to look and care for water sources, fertilizers used in nature. But it must be planned. To create products for distribution. This is consistent with the research. Sunchai Langthaekun, (2015) said, the research found that the supply chain consists of farmers, processing enterprises (mills), wholesalers, retailers and consumers. The supply chain management and logistics. The volume of goods at each level is not enough. Damaged during storage. And there are inferior products returned from customers. Suggestion is Farmers should be encouraged to develop good agricultural practices (GAP), increase productivity per rai, and mitigation techniques. The processing enterprise (mill) should be the main unit in the supply chain to jointly plan and forecast production volumes to meet the demand. Strict quality control should be maintained in the process of receiving raw materials, packing and storage [9]. And Thomas Blaha said, in the food market two types of segments exist: one with quality-oriented products -in the form of branded articles -and one with anonymously produced products. The majority of the farmers still produce an exchangeable product under the focus of quantity maximization and cost minimization. Caused by the predominantly horizontal organization of agriculture (cooperatives, producer alliance etc.) the vertical dialogue with the following production stages is predominantly limited to the delivery of the products to be processed. The ability to trace the food origin is generally not possible. [10]

Researchers have discovered the model of supply chain management services. In line with farmers' needs, farmers can be satisfied. As follows, Figure 4

Figure 4
Supply chain model of the cultivated banana



Suggestion

1. The farmers should be grouped together to form a community enterprise to enhance their competitiveness. It is a combination of capital, resources, productivity, knowledge, wisdom, cultural capital. Social capital to generate income for self-reliance of the family. The community and the community are sustainable.

2. Farmers should attend training courses or technical seminars for small and medium-sized enterprises in the field of management by applying information technology to their operations. In order to develop the knowledge to increase the value of products.

3. Farmers should seek technology support from government agencies for innovative products processing. To add value to the product to a higher price and longer storage.

Future Work

Development of community enterprise management model.

Research should be conducted to develop the model of community enterprise management. For sustainable growth this will help promote sales and competition with competitors in the future. It can increase the economic value of the community and local farmers.

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FAREWELL TO THE THEORY OF REALISTIC ARTISTIC AUTHENTICITY IN CONTEMPORARY CHINESE LITERATURE

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ABSTRACT

The discussion about artistic authenticity has been a hot topic in contemporary Chinese literature. It was thought whether a work is excellent or not is totally depended on whether it shows a kind of 'authenticity' or not, and the comprehension of realistic artistic authenticity was mainly based on Marx and Engels' viewpoint of arts. Different from traditional realistic authenticity's emphasis on counterdraw about nature, the works put more emphasis on discovery of life's essence, social rules, shape of representative environments and characters as well. After going through wars and complex situation, the Chinese literature was closely connected with politics and made to disseminate Party's policy. This situation has been changed from the launch of the reform and open policy and market economy. The discussion of artistic authenticity began concentrating in philosophy level and returned to aesthetics level. Under the enlightenment of Western realistic literature, authors of the Chinese literature have made brave attempts to violate realistic principles which overthrew the viewpoint of realistic literature authenticity fundamentally. In this paper, I will analyze why the new realism literature trend is regarded as a return to realism in China. Especially, I will discuss how the network novels, which have been attracted great amount of people's warm discussion on the internet, promote the development of new explanation of literary theory.

EUROPEAN ENTREPRENEURIAL ACTIVITY IN A CHANGING MACROECONOMIC ENVIRONMENT

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The major role of entrepreneurship in enhancing economic growth, job creation and innovation, but also in increasing the productivity and competitiveness of national economies has prompted the intensification of researchers and decision makers' concern about investigating the factors that affect its dynamics in different countries and regions. Against this background, our paper aims to assess the impact of some variables from the macroeconomic environment on the development of entrepreneurial activity in eighteen developed and emerging European Union countries, over the period 2003-2015. Our research is grounded on data from the Global Entrepreneurship Monitor (GEM) and the World Bank, and uses the fixed-effects panel data estimation technique. Three alternative indicators have been considered as proxy for the level of entrepreneurial activity, namely the early-stage entrepreneurial activity rate, the nascent entrepreneurship rate, and the new business start-ups rate. As independent variables, we have taken into account several macroeconomic indicators with potential impact on entrepreneurial activity, namely GDP per capita, unemployment, inflation, total tax rate, foreign direct investment, domestic credit to private sector by banks, stock market capitalization to GDP, and public debt. The results of our research largely confirm those of previous empirical studies on the determinants of entrepreneurship and indicate that many of the selected explanatory variables significantly affect the dynamics of entrepreneurial activity in our sample countries. Thus, the most relevant macroeconomic factors are found to be GDP per capita, unemployment, inflation, total tax, foreign direct investment and domestic credit, although their impact differs, in some respects, depending on the stages of the entrepreneurial process. Overall, our research underlines the major importance of ensuring a stable, solid and healthy macroeconomic environment for the development of entrepreneurial activities in a country, both from the perspective of starting-up new businesses and expanding the existing ones.

JEL Codes: L26; M13; C33

INTERNATIONAL CRUISE FLEET REALLOCATION DURING OFF-SEASON PERIOD IN THE NORTHERN HEMISPHERE: THE ATTRACTIVENESS OF SOUTHERN DESTINATIONS

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ABSTRACT

Cruise ship tourism is a growing industry and the major destinations are the Caribbean, Europe and North America. The present study analyses the reallocation of ships from the Northern Hemisphere to the Southern Hemisphere during the off-season period and the variables that influence the itinerary choice. The two main destinations in the Southern Hemisphere are South America (Brazil, Argentina and Uruguay) and Oceania (Australia and New Zealand). Based on descriptive analysis and a Logit model for the destination choice in the Southern Hemisphere, we found out that tourist attractiveness of the itineraries and port infrastructure are significant factors for cruise liners to decide about their destinations and itineraries. Besides, capacity variables (such as number of passengers, crew and length of the ship) also influence the cruise ship destination. The results show that South America itineraries are positively affected by their touristic attractions, while Oceania destinations benefited by port infrastructure.

Keywords: cruise ships; cruise tourism; itineraries.

1. Introduction

Cruise industry has been massified, especially since the 1980s, experiencing an annual growth rate (in the number of cruise passengers) of 8.4%. (BRIDA, 2008) According to CLIA (2012), 25.8 million passengers are expected to go cruising in 2017. The economic impact of the cruise industry can be analyzed by its local or worldwide impact; direct, indirect and induced impacts. Locally, it can induce growth of touristic and service infrastructure. World widely, it generates almost a million jobs, totalizing an output of 177 billion US dollars. (CLIA, 2016; DWYER, DOUGLAS & LIVAIC, 2004; EUROPEAN CRUISE COUNCIL, 2012)

The main destination of cruise ships is the Caribbean, although North America and Europe also stand out. It is important to notice that the cruise lines to the Caribbean and to the Mediterranean region are maintained during the whole year, while some of the cruise lines to North America and North Europe tend to be reallocated during the off-season period. (MANZANO, FAGEDA & LAXE, 2014). The Southern Hemisphere, as a competitive destination to the Caribbean and the Mediterranean region during wintertime in the North, emerges as an alternative strategy to cruise liners. According to Dowling (2006), climate is a major determinant of the relocation of cruise ship itineraries from one destination to another. Indeed, most of

the cruise ships in Southern Hemisphere operate only during the off-season in the North, not the entire year. (CHARLIER & MCCALLA, 2006b)

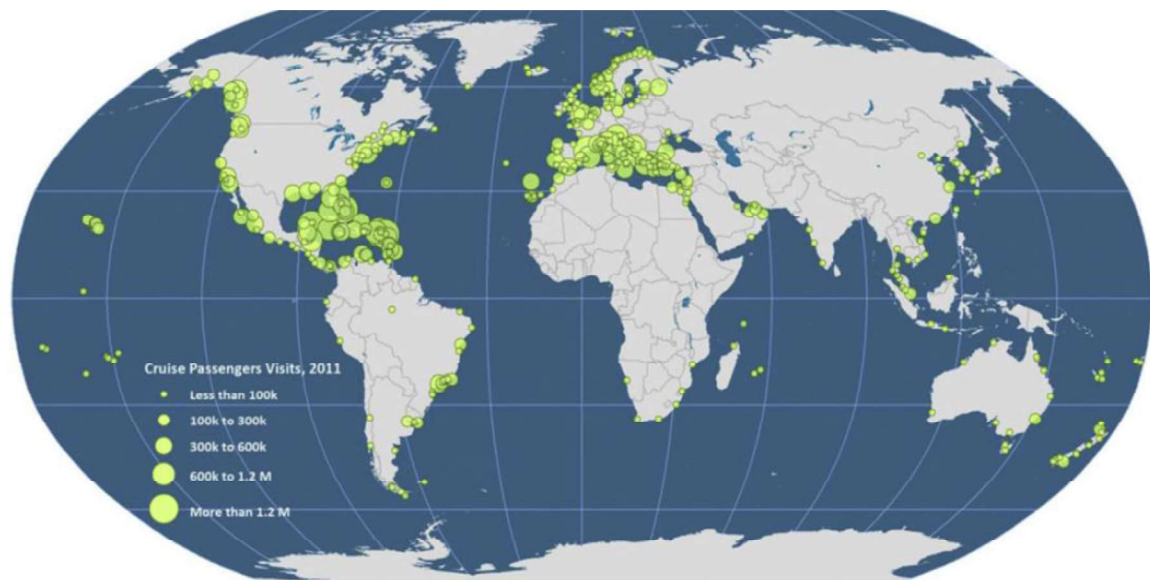
Oceania (mostly by Australia and New Zealand) and South America (especially Brazil, Argentina and Uruguay) represent the most competitive destinations in the Southern Hemisphere. Therefore, in this paper we intend to analyze itineraries and destinations of cruise ships that depart from the North to the Southern Hemisphere and the variables that influence the itinerary choice, such as tourist attractiveness, infrastructure and ship capacity. (RODRIGUE & NOTTEBOOM, 2013)

2. Stylized Facts & Hypotheses

North America and Europe both have strong cruise liner markets. Such that, despite the lower demand during colder months, the majority of lines that comprehend the southern states of the US - such as Florida, Hawaii and even the Caribbean - and lines in the Mediterranean are maintained throughout the year.

Figure 1 shows the ports with the greatest passenger flow in 2011. Most of these are in the Northern Hemisphere: Europe, North America and the Caribbean.

Figure 1
The Global Cruise Port System (2011)



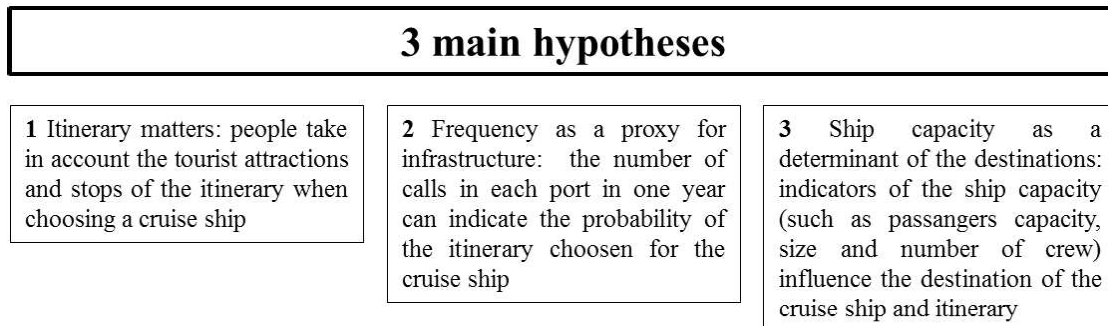
Source: Rodrigue and Notteboom (2013)

Although the Caribbean and the Mediterranean remain as the top destinations of cruise liners all year round, a notable reallocation of ships which have their itineraries focused in North America and Europe during the summer can be observed on the off-season period, the Northern Hemisphere's winter. Through this seasonal reallocation, cruise ships maximize their occupancy by always sailing in climatically attractive areas. (CHARLIER & MCCALLA, 2006a)

Cruise ships can do either the typical itineraries, such as Caribbean and the Mediterranean, or make a longer route, with the Southern Hemisphere as their destination. The two most common destinations in the Southern Hemisphere are South America - chiefly Brazil, Argentina and Uruguay - and Oceania, represented by Australia and New Zealand. It is important to recall that the hurricane season in the Caribbean is from June to November, a period that represents the less attractive time of the year to go cruising in the region. Therefore, the region represents a great competition to the Southern destinations, which are benefited during their summer time, from December to March. (FADDEGON, n.d.)

This present article intends to verify which of the two southern destinations are more likely for ships coming from the Northern Hemisphere according to the observation of different variables. For this purpose, three main hypotheses have been presented, as shown in Figure 2.

Figure 2
Article Hypotheses



Source: Authors' elaboration (2018)

The first hypothesis is that itinerary matters. This hypothesis relies on the belief that cruise takers choose their cruise based not only on the origin and/or final destination of the trip, but also take in account the stops along the way and tourist attractions present in each one of them. According to Rodrigue and Notteboom (2012), the cruise industry becomes more competitive by selling itineraries, which are affected by market circumstances such as seasonality. Lee and Ramdeen (2013) also affirm that itineraries have a significant effect on the cruise ship occupancy rate, especially in cruises that take place in South America and the Pacific (including Australia and New Zealand). Therefore, a ship coming from the Northern Hemisphere during the off-season would most likely have its itinerary focused in areas with higher touristic attractiveness.

The second hypothesis uses frequency as a proxy for the stop infrastructure by using the number of calls each port/stop has registered in the period of a year. That way, it is possible to measure the port infrastructure by analyzing how attractive it is when it is busier, and other factors as touristic infrastructure to welcome a larger number of tourists. Furthermore, cruise ship schedules are not very flexible in regards to delays, so the stops must be well-planned. (RODRIGUE AND NOTTEBOOM, 2012)

The third hypothesis is related to the ability of port terminals to handle the current increase in cruise ship vessels. The evidence regarding new cruise ships on orders shows a rapid increase in the size of ships. According to CLIA (2016), the size of new vessels on order increased from 1,154 passengers per ship (in average) in 2017 to 2,356 in 2018. Despite the building ship industry in the cruise sector being less concentrated than in the container business – which allows some room for a greater focus on differentiated products rather than large gains of scale (OECD/ITF, 2015) – we argue that extension and quality of the cruise terminal infrastructure directly affects the probability of cruise ships to call at that terminal. Therefore, our hypothesis is that larger cruise terminals tend to attract larger cruise vessels, which in our model is measured by passenger capacity, number of crewmembers and vessel length. In addition, we consider an average productivity variable, measured by passenger by crew.

3. Results

3.1. Model

Since our variable of interest is of qualitative nature and it takes the value of either 1, if a cruise ship goes from the Northern Hemisphere to South America, or 0, if it goes to Oceania, our model is a limited dependent variable approach. Within this class of models, empirical studies have mainly applied Logit and

Probit models. In this study we use the Logit model, which yields superior results than the Probit methodology in applications to panel data sets (EGGER & LARCH, 2008).

There is an increasing number of empirical models using Logit and Probit models in the context of cruise ships throughput. Examples of models that deal with microeconomic survey data are Mahadeva (2017) – who deals with the probability of passengers to cruise again – and Brida *et al* (2012) who investigate residents' investment preferences towards the cruise industry under the hypothetical assumption that they are stakeholders of the cruise liners. On the other hand, Manzano, Fageda & Laxe (2014) approaches cruise ship traffic, as the dependent variable, as a function of macroeconomic and industry level variable, such as population, overall port throughput, number of hotels, airport traffic and berth and channel draft.

In the present case, we deal with the likelihood of a given ship that is leaving the Northern Hemisphere to go to South America or Oceania. Similarly to Manzano, Fageda & Laxe (2014), our explanatory variables are at macroeconomic or industry level. The model is stated as follows

$$Y_{it} = (\beta_{1,ijt}, \beta_{2,ijt}, \beta_{3,ijt})$$

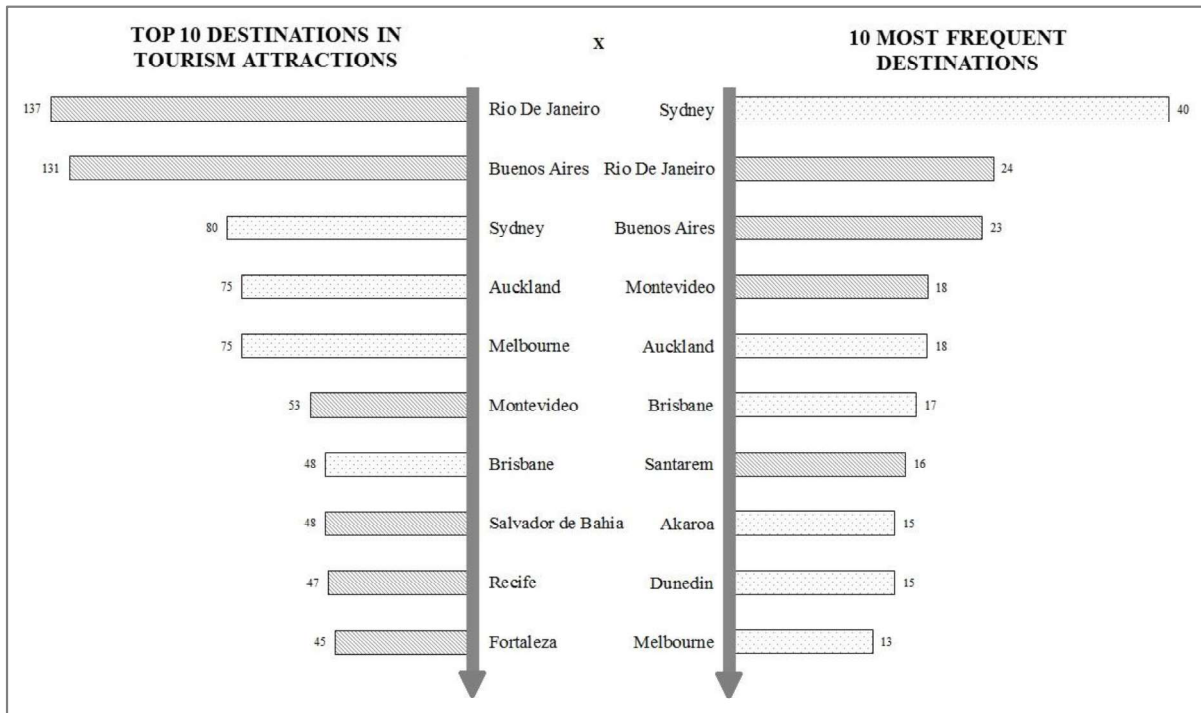
where i is either 1 (South America) or 0 (Oceania); t is 2017 or 2018; and $j = 1 \dots 4$ and it depicts different measures of ship capacity. Y is the binary variable that equals 1 when the cruise ship leaves the Northern Hemisphere to South America, and equals 0 when it goes to Oceania. X_1 stands for the number of tourist attractions of the 5 most frequent ports in the typical itinerary of the ship that are rated 4 or more stars and with one hundred or more references on the trip advisor website. X_2 is the number of total calls of cruise ships for the typical itinerary. X_{3j} measures port capacity and ship size: X_{31} is the ship capacity measured by the number of passengers; X_{32} is the length of the cruise ship (in meters); X_{33} is the total number of crew. Alternatively, we also include a productivity variable given by the ratio of number of passengers to crew (X_{34}).

3.2. Descriptive Results

The descriptive results intend to show preliminary results among the analyses, and confirm the relation between the variables of the study, such as port frequency and tourist attractiveness. Besides, we have some descriptive data around cruise ships characteristics and the number of ships operating in each year of the study.

Figure 3

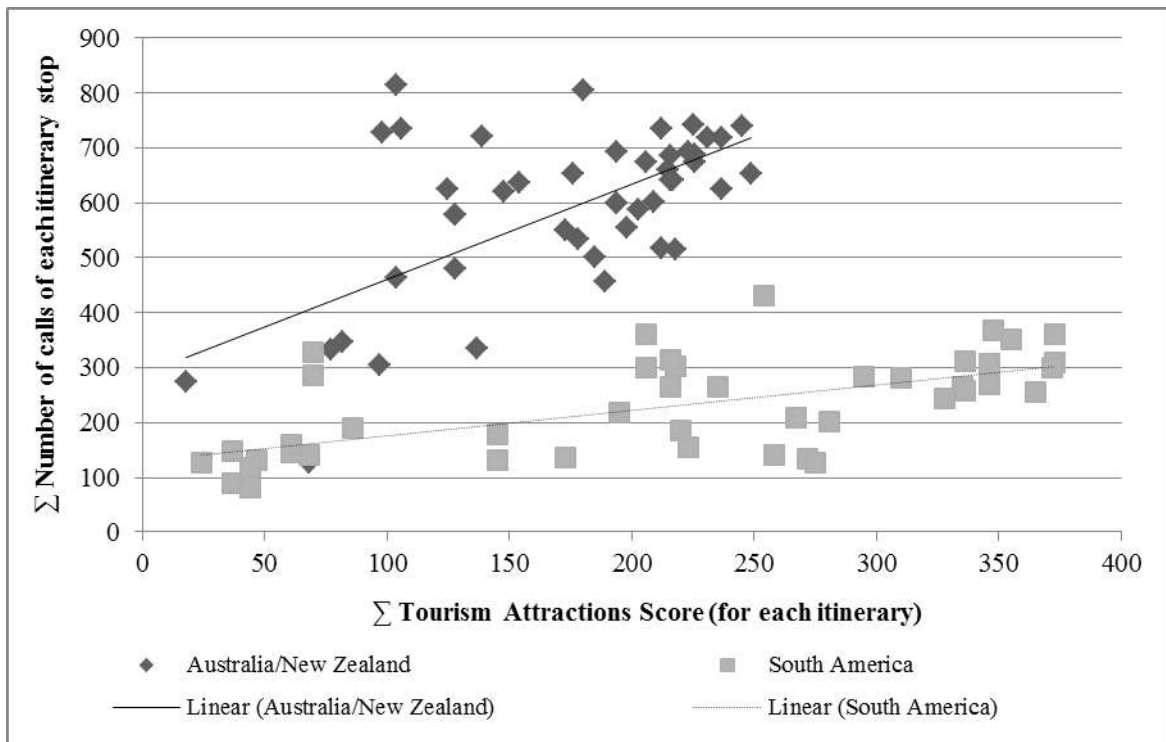
The top 10 destinations in number of tourism attractions x most frequent destinations



Source: Authors elaboration (2018) Data: Crew Center (2017)

Figure 3 lists the ten most frequent destinations in the itineraries analyzed between 2017-18 and the ten destinations with the highest tourism attraction score – defined by the number of attractions ratted 4 stars or higher and with over 100 evaluations on TripAdvisor. As can be observed, 4 of the 10 most frequent destinations are in South America, represented by Rio de Janeiro, Buenos Aires, Montevideo and Santarem. When it comes to the attractiveness score, South America represents 6 of the top 10 results. Still, it is important to notice that 7 of the most frequent destinations are also highlighted when it comes to tourist attractiveness. Thus, both results can be associated, implying that a high number of sights can represent a better chance of being included in the cruise ship itinerary, reinforcing the first hypothesis – itinerary matters.

Figure 4
Graphic Tourism Attraction Score x Number of calls of each stop (per itinerary)



Source: Authors elaboration (2018) Data: Crew Center (2017); Trip Advisor (2018)

Figure 4 shows a relation between the sum of every tourist attractions score in the itinerary and the sum of the total port calls in a year per itinerary stop, distinguishing itineraries made in South America and in Australia/New Zealand. As observed, the higher the tourist attractiveness, the busier the port. The variables relation is more pronounced in Australia/New Zealand, which indicates better port infrastructure and destinations in the area, while in South America, busier ports represent a push factor for the cruise ships.

Table 1
Cruise Ship Characteristics: South America and Oceania

| Ship destination | Capacity (n° of people) | | | Lenght (meters) | | | Year built | | |
|------------------|-------------------------|-------|---------|-----------------|-------|---------|------------|-------|---------|
| | Higher | Lower | Average | Higher | Lower | Average | Newer | Older | Average |
| South America | 4345 | 132 | 1900,9 | 332 | 15 | 244,8 | 2017 | 1988 | 2003 |
| Oceania | 4029 | 128 | 1734,9 | 345 | 15 | 237,0 | 2016 | 1972 | 2001 |

Source: Authors elaboration (2018) Data: Crew Center (2017)

Regarding the ships' characteristics, as indicated in Table 1, the cruise ships destined to the Southern Hemisphere (considering South America and Oceania) have similar specifications, such as capacity, length and year built. The average capacity of the ships is around 1820 passengers, as the average length and year of construction are 240 meters and 2002, respectively.

Table 2
Operating cruise ships 2017 and 2018

| Number of Ships operating | Northern Hemisphere (season period) | Southern Hemisphere (off season) | Southern Hemisphere (hole year) | Total of ship cruises |
|---------------------------|-------------------------------------|----------------------------------|---------------------------------|-----------------------|
| 2017 | 199 | 53 | 12 | 211 |
| 2018 | 242 | 54 | 12 | 254 |

Source: Authors elaboration (2018) Data: Crew Center (2017)

In 2017, there were 199 active cruise ships in the Northern Hemisphere in the summer season. During the off-season, 53 of these ships changed their routes to the Southern Hemisphere. Oceania has 12 ships operating during the two years continually, totalizing 211 in operation during 2017. In 2018, the number of operating cruise ships in the Northern Hemisphere raised to 242, along to 54 in the Southern Hemisphere, totalizing 254 cruise ships.

3.3. Model Results

We estimated equation 1 by the Logit methodology. The data set is organized as a panel data, where there are 47 cruise ships (cross-section units) and 2 years (2017 and 2018) in our sample. We deal with all cruise ships that travel from the Northern Hemisphere to South American and Oceania destinations. Ships that stay in the North or that are already in the South are excluded from the sample. The intuition of the model is therefore to compare the attractiveness of South American with respect to Oceania itineraries.

Table 3
Model Results – Dependent Variable is Likelihood to go to South America (versus to go to Oceania)

| Variable | Model 1 | | Model 2 | | Model 3 | | Model 4 | |
|-------------------------|---------|---------|---------|---------|---------|---------|---------|----------|
| | Coeff | Std.Err | Coeff. | Std.Err | Coeff. | Std.Err | Coeff. | Std.Err. |
| Constant | 23.35** | 6.83 | 5.33 | 7.11 | 20.4** | 6.33 | 29.6** | 7.65 |
| log(TripAdvisor) | 3.47** | 1.22 | 3.17** | 1.14 | 3.18** | 1.14 | 4.19** | 1.44 |
| log(Calls) | -9.41** | 2.41 | -9.30** | 2.44 | -9.08** | 2.31 | -9.40** | 2.42 |
| log(CapacPass) | 2.04** | 0.89 | - | - | - | - | - | - |
| log(Lenght) | - | - | 6.11** | 1.80 | - | - | - | - |
| log(Crew) | - | - | - | - | 2.66** | 1.22 | - | - |
| CapacPass/crew | - | - | - | - | - | - | 5.79** | 2.51 |
| McFadden R ² | 0.792 | | 0.783 | | 0.784 | | 0.787 | |
| Obs | 94 | | 94 | | 94 | | 94 | |

*** stand for statistically significant at 1% and 5%, respectively.

The results are in Table 3. There are 4 models which include a different capacity variable for each equation – as expected, there is a significantly high correlation among those ship capacity measures. All coefficients are statistically significant and with the expected sign.

The TripAdvisor variable demonstrates the importance of itinerary. The higher the number of positive ratings (four stars or more) for tourist attractions in the five cities most frequent destinations in the itinerary, the greater the likelihood of a cruise ship to go to that destination. The estimated coefficient indicates a positive relationship between tourist attractiveness of the South American itinerary and the probability of the cruise ship to go to that South American destination.

The variable “calls” stands for port infrastructure and it is a proxy measure of how busy the port is in terms of cruise ship traffic. The coefficient is statistically significant and negative indicating that cruise liners would rather go to ports with lower number of calls. The intuition behind this result is that, particularly in South American ports, a busier port is correlated with lower level of port services and a higher chance of facing a waiting period to dock. Therefore, the negative sign of the coefficient also captures the relatively higher level of port infrastructure in Australia/New Zealand region.

The capacity variables (number of passengers, length, crew and capacity/crew) were all significant and with a positive sign. This result means that an increase in capacity (in Brazilian and other Latin American ports) is associated with the ability of the port to dock larger vessels and, then, with an increase of the probability for cruise ships to go to South America. The model with capacity of the ship, in number of passengers, yields a slight superior result and it is the preferred specification. Finally, our productivity variable, measured by passenger by crew, was also estimated to be significant and positively related to the likelihood to attract cruise ships.

4. Conclusion

The objective of this article was to investigate the determinant variables to the reallocation of cruise ships departing from the Northern to the Southern Hemisphere during the off-season period in the North. In a brief literature review, we set some of the most relevant variables that influence the itinerary decision of cruise liners. The main variables that we tackle are: touristic attractiveness of the itineraries, port destination infrastructure and ship capacity. We also defined that the two main destinations to cruise ships in the Southern Hemisphere are South America and Oceania (Australia/New Zealand).

Preliminary results indicate that our explanatory variables seem to be complementary in terms of their relationship with the probability for cruise ships to go either to South America or to Oceania. More formally, a Logit model was set up to estimate the probability of cruise ships to go from Northern to Southern Hemisphere. The results indicate that South America's touristic attractiveness and ship capacity are crucial to increase the cruise ship traffic to that region; while Oceania destinations tend to be a preferred itinerary based on their superior port infrastructure.

At last, it can be acknowledged that the reallocation of cruise ships from the Northern to the Southern Hemisphere is not only a seasonal behavior, with low commitment to nontraditional destinations, but mainly a composite strategy that enhances profitability and stability of the cruise ship industry.

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MACROECONOMIC CONDITIONS AND BANKING SECTOR STABILITY: EVIDENCE FROM EU COUNTRIES

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ABSTRACT

The major importance of a stable banking sector for macroeconomic stability and a sound financing of the real economy led to the intensification of researchers and policymakers' concerns for the analysis of banking stability and the investigation of its determinants. Against this background, our paper seeks to analyze and empirically evaluate how the changes in macroeconomic conditions affected the stability of the banking sector in the countries in the European Union over the period 2000-2015. The study is conducted on data from the World Bank and Eurostat databases, using panel-data estimation techniques. In our analysis, the stability of the banking sector is alternately assessed by two proxy variables, namely the Z-score and the ratio of non-performing loans. To investigate the effects of the changes in macroeconomic conditions on banking stability, we included several macroeconomic factors as explanatory variables in our models. Because our study covers both the period before and the period after the recent international financial crisis, we also considered a dummy variable that captures the effects of this crisis on the stability of the banking sector in the EU countries. Seen on the whole, our empirical results are generally in line with economic theory and other relevant empirical studies. Thus, the results of our panel-data regression analysis show that among all the macroeconomic variables examined, the GDP growth rate, the unemployment rate, the public debt, and the bank lending to the private sector are the most important determinants of banking stability in the EU countries. Our study also highlights the significant negative impact of the recent international crisis on banking stability in the countries under investigation. The added value of our analysis results from the inclusion as independent variable of public finance quality indicators, which proved to be of major importance for banking sector stability in the EU countries in the context of the recent international crisis. Overall, our research emphasizes that the changes in macroeconomic conditions have a strong and decisive impact on banking stability in the EU countries. In addition, the results of our research show that national and European policymakers should give high priority to adopting structural measures that support sustainable economic growth, and also to improving the quality of public finances, which are positively and strongly correlated with banking stability.

Keywords: banking sector; Z-score; nonperforming loans; financial stability; macroeconomic variables
JEL Codes: G21, G28, E44, C23

FACTORS AFFECTING TO LOGISTICS SYSTEM OF SECOND HAND: CASE STUDY IN COMMUNITY DUMP PHUTTHAMONTHON 3 ROAD BANGKOK

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ABSTRACT

There are a lot of waste in Thailand and the volume is constantly increasing and the waste is very diverse. Although there are more than 7,000 local waste management organizations in the country, it is not enough to eliminate waste. And there is a tendency for management is quite difficult. Researchers have recognized the importance of conducting research. The objective of this study to Factors affecting to Logistics System of Second hand: Case study in Community Dump Phutthamonthon 3 Road Bangkok. Use qualitative research process of education and analyze data from documents or documentary research and In-Depth Interview from the sample consisted of 100 person

This community was originally located in a vacant land. In Bangkok, the waste was placed in the waste community of Nongkhaem to dispose of waste before disposing of it. Most of the villagers migrated from various sectors. The house is around the garbage because it is easy to find things to sell for a living and after the villagers have garbage collection sales, so many people live is it a community of waste junk Nongkhaem. The Nongkhaem Waste Community is a community that recycles waste and materials by amassing, sorting, and washing. Quantity more than 1,000 tons each month has been sold throughout the Central, East, and North. This business can feed the whole community.

The factors that affect the logistics of second-hand goods are: Distribution and Sale because second-hand products are uncontrollable products that will be in any form. And delivering to the final consumer, it is anticipating the needs of consumers in each period and groups of consumers are specific. There are not many it distribution can be difficult. The quality of goods collected from the household sector. Most are not quality control products at all. It depends on the ability to repair the product or adapted to handmade products. Garbage collectors must have specific skills for certain types of products. Transportation, Second-hand transporters must have knowledge and understanding of freight and there are a number of different types of distribution and distribution of goods in transit to sell to consumers. Storage, the store must have knowledge and understanding about storage and sorting of second hand goods for Looking forward to distributing second-hand goods before shipping. And the product selection, in the selection of garbage in the repair, improved or cleaned for distribution to next-hand products.

Keywords: Logistics management, Second hand, Community dump

INTRODUCTION

The problem of solid waste and sewage is another important issue in countries with economic growth if so, how much growth the problem of waste management will be more and more. The disposal of solid waste that does not separate the waste prior to disposal results in a problem of the value of the waste. Cause of waste in many areas. It is a burden on the government to manage the waste more difficult. The government's policy to promote waste to keep the landfill to a minimum and does not affect the environment. In addition, waste management should be integrated. This means solid waste management that selects technologies that can be properly disposed of as waste and the amount of solid waste is acceptable to the public. And still, the principle of preserving natural resources and the environment is an important consideration. And it does not focus on economic benefits or one of the technical aspects. Management begins with the disposal of solid waste. To

keep the hair down to destruction or dispose of waste so as not to affect the environment. Considering the use of recycled materials as an important management approach.

The procedure for allocating resources, goods and services in a participatory economy. The participatory and planning procedure does not deal explicitly with the exchange of already produced goods, so called second-hand goods. Second hand goods in this context can be defined as goods that already have been asked for, produced and delivered in accordance with earlier years' plans, which have a value that exceeds a certain sum, and a remaining economic lifespan that exceeds a certain number of years. There are many different reasons why an efficient use of already produced goods, including a flexible and efficient routine for trading used goods, is desirable in any economy. One of the more obvious reasons has to do with the effects on the environment of the production of goods. A participatory economy is an economy where citizens have the opportunity to express their preferences for a clean environment in the planning procedure and one where they can insist on compensation from producers which in the production process release substances that affect the environment negatively. It is reasonable to assume that such an economy also will strive for an efficient utilization of all goods that already have been produced during their whole economic lifespan.

Thailand currently has a lot of waste. The population is constantly increasing and the waste is very diverse. Although local governments have more than 7,000 waste management organizations across the country not enough for garbage disposal. The way to deal with management is quite difficult. Currently, landfill is currently being disposed of or Burning outdoors. One of the people who has a waste separation career separation of waste to be used in various ways such as selection of some recycled materials as new raw materials, separation to select materials that can still be used to repair, modify, or upgrade again. In the case of waste management by selection method for sale as second hand, it is an alternative for community living. Community Dump Phutthamonthon 3 Road Bangkok. A community with recycling processes and materials by cutting, cutting, washing 1,000 tons in each month has been sold throughout the country. This sort of waste can feed the entire community. The community generates income for the villagers and imperative that the community has a thorough understanding of the logistics process to distribute second hand merchandise from community waste to get a lot to Fast and efficient. In addition, community empowerment in solid waste management can be achieved by recycling waste management. People can see the benefits of separating them to sell to make money for the family. Recycled waste can be reduced significantly [1]

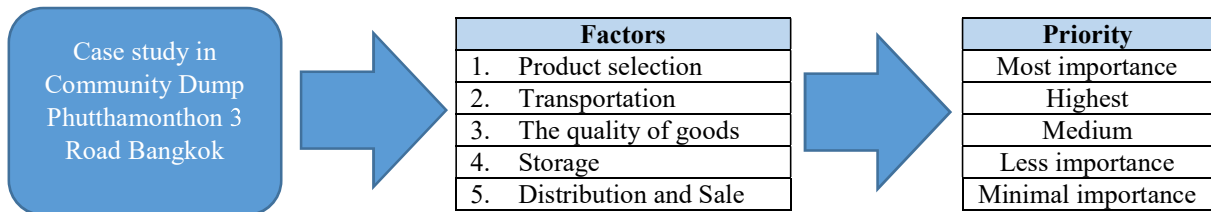
Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverses flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements. Logistics management activities typically include inbound and outbound transportation management, fleet management, warehousing, materials handling, order fulfillment, logistics network design, inventory management, supply/demand planning, and management of third party logistics services providers. To varying degrees, the logistics function also includes sourcing and procurement, production planning and scheduling, packaging and assembly, and customer service. It is involved in all levels of planning and execution--strategic, operational and tactical. Logistics management is an integrating function, which coordinates and optimizes all logistics activities, as well as integrates logistics activities with other functions including marketing, sales manufacturing, finance, and information technology. [2] Therefore, the logistics include the general management of how resources are acquired, stored and transported to their final destination. Logistics management involves identifying prospective distributors and suppliers, and determining their effectiveness and accessibility. Ultimately, management establishes a relationship with the appropriate companies or handles its own logistics if it is more cost effective.

Logistics System, is important to manage the movement of goods from upstream and the downstream this is the foundation and important factor associated with the integration of information, transportation, warehouse management, material management, and packing logistics is a channel of supply chain that maximizes the value of time and place. The goal is to reduce costs, shorten the moving time and cost control is minimal and if the logistics system is managed effectively, it will result in more profit.

METHODOLOGY

This research is Factors affecting to Logistics System of Second hand: Case study in Community Dump Phutthamonthon 3 Road Bangkok. This research methodology by use qualitative research process include of the study and data analysis from document or documentary research and in-depth interview process from samples reside in the community 95 people.

Figure 1
Research framework



Documentary research is a methodical qualitative research by process of the study and analysis from document or documentary research. This process to theory conceptual review and literature related to the process of managing second hand logistics systems in Thailand and foreign including academic information obtained from electronic media search or other website This includes academic information start by studying the theoretical concepts. Logistics process management in product selection, quality products, storage side, transportation and distribution. Then, prioritize these activities: most importance, highest, medium, less importance and minimal importance. From figure 1.

In-depth interview is a qualitative research with in-depth interviews. This research use interview looks like a deep interview. The structural of interview design of questionnaire can be used in semi-structured interviews or guided interview. This is unstructured interviews or open-ended interview. This method of stretching research or use keywords to ask and guide questions to draft question with key words and be flexible and ready to modify the wording of the question to be consistent with participants in research or each interviewee in each situation. There are events or environments that change to the population and to the samples including key individuals involved in the logistics process answer questions from deep interviews will make the data is real and facts in practice

Researcher have taken the data obtained from in-depth interviews were used in the analysis process and data Processing by conducted with the process of gathering data from the study of the document. Process and methods of qualitative analysis such as data analysis considerations major themes or major pattern findings from all interviews after that major themes consideration is divided into sub-issues and categories. This is an analytical process to start form overview analysis into sub-issues of according to the qualitative research approach in addition to during the in-depth interview process the researcher will conduct the process analysis data from in-depth interview by describing the phenomena together to find out from this is an important method also determines the essence of the factors affecting the second hand logistics system. That can lead to research results and suggestions.

RESULTS

Community Dump Phutthamonthon3 Road Bangkok or Nongkhaem junk community was originally located in an empty land. Bangkok has brought waste to the community in Nongkhaem before and after that to dispose of waste before disposing of it the villagers from different parts of the country to set up houses around the garbage. There are about 172 houses currently. Nongkhaem waste management community is a community with a waste recycling process and materials by cutting, cutting, washing. There are more than 1,000 tons of each month such as PVC, linoleum, glass bottles, plastic hoses by cutting, cutting, washing and delivery throughout the Central, Eastern and Northern Thailand. This business can feed the whole community generate income for the average villager 500 per day per person. Various types of products can be sold as second hand products such as clothing can be washed, repaired, clean and then sold out to consumers with low income or use a second hand.

The factors that affect the logistics of second hand goods are distribution and sale because second hand products are uncontrollable products that will be in any form. The fashion industry is an industry based on uncertainty and everything is changing along the fashion trend that is trending. [3] Delivering to the final consumer, it is anticipating the needs of consumers in each period that affected by fashion and technology, resulting in various impulses. Make it happen and disappear quickly. Consumers may want something a little over a period of time and maybe not at the moment. The group of second hand consumer products is a niche group and Most of them focus on product marketing mix and price level. [4] And good attitude and affect the level of intention to buy second-hand goods quite a lot [5] Distribution can be difficult to control.

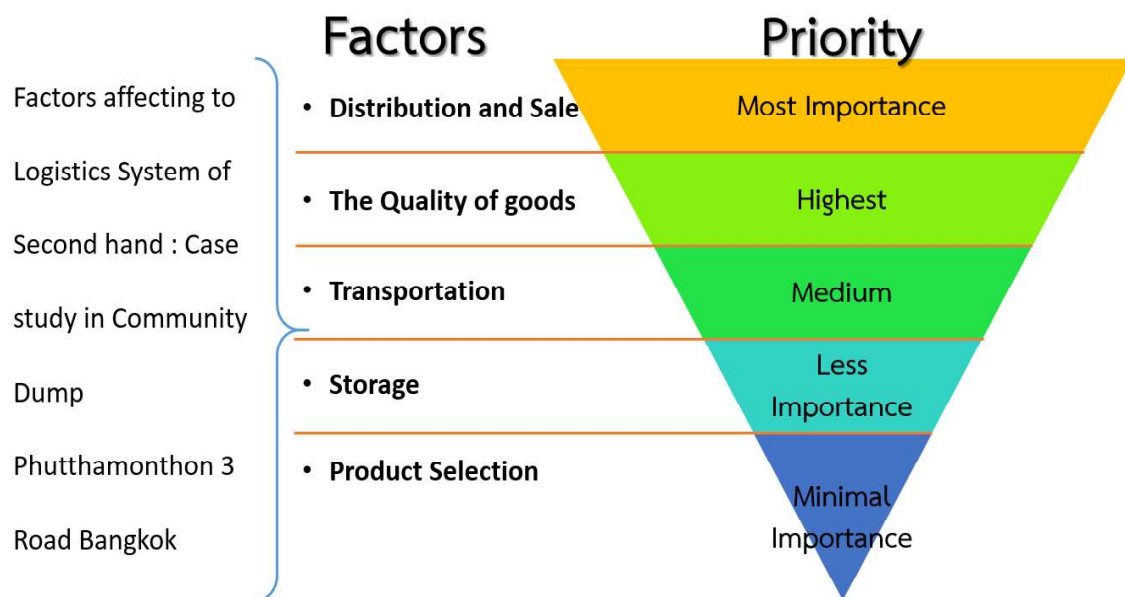
The quality of goods is a customer satisfaction. If the product is more quality cause the more satisfied the customer. Most of store and warehouses second hand on sale of products by type without focusing on neat and second hand goods are usually priced by weight and the condition of the product. That are still in new condition until the product is dirty and cannot be used again [6] Second hand product selection is a cost effective activity. This includes the handling of laundry, clean and repair. For second hand goods, suppliers must have expertise in product selection to meet customer needs but it does not have to be the best for the terms of use. Due to the low price of the products Most of the products are not brand name products. Commodities from the household sector that most are not quality control products at all. It depends on the ability to repair the product or adapted for handmade products. Garbage collectors must have specific skills for each type of product.

Transportation of second hand seller must have knowledge, transportation understanding and distribution are many types and difference in keeping goods in transit [7] to sell to consumers, road transportations are the most abundant form of transportation in the second hand and the main transportation that nurtures society and the community. Road transport usually uses 4-wheel trucks. 6-wheel vehicles are used to transport goods [8] that all types of used goods can be transported by road transport.

Storage is an area that has been planned for efficiency and moving goods and raw materials. The warehouse is responsible for storing goods during the moving process to support the production and distribution. It must be a storage area where the store owner must have knowledge and understanding about the storage classification of goods before storage.

Product selection depending on the factors determine the selection of garbage to be repaired, maintenance, or clean before distribution. Products are from personal items such as shoes, bags, clothing, jewelry, watches, furnishings, home furnishings and so on. The selection of this product requires a skilled person to evaluate the utility and repair methods so that they can continue to work.

Figure 2
Factors affecting to Logistics System of Second hand : Case study in Community Dump
Phutthamonthon 3 Road Bangkok



According to studies Factors affecting to Logistics System of Second hand : Case study in Community Dump Phutthamonthon 3 Road Bangkok found factors affecting the sale of second hand goods of the community of garbage are: distribution and sale, quality of goods, transportation, storage and product selection respectively from figure 2. Most consumers who purchase second hand goods have demand for cheap products [9] and regardless of whether the piece will ever have a user before. Things to consider later for the product was used are decrease price mean quality or something features missing. The life of those products will be reduced or the cost of care is more than usual and finally, it becomes garbage in the end. The use of second hand economics concepts must be done in conjunction with promoting sustainable domestic consumption.

CONCLUSION AND FUTURE WORK

There are many reasons to opt for a second hand rather than a new one because the price, only thing that cannot be found in the present and garner but for whatever reason. Every time there is a second hand exchange. Equally reduces production, which can create problems for the environment on the other hand, with this one-time production can cause many economic revolutions and also distributes income to many other groups. Second hand goods are “sold as seen”, so there may be some fault, imperfection or wear and tear. You need to examine the item carefully and ask the seller to point out any damage or imperfections. Make sure the item does what it is expected to do [10].

Second hand product management is a must for qualified product selection. Especially products that come from garbage. They must be clean and repair before released. The factors distribution and sale, the quality of goods, transportation, storage and product selection impact on the sale of second hand goods as well. People involved in the public sector. And private companies should turn to cooperate to promote the existing waste management to increase the value of the second hand make a choice for a wide range of buyers and needed in terms of usage features.

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IDENTIFICATION OF SOLUTIONS DETERMINING THE EFFECTIVENESS OF INSTRUMENTS USED BY THE LABOR MARKET INSTITUTIONS FOR ACTIVATION OF NEET PERSONS

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ABSTRACT

The professional situation of young people both in Poland and throughout the European Union is a matter of interest to public authorities, labor market institutions and educational system actors, employers, social organizations and the scientific community. In the context of analyzes and discussions, attention is being given not only to the level of youth unemployment, but also to the presence of a particularly difficult group of NEETs - not employed, not in education and not in training). New challenges bring a need for changes in concepts and forms of activity that are carried out on these people by a wide range of stakeholders, including in particular labor market institutions.

The main aim of this study is to diagnose the situation of young people (up to 30 years old) on the labor market with particular regard to persons belonging to the NEET group, and to develop recommendations for their support and activeness.

Keywords: unemployment, NEET, labor market institutions

INTRODUCTION

The situation of youth employment both in Poland and in the entire European Union is ever more becoming an issue of interest to public authorities, labor market institutions and education market, employers, social organizations and scientific community. Within the framework of the analyses and discussions currently conducted, increasingly greater attention is being paid not only to youth unemployment rates but, in particular, to those among the unemployed who are economically and educationally inactive (so called NEETs - not in employment, not in education and not in training), as a group that is particularly difficult to exert influence on. The new challenges bring about the need to change the concept and forms in terms of actions implemented by a wide group of stakeholders, in particular the labor market institutions, in relation to these people.

The primary objective of this paper is to diagnose the situation of young people (up to 30 years old) on the labor market, taking into account particularly NEETs, and, further, to devise recommendations for support and activation of persons from this group. Achieving these objectives will be possible thanks to providing answers to the following detailed research questions:

- What is the situation of young people in the context of occupational opportunities?
- What are the main reasons for young people for not working?
- What are the crucial problems with regard to the functioning of the labor market institutions?

- What solutions will allow for limiting the extent of the problems currently existing with regard to support and activation of NEETs?

In order to meet the objective set, conclusions have been formulated based on a critical analysis of the literature concerned with this issue, as well as the research material in the form of interviews and working meetings with employers and representatives of the labor market institutions.

I. Aim and Background - Diagnosis of the unemployment phenomenon among youth and the NEET concept in a theoretical approach

The starting point for conducting discussions that are in line with the set objective is to systematize the knowledge arising from the domestic and foreign literature output. In this respect, the key issue is to identify the theoretical underpinnings around the diagnosis and measures supporting NEETs, as well as the solutions outlined in the theory which are applied by the EU countries.

The young people referred to as NEETs are a particular group of the contemporary youth, whose primary trait is their remaining outside the employment sphere and education sphere. The NEET phenomenon should be recognized as one of the most important social issues requiring intervention not only in Poland but also in the majority of the EU countries.

With respect to the NEET phenomenon, the literature has so far failed to provide comprehensive explanation of the concept, its essential characteristics and the available instruments of support. The term NEET emerged first at the end of the 1990' in the United Kingdom to classify a certain share of youth after having introduced changes to unemployment benefits. Since then, the interest in the problem has also been growing among social politicians of other EU Member States [Kutsar, Kasearu, Trumm, 2013; Serafin-Juszczak 2014]. In Poland, this community is also referred to as “neither-nor generation” [Szcześniak, G. Rondón, 2011].

A person classified as a NEET is young and he or she – for a variety of reasons – is not learning, training for a job or working. The fundamental feature of this category is then a lack of engagement in the two primary spheres of social life, i.e. education sphere and work sphere. Many of those people are either dependent on their parents or involved in an activity that is socially unacceptable.

It should be underlined that NEET encompasses not only youth who meet the criteria of an unemployed person. Neets are also early-school leavers, those who are not looking for a job or who, for diverse reasons, are unable to work temporarily or on a permanent basis.

At the theoretical level, what has not been resolved is the issue regarding the age range within which a young person could be classified as a NEET. In the EU, this category is most likely to be comprised of persons between 15 and 24 years of age, although we also come across more detailed age classifications, e.g. 16-18, 18-20, etc. Furthermore, there are Eurostat statistics referring to the young population who are 15-29 years old [Serafin-Juszczak 2014]. In the United Kingdom the attention focuses on the youngest from the age groups indicated. Outside the European continent, e.g. in Japan, the NEET category includes a substantially broader community of youth population – persons ranging from 15 to 34 years of age, while at the same time specifying that these are not only people who are unemployed, do not look for work and do not learn, but also those who do not participate in domestic responsibilities [Furlong, 2007].

What is particularly crucial for the analysis of this problem is the fact that the NEET group is characterized by a heterogeneous structure. In the light of the research findings presented in the literature one could distinguish at least five subgroups within this area [NEETs – Young people not in employment, education or training: Characteristics, costs and policy responses in Europe, 2012]:

- the unemployed who are made up of those registered as unemployed both short and long-term;
- unable, for a variety of reasons, to participate in the work or education sphere, most frequently the disabled, persons struggling with illnesses, guardians with family responsibilities (e.g. mother raising children);
- unengaged – discouraged former employees or the unemployed, but also young people leading a life that is socially unacceptable;
- awaiting – young people actively seeking not any work or training, but such that would correspond to their ambitions, abilities and professional aspirations;
- voluntary – a group comprised of people involved in diverse non-occupational activities (art, travelling, etc.).

The diverse nature of the aforementioned subgroups implies that NEETs are not only persons running a particular risk of being socially marginalized (unemployed, unable, unengaged) but also those who are not very likely to experience this state owing to their social and cultural capital (voluntary and awaiting). Ultimately, while analyzing the NEET issue, what appears paramount is to apply a diagnostic approach which allows for distinguishing and identifying the number of persons requiring direct support and various forms of activation which the labor market institutions provide. The natural consequence of this identification is the need to specify and choose accurately the forms of influence.

The issues surrounding NEETs require that the labor market institutions apply a special approach. According to the Act on Employment Promotion and Labor Market Institutions, labor market institutions include [Act of 20 April 2004 on Employment Promotion and Labor Market Institutions, 2004]:

- public employment services (established by employment authorities together with county and province employment offices, office serving the minister in charge of labor, and provincial offices);
- Voluntary Work Corpses (units specialized in activities supporting youth, in particular those at risk of social exclusion, and the unemployed up to 25 years of age);
- employment agencies (provide services within the scope of job placement, placement of jobs abroad with foreign employers, vocational counseling, personal counseling and temporary work)
- training institutions (public and non-public entities involved in extracurricular education);
- social dialogue institutions (labor unions, employers' organizations, unemployed persons' organizations and non-governmental organizations);
- local partnership institutions (groups of institutions implementing undertakings and projects for the labor market).

In analyzing the plan aimed at implementing „Youth Guarantee in Poland”, developed by the Ministry of Labor and Social Policy, and the Ministry of Infrastructure and Development, the observation to be made is

that the key institutional players in the field of youth employment and NEET have been the aforementioned county and provincial employment offices (WUP, PUP), Voluntary Work Corpses (OHP) and Bank Gospodarstwa Krajowego (BGK), as a financial institution responsible for servicing the public finance sector (among other things, through its involvement in the implementation of a loan program designed for young people about to start their economic activity) [Youth Guarantee Plan, 2014]. It seems, however, given the specific situation of youth and NEETs on the labor market, that it may be necessary to engage the social dialogue institutions, including, in particular, the NGOs, so as to improve the effectiveness of the measures in place [Cf. Bąkiewicz, M. Grewiński, 2010]. This is due to the fact that a considerable proportion of NEETs do not even reach the PUP or WUP offices, so they automatically slip through the actions taken by the offices. Moreover, what speaks in favor of the NGOs is that they are viewed more positively by the public compared to the employment offices, which was already signaled by the representatives of the public employment services in the interviews and working meetings conducted for the project. Nor should one forget about EURES, the European Employment Services. They are “a cooperation network of public employment services and their partners on the labor market, supporting mobility in the area of employment at the international level” [www.eures.praca.gov.pl, 2016]. The workers employed there, called euroadvisors, are to help the citizens of a particular country to search for a job in other EU Member States and the enterprises looking for workers from other countries. The EURES advisors have an ongoing access to data bases comprising information on: job offers from other countries, living and working conditions in those countries and the trends on their regional labor markets [Kotlorz, 2007]. It seems that EURES may play a particularly important role if there was to be a crisis and rise in unemployment in Poland triggered by internal factors. Their actions would improve the situation of youth on the labor market by finding employment outside Poland [Cf. Natalli, 2010].

II. Results and discussions - Identification of problems with regard to activation of NEETs – the findings of the studies conducted

The diagnosis with respect to the situation of the labor market institutions was made mainly drawing on the interviews and working meetings with the representatives of these institutions. In total, there were over 100 people from about 30 institutions (among others, NGOs, employment agencies, training institutions, employers' organization) and several dozen entrepreneurs participating in the study. This allowed for gaining insight from the direct source into the problems encountered daily by the employees of those entities and to propose relevant solutions.

As the result of the investigations, following key problems were highlighted:

- difficulties with starting cooperation with persons classified as NEET;
- insufficient cooperation between the individual labor market institutions;
- insufficient cooperation between the labor market institutions and MOPS (Municipal Centers for Social Assistance) and schools providing upper secondary education;
- poor clarity of individual plans of actions formulated for the unemployed;
- too long waiting period to receive advice by counselors;
- problems to identify persons who are really interested in working;

- substantial amount of working time of employees of those institutions is absorbed by persons who register in the employment offices only to receive access to national health insurance.

The first of the problems reported involves the already mentioned specificity of people classified as NEET. Often, these are persons who are not looking for a job, and as such do not go to the labor market institutions at all. What is more, these institutions, at the very moment, do not have tools which would enable them to estimate the extent of this problem. It seems that a closer cooperation between the labor market institutions and MOPS centers, as well as upper secondary schools might provide a solution. If schools could implement a comprehensive project designed to follow up on their graduates, this would make possible finding out quickly about people who, after completing one stage of their education, did not take up any job or further education. The information thus received would allow the institutions not only to estimate more accurately and credibly the number of NEETs, but it would also facilitate establishing contact and cooperation with those persons. The cooperation with MOPS, on the other hand, would provide the equally important information on people using social welfare, of which a share could certainly use help provided by the labor market institutions. The UK is a good example of a country where the labor market institutions were consolidated with social assistance institutions. This allowed for the simplification of procedures, better flow of information and a better control over the amount of social benefits payments [Rolnik-Sadowska, 2014]. In the light of such a complex and diverse problem, which bringing back NEETs to employment certainly is, it appears necessary to establish a closer cooperation between all the institutions which are in contact with those people. The interviews conducted further suggest that what would be needed is to set up a data base encompassing information on NEETs and which would be available to all the institutions. Moreover, the role of the NGOs may also be of significance for the initial activation of persons who have been out of work for a long time.

Another problem cited regards poor clarity of individual action plans. The labor market institutions reported that these plans were hard to comprehend because of the use of the distinctive administrative language, which may become a barrier to further cooperation. Their view is that it is not only necessary to simplify the language but also to hand the action plans over to an unemployed person as a mandatory measure. This will allow further tasks to be performed based on clear rules and roadmap. The key problems reported by the representatives of all the employment institutions in the course of the interviews are associated with the unemployed having to register in order to receive health insurance. The legal provisions in force have led to a situation in which persons, whether working in the “black” market, staying abroad or who are not interested in working at all, have to register as unemployed. Yet, their interest lies not in benefiting from the services provided by the labor market institutions, but merely in getting access to the free of charge medical services. This engenders multiple and clearly negative effects for the labor market players. In their opinion, this results in their employees wasting their time, which otherwise could be devoted to those who indeed need help. It, for example, extends the waiting time needed to see advisors. In addition, it reduces the efficiency of the funds used by these institutions. Allocating funds to people who are actually not looking for a job means that the effectiveness of such measures is very likely to be minimal. The representatives reported the occurrence of „ticking boxes” on the attendance list (e.g. during training) by persons who would quickly afterwards return to their work (in the grey economy or abroad). On top of that,

the reduced efficiency of the employment institutions, being the outcome of this situation, and the longer time needed to receive help by people who really look for assistance lowers the level of public trust in these institutions. This might make the NEET group expand or increase the percentage of persons who do not go to the employment institutions, as they do not believe that it would be possible to receive there the needed help within a reasonably short time. Also, attention should be given to the fact that extending the time over which a person stays unemployed or in general among those who are professionally inactive has extremely negative implications. Not only does this situation drive such people to deeper poverty but we also face here a progressive devaluation of human capital, that is, the loss of qualifications and skills as experienced among those affected by the long-term separation from work. Therefore, it seems that in order to make these institutions operate better, the provisions governing the rules of granting health insurance have to change. This would allow the vast majority of the problems cited by the representatives of the institutions in question to be solved. The extent of this problem can be confirmed by comparing the registered unemployment rate with that according to LFS, as shown in Table 1.

Table 1 – Comparing the registered unemployment rate with the rate according to LFS over the period of 2007-2016.

| Year | Registered unemployment rate | Unemployment rate according to LFS | Difference |
|----------------|-------------------------------------|---|-------------------|
| 2007 | 11,2% | 9,8% | 1,4% |
| 2008 | 9,5% | 7,2% | 2,3% |
| 2009 | 12,1% | 8,3% | 3,8% |
| 2010 | 12,4% | 9,8% | 2,6% |
| 2011 | 12,5% | 9,8% | 2,7% |
| 2012 | 13,4% | 10,1% | 3,3% |
| 2013 | 13,4% | 10,3% | 3,1% |
| 2014 | 11,5% | 9,0% | 2,5% |
| 2015 | 10,3% | 7,5% | 2,8% |
| 2016 | 8,8% | 6,1% | 2,7% |
| 2017 | 7,5% | 5,2% | 2,3% |
| Average | 11,57% | 8,87% | 2,70% |

Source: self-reported data based on the Central Statistical Office data. The data for 2017 refer to the first two quarters of this year.

The comparison was carried out for the last 10 years. It shows that in each of the year in question the registered unemployment rate was higher than the rate according to LSF (the smallest difference was at 1,4%, the biggest at 3,8%, the average at 2,7%). One should recognize as the main reason for this situation the greater number of persons registered as unemployed, yet, in fact, not searching for a job (e.g. people working in the grey economy, abroad or showing no interest in finding a job), and thus not accounted for in the LSF unemployment. On average, the difference was more than 24% of the level of registered unemployment, which confirms the scale of the problem reported by the labor market institutions.

III. Conclusions - Solutions determining the efficiency of measures of the labor market institutions addressing NEETs

The most important recommendation refers to abolishing the need to register as an unemployed person to receive access to health insurance. This will allow for solving multiple problems cited by the labor market institutions. First, it will enable their workers to focus on the cooperation with those who are really interested in taking up a job. On the one hand, this will reduce waiting time to see consultants and will also allow for a more efficient use of funds owned by the institutions. Further to that, their increased efficiency will also result in the public having a greater confidence in them, which might yield a higher percentage of NEETs contacting them independently. Failing to accept this recommendation will have the effect that the solutions already in place, as well as the new ones suggested in this paper will be addressed to the wrong group of people, which would mean wasting work and funds.

Furthermore, it is necessary to establish a closer cooperation between the individual labor market institutions, and between them and schools providing upper secondary education and MOPS centers. The comprehensiveness of the actions thus undertaken will simultaneously lead to their greater efficiency while making the identification and cooperation with NEETs easier. The cooperation between the mentioned institutions should be promoted as good practices in force, while the formalized effect of those steps would be the creation of a generally accessible data base encompassing information on persons classified as NEETs, at risk of long-term unemployment and social exclusion.

The next recommendation is concerned with devising a pattern of individual action plans. They should be clear in their form, since that will make it easier for the unemployed to understand their content. In addition, it should be mandatory to hand them over to a person with whom the cooperation is about to begin.

The heterogeneous nature of the NEET structure cited in the theoretical part of the paper and the fact that the problems these people face often concern their entire families necessitates individualizations of the approach, and not infrequently extending support to include the whole household. The solution here could be mentoring and coaching for NEETs and their families. It would require that such expenditures be classified as eligible expenditures (also for projects co-funded by the EU funds). Greater efficiency of the assistance provided could also be achieved by creating an occupational mentoring system in cooperation with employers. This would provide for matching the support better to the actual needs of the labor market

Individualization of counseling must be combined with it being orientated towards effectiveness. Personalized counseling should allow for devising individual career paths that would enable the unemployed to acquire necessary experience and qualifications adequate to local job offers (along the lines of “Flexible New Deal” program implemented in the UK). For this undertaking to be successful, one needs to take into account the eligibility of expenditures for additional remuneration for employees of the public institutions who will be involved in this project implementation. Lacking remuneration for additional responsibilities will not only reduce the motivation of workers employed in these institutions but it will also result in their failing to feel responsible for the project. This will ultimately lead to a drop in its effectiveness. The additional remuneration should be conditional on the length of time of keeping employment by persons who have received support. The assistance will then be oriented not as much on finding any job but the one that matches these persons’ qualifications and preferences. A similar solution should be applied in relation to private entities engaged in job placement.

The low labor mobility of NEETs suggests that more finances from the labor market institutions funds should be allocated to grants for geographical labor mobility. They should cover financial compensation for changing one's residence as well as for having to commute if starting work, internship or apprenticeship outside the place of residence.

Considering the NEETs heterogeneous structure and exceptionally difficult situation on the labor market, a comprehensive and long-term approach is needed. An adequate measure in this respect would be to launch a labor market entry card. It would be granted for a period of at least one year to those who are just entering the labor market. The card would allow for an easier and faster access to the various forms of support offered by the employment institutions, which would encourage NEETs to turn to them for help, thus considerably facilitating their cooperation. Moreover, employers employing people with this card would pay lower social security contributions, which would improve the effectiveness of finding jobs for people from this category. A similar solution has been successfully applied, for example, in Hungary.

Summary

The primary objective of this paper was to identify the situation of NEETs from the perspective of possible actions that could be undertaken and conditions for their implementation by a wide range of the labor market institutions. Continued unemployment of a young person not only fails to generate economic profit but it also, or perhaps first and foremost, leads to intellectual and social degradation. This is the reason why the individual national and international institutions have been trying to understand the phenomenon surrounding the youth dropping out of education systems and to prevent it by designing effective ways of exerting influence so as to include young people in the labor market. The issues related to the NEET environment discussed in the paper are mainly concerned with economic aspects. Extending the conclusions presented herein should become the subject of in-depth interdisciplinary studies, taking into account parallel sociological and psychological aspects, for the phenomenon of young people dropping out of the labor market brings about not only social and economic consequences, but also the cultural and psychological ones.

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ASSESSING THE ATTITUDES AND PERCEPTIONS OF UNIVERSITY STAFF AND STUDENTS ON BLENDED LEARNING AT THE MALDIVES NATIONAL UNIVERSITY

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ABSTRACT

A successful blended approach of instruction is crucial to a country like Maldives. With the commencement of 3000 teachers training project this need was expanded. Since the project is aimed to upgrade in-service teachers who are working at the schools in their home islands, Ministry of Education preferred to conduct the programs under this project in blended mode of learning. Hence, the purposeful planning of blended classes to best meet students' needs is important. This can be done through identifying and comparing both university staff and students' perceived course effectiveness factors and challenges. The specific problem is that university staff and students' perceived factors for possible increased course effectiveness and their perceived challenges for decreased course effectiveness have not been previously identified, compared and contrasted. Filling the gap with this specific perception knowledge allows educators to more purposefully and strategically plan curriculum, thus increase student success. The purpose of this quantitative methodology research study was to examine perceived attitudes of blended learning university staff and students. Secondly, best practices were identified for developing blended courses that promote quality higher education instruction and learner success as perceived by both the students and the university staff at The Maldives National University. Two web surveys were administered, one for university staff and one for students to gather data through quantitative and open-ended questions. For this purposeful sample study, the participants were 14 university staff members who taught blended classes and 48 students over the age of 18 who attended blended classes at the Centre for Open Learning of The Maldives National University during the year 2017.

The quantitative data obtained from each of the surveys was analyzed through descriptive and inferential statistics. Sixteen t test independent two-sample assuming unequal variances found the results were divided depending on the course effectiveness factor being addressed. The null hypothesis was rejected for six of the twelve benefit factors (flexibility, time management, instructor access, interactive learning materials, optimized class time, and success measured by withdrawal rates) and one of the four challenge factors (reduced access to instructor). Themes that emerged from the open-ended responses included the focus on flexibility, technology, self-efficacy, and communication. Many of the factors identified, if addressed, could increase the course effectiveness, satisfaction, retention and completion, and ultimately, successful student learning in the blended class modality.

Keywords: Blended Learning, Higher Education, Quantitative Study

SYSTEM AGILITY: EVIDENCE FROM AIRLINES

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ABSTRACT

The airlines in particular has fostered a dependency on IT for their operational and strategic management, understanding how IT contributes to a firm's competitive advantage has long been of interest. From the firm's perspective, airlines find advantageous implementations of urbanization, agility for the airlines is based on the distributed development capability to necessary human and technological resources. Our study examined how IT personnel capabilities for the airlines enhance IT linkage with the business model and then increased system agility to respond to rapidly changing environments.

The survey items were verified and refined for translation accuracy by three Information Management professors. The Chinese version of the draft was then pre-tested with fifteen IT experts for face and content validity, resulting in modifications of the wording of some survey items. Airline companies with high system agility can respond better to unforeseen changes. The requisite capabilities of IT personnel has become of strategic importance as the value of IT has increased in airline companies. In addition to technical skills traditionally expected of IT personnel, organizational, functional, and managerial skills are increasingly cited as mandatory for these technical employees. System agility will affect how quickly and efficiently firms can implement IT-enabled offerings, be they hardware or software products for airline companies; accordingly, have a high degree of corporate strategic thinking of IT personnel will have a better understanding of the corporate vision, and at the same time, they can understand the corporate vision, and they will put the corporate vision into the system design of airline companies.

Keywords, Systems agility, airline companies, IT personnel.

CAUSAL FACTORS DEVELOPMENT OF RAW MATERIAL SUPPLIERS THAT INFLUENCE SUPPLY CHAIN AND AFFECT THE PERFORMANCE OF RAW MATERIAL SUPPLIERS TEXTILE AND GARMENT INDUSTRY IN THAILAND

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ABSTRACT

The textile and garment industry plays an important role in the economic development of Thailand. It is the industry that generates revenue as the country's top. And it is the first industry. Thailand's changing economic structure from agriculture to the industry in 2015, the apparel industry has a trade value of US \$ 6,847 million. Hundreds of jobs in the country, accounting for 8.6 percent of the manufacturing sector (JAI-MAR 2016 BY THTI: Thailand Textile Institute)

This research aimed to study concerns about the supply chain and its operations between suppliers and buyers from the viewpoint of buyers in the Textile and Garment Industry in Thailand. Questionnaires were used to collect data and opinions from a total of 400 company at the purchasing departments of Textile and Garment manufacturers. The study used exploratory and confirmatory factor analysis for data analysis. Further, to test the hypotheses and to fit the theoretical model, structural equation modeling techniques were used. Affected the increasing level of overall supply chain operations between suppliers and buyers. Moreover the increasing levels of cooperation and communication between suppliers and buyers resulted in and increase in the effectiveness of supply chain operations between suppliers and buyers.

This study, thus, has the objectives of 1) Analyze elements the development of supply chain suppliers in the supply chain. The effect of raw material suppliers on performance. In the textile and garment industry in Thailand 2) Analyze relationships Factors related to the development of raw material suppliers. Impacts on the performance of suppliers of raw materials in the textile and garment industry in Thailand. 3) Find a model Causal factor Development of raw material suppliers. The effect of the raw material suppliers on their performance. In the textile and garment industry in Thailand 4) Present government policies.

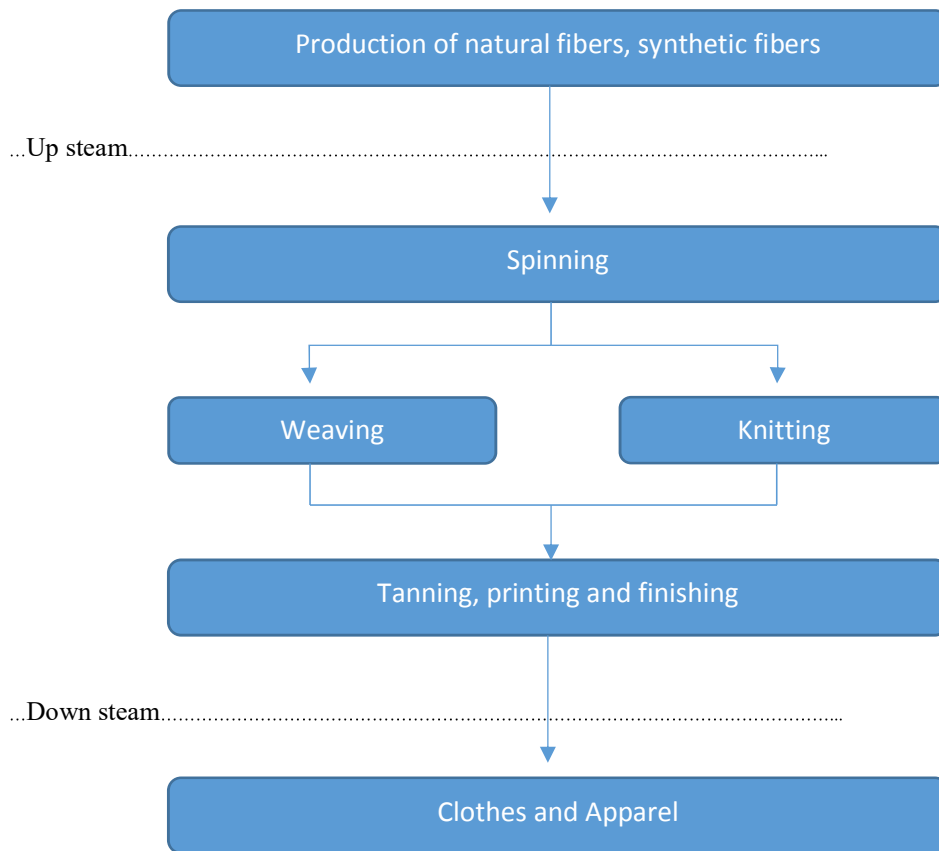
Key word: supplier development, supplier relationship, Garment Industry

INTRODUCTION

Trends in textiles and apparel 2560: Forecasts for the production and distribution of textiles. In the country will grow at a percentage 2.0-3.0 according to the demand in the ASEAN market. Imported from Thailand Since most of the textiles and clothing. Color still exists because many sectors continue to mourn continuously for the export of textiles in Thailand in 2560 is not expected to be good. Especially the export of garments is likely to contract continuously. It is expected to not exceed -2.0% from 2016, which contracted to -8.0%. The main reason is the relocation of production base to neighboring countries. Especially export to the US market. The major operators to increase. Exports from the production bases in Vietnam and Cambodia to gain GSP privileges. However, exports to Japan. China, including Hong Kong, is expected to grow due to wage increases in China's coastal clothing, such as Shanghai, Nanjing is starting to have higher wages than Thai producers. It is expected that the mass product will be imported from Thailand. Vietnam increased. For the textile and apparel industry overview in the past year. The textile and garment manufacturing sector shrank. Multiple products Especially the costumes are still shrinking. Some manufacturers have moved production bases to neighboring countries as well. The main trading partner of the country has declined from the domestic

economic crisis. Compared with Vietnam, The fabric and thread down. Because of China and Taiwan. Invest in a medium industry in Vietnam.

Structure of Thai Textile Industry



Up steam Fiber is made from natural fibers and fibers. Artificial / synthetic fibers By producing the most natural fibers. The input raw materials. from abroad While polyester production is a high investment industry Most of them are joint ventures with foreign companies.

Intermediate The industry is based on raw materials from the textile industry. By the process of producing new products with activities such as Weaving, knitting, dyeing, printing and finishing. Groups that rely on technology and skilled workers.

Down steam It is a garment manufacturing industry. Successes include sewing, machining, and design. Thus, when labor costs are higher, Allowing operators to move production bases to countries with wages. It is cheaper than China, Indonesia, India and Vietnam[1].

Intense global competition and challenges have prompted many manufacturing companies to be more involved in how their suppliers and customers do business. They need to have more emphasis on manufacturing processes that have impact on enhancing supply chain management performance and bottom-line outcome. The processes may include the procurement of raw materials, products' designs and assemblies, transportation and logistics of finished products, as well as customers' needs and satisfaction. The process of manufacturing and distributing products and services to customers is becoming the most effective and efficient way for businesses to stay successful and is crucial to the practice of supply chain management. Supply chain management (SCM) is the integration of key business from end user through suppliers that provides products, service, and information

that add value for customers and other stakeholders specifically investigates relationships between two important dimensions of SCM namely 'information sharing between SCM partners' and 'strategic supplier partnership' with 'supplier performance'. Despite variable evidence regarding performance improvements

related to 'information sharing between SCM partners and 'strategic supplier partnership', relatively little empirical research exists to measure the extent of supplier performance improvements resulted from these two SCM programs especially in the Thailand context [2]. This study seeks to address this apparent gap in literature by examining the performance implications of implementing 'information sharing between SCM partners' and 'strategic supplier partnership' on 'supplier performance' in Thailand manufacturing industry using parametric statistical analyses namely Pearson's correlation and structural equation modeling (SEM). The main objectives of this paper are: a) To analyze elements The development of supply chain suppliers in the supply chain. The effect of raw material suppliers on performance. In the textile and garment industry in Thailand b) To analyze relationships Factors related to the development of raw material suppliers. Impacts on the performance of suppliers of raw materials in the textile and garment industry in Thailand c) To find a model Causal factor Development of raw material suppliers. The effect of the raw material suppliers on their performance. In the textile and garment industry in Thailand d) Present a policy to the government.

Supplier development in the specialized literature Improving the relationship between buyers and suppliers. Lead to competitive advantage. Profitability [3]. For the first author for the development of raw material suppliers, It is a very effective procurement tool Leenders research has become increasingly attractive for the development of raw material suppliers. It has evolved to the present. "The company's efforts. improve the potential (Krause, 1997). In particular, Krause's study found that short-term focus is often focused on the short-term and long-term needs of the company. Implementation of the raw material supplier development project. There are limits to the process of the relationship. The process of purchasing. [3]. studied the relationship and relationship development with suppliers. In many industries in India, such as the automotive industry. Steel industry If the supplier of the raw materials develops together with the company, it will be beneficial. The overall efficiency of the operation. In addition, considerations from many suppliers to reduce Risks in the production process. The development of communication within the supply chain. This has a direct effect on the company's performance [4]. which is also studied in India. Over the years, there have been studies. Theories and concepts of raw material development by Jin Su. The textile and apparel industry in 2013 found that strategic procurement affected the relationship with major buyers. Supplier evaluations have a strong influence on the relationship between buyers and suppliers. The factors are. Long-term supply plan aligns with company's plan. Develop long-term supplier relationships. And management emphasizes the development of raw material suppliers. It is the company's supply strategy. The focus is on developing a common relationship between buyers and suppliers of raw materials. Prakash J. Singh Damien Power found that there were influential factors such as long-term relationships with suppliers. Considering the benefits of raw material suppliers [5]. Get information to improve the quality and quick response of raw material suppliers. Together, the company gains more benefits. In Thailand, there is a study in the context of cluster development, increasing the capacity of the textile industry in Thailand, and studying the influence of competitive advantage factors of business organizations. The impact on the increase of revenue from sales of goods or services of business organizations. After joining the cluster group (Benchapol, 2008) [6].

Basically, SCM involves collaboration, co-ordination and integration across internal departments, external organizations and throughout the supply chain. A supply chain is a network of processes and facilities that performs the functions of procurement of materials, transformation of these materials into products, and the distribution of these finished products to customers. Further, Christopher (1988) defined SCM as "the management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole". The theory of supply chain management is governed by the belief that value must be added to a process faster than cost, for the product or services to be advantageous to the organizations involved in its creation. To improve performance, organizations have to adopt SCM approach and consider the supply chain as a whole. SCM has the potential to assist the organization in achieving both cost and profit maximization Supplier development can be considered as an indicator of a cooperative buyer-supplier Buyer-supplier relationships have started to be researched but have not been linked to supplier development specifically. The effect of an improved relationship needs to be studied for achieving CAs

The current study attempts to identify what are the success factors for supplier-buyer relationship from the supplier's perspective and supplier development and how the supplier-buyer relationship can be improved under the condition of supplier development and the supplier-buyer relationship from the supplier's perspective. Hence, the aim is to develop a more thorough understanding of the outcomes of a supplier-buyer relationship improvement from both buyer's and supplier's perspective, under the conditions of supplier development to achieve competitive advantages, leading to profitability. Furthermore, the study analyses the effect of the improved supplier-buyer relationship for achieving competitive advantages leading to profitability.

Supplier relationship management Managing relationships with suppliers is a concept that focuses on The main supplier Burns (1998). "SRM as a customer and supplier develop a close and long-term relationship. The development of close relationships and long-term collaboration. As a long-term collaborative partner, technology means exchanging information. As well as development or design. Joint products. Speaker of the Advisory Center of Excellence National Institute for Productivity. A well-executed SRM approach can provide competitive advantage, fuel growth and brand development, reduce cost, improve efficiency and effectiveness and reduce supply side risk or at least help understand it so it can be mitigated. However, SRM is not something that can simply be 'bolted on', it is an organization-wide philosophy that needs to be embraced by all if it is to deliver these benefits and so we start by understanding what SRM is and how it works in practice.

The way organizations look after, interact and manage their suppliers is not a single subject, but forms part of the literature on purchasing, logistics, operations management and also marketing. It is perhaps no surprise that there is some confusion regarding the various different approaches and terminology that seem to exist. To make sense of this we need to look at how these approaches have evolved. Rewind the clock to the 1960s and the intervention with suppliers was decentralized to the extent of focusing on warehouse management, transportation and operations management). In the 70s and 80s 'centralization' drove new ways for supplier management and as the 'quality' movement arrived organizations embraced Deming, Kiazan, Total Quality Management, Total Cost Management and Continuous Improvement. The way organizations viewed suppliers began to change and objectives to optimize cost, quality and customer service came to the fore. The Japanese showed the world how partnerships with suppliers could add great value to an organization. Companies slashed the number of suppliers, awarding contracts to survivors and empowered the winners to manage lower tier suppliers. The rest of the world tried to copy the model but something got lost in cultural translation. Amongst these were American companies who made some superficial changes to supply chains but the fundamental nature of the relationship with suppliers changed little and relationships remained largely adversarial. Today some automobile giants continue to have adversarial relationship with their suppliers whilst others including Toyota and Honda can boast effective partnering models

The concept of 'supply chain management' gained momentum in the 1990s where, for the first time, the supply base was seen as an important enabler to help organizations achieve their aspirations and targets. Companies started to develop strategies for their entire supply chains with visions, objectives and goals being set; a new type of relationship with certain important suppliers was emerging. The development of logistics capabilities in the relationship of the various groups will result in rapid. And mobility within the supply chain. The combination of different acting individuals. Exchange of information Satisfaction and good relationship [7].

The Philosophy of supplier relationship management (SRM) emerged around the millennium as a single, overarching strategic approach to bring some order to the different types of supplier intervention that enabled the firm to reach its goals. The concepts of 'supplier management', 'supplier performance measurement' and 'supply chain management' naturally fell under the SRM umbrella as approaches relevant for certain groups of suppliers. Furthermore, organizations began to recognize that by focusing on developing better relationships with the critical few most important suppliers they could create huge value from the supply base. Again this became part of the SRM approach for many organizations. In 2010 the world's first formal standard for supplier collaborative relationships was launched, initially as a British Standard (BS11000) and then an international

standard (ISO11000) defining, for the first time, a framework for establishing and improving collaborative relationships between organizations enabling firms to achieve internationally recognized accreditation for putting such arrangements in place.

There are many different types of relationship we can choose or wind up in with a supplier. The challenge is ensuring we have the right one and we are as in control of the process as we can be. There is also much terminology out there with a variety of different labels that seem to mean different things according to who is using them; one person's strategic supplier is another's preferred supplier and so on. The point is, amongst these labels is a recognition that there are different types of supplier relationship. It doesn't matter what label is used, it matters that within this we adopt the right relationship with the right supplier and for the right reasons and we all understand what we mean. Table as below lists those commonly found and these are mapped according to the importance to the business.

Table 1
Type of Relationship

| Relationship type | Explanation | Typical nature of relationship |
|-----------------------|--|---|
| Arm's length supplier | A simple and commonly found Buyer/seller transactional Arrangement for named goods or Services. | Contractual fulfilment only, perhaps no or little interaction Beyond communicating the requirement and fulfilment. |
| Relationship type | Explanation | Typical nature of relationship |
| Subcontractor | A supplier, usually of services, Engaged to complete a specific Task or supply a package of work, Perhaps as part of a bigger Project or to deliver the entire Project. Examples might include Construction trades on a building Site, software contractors. | - Typically involves Communication of detailed Requirements and interaction Regarding technical or Specification matters. -May be working alongside Our people and other Subcontractors. -Can gain know-how of our Needs that can afford them An advantage. |
| Preferred supplier | Supplier who has a formally or Informally recognized status as One who is mandated or selected In preference of other suppliers. | -Potentially defined within A framework or master Agreement where the terms Of engagement, and perhaps Even commercial terms have Been agreed in advance. -Preferred status might be Defined within a list or Instruction to those with Buying authority. -Assumes and requires A degree of centralized Control over the companies Procurement. |
| Outsourced provider | A supplier who has taken on Responsibility to fulfil a core Activity and requirement or Function of a company, perhaps One previously fulfilled in-house. Examples include outsourced call | -Close, day-to-day interaction at An operational level. -Relationship and contract built Around performance and Operational management. |

| | Centre, cleaning, data management IT support. | |
|--------------------|--|--|
| Critical supplier | A supplier who fulfils a Requirement that we cannot do without, and where we cannot easily switch suppliers or source elsewhere. | Should be one where we work to develop a good relationship with the supplier, however many companies fail to identify critical suppliers and place themselves at risk. |
| Strategic supplier | A supplier who is of strategic importance and has something that can help enable our business to realize our goals and aspirations, eg innovation, complementary offerings, capacity, know-how, coverage. | Needs to be very close and collaborative in order to realize the potential but this often falls short. |
| Partner | Perhaps called an Alliance Partner, Technology Partner of Creative Partner, Parties have agreed to work together, perhaps with some sort of exclusive arrangement. The arrangement could be informal contract and even incentives might exist. | - Needs to be very close and collaborative in order to realize the potential but this often falls short. - Close day-to-day interaction in the area concerned |
| Relationship type | Explanation | Typical nature of relationship |
| Group company | A supplier who we own or is owned within the group. | Relationship should be as if one of us however if the company is separated by distance, culture or organizational structure of has recently been incorporated into the group the relationship can be no different to that of a preferred supplier. |

Supplier performance In purchasing we seem to be very keen to measure things. Sindhuja PN, (2014) studied the concept of performance of suppliers. Data Security Within organizations and between organizations that are positively correlated with supply chains [8]. This affects the performance of the supply chain. Factors that affect performance include: Agility (agility) Reliability (Cost) and Cost (Various responses) Ahimbisibwe, that factors affecting performance Operation of raw material suppliers. The research found that outsourcing contracts. Trust from buyers and suppliers opportunistic behavior is an important indicator of supplier performance. The factors that affect the performance . It is similar to Sindhuja's study in 2014. It found that it was possible to add value to the industry by focusing on the support of all stages. From start to finish, the competitiveness of a supply chain depends on the performance of the supplier for quality, price, and on-time deliveries. Although new product development will be important. The ability of suppliers. But most research will focus on the ability of raw material suppliers. Cusumano and Takeishi (1991) have studied and found that the involvement of raw material suppliers in the development of new products will contribute to the reduction of workload. Departmental and core competence Of suppliers Improve the quality of the supplier. It will be a starting point to improve the quality of production. Getting involved from the beginning will make Understand more about the capabilities of suppliers by leveraging their knowledge of design. To help reduce the cost of

production. There are several researches on the development of new products in the automobile industry. Be Focused on Practices for Developing Business Capabilities Research on production will differ. Business Capabilities and Capabilities Of suppliers And to identify variables that are indicators of the ability of the raw material supplier. It will focus on analyzing and improving the supplier's ability to supply more raw materials by identifying its ability to deliver products. Quality parts The three components are important for the supplier to consider using suppliers. Add value to the company. Cost of production Nowadays, many companies are looking for ways to reduce costs. Reduce time to introduce products into the market. Improve product quality, reduce cost. The suppliers of raw materials must work under the requirements. Strict rules It is a challenge[9]. To maintain competitiveness in the value chain system. The ability to deliver competitive in the supply chain value system. The ability to deliver in the automotive industry. More than 70 percent of the total value is attributable to the ability of raw material suppliers to deliver on time and as a metric. One of the suppliers' ability to work and also contributes to the process. Early engineering changes To increase the production capacity as planned. Quality of finished products of raw material suppliers. Capacity of quality suppliers will lead to success in reducing production costs[10].

METHODOLOGY

Research methodology is a crucial part in research which facilitates researchers in achieving the objectives. This study consists of three phases: item generation, pilot study and large-scale data analysis. The research design of this study was quantitative and qualitative Analyze the results on the main Quantitative approach to qualitative The unit of analysis chosen for this study was company level (specifically Thailand textile manufacturing and garment industry company) and each manufacturing company was represented by either production or SCM manager (respondent). The sampling frame was derived from the Thailand Textile Institute

Directory 400 sampling from 4798 factory responses were analyzed using the SPSS package

The primary purpose of the research was to To analyze elements The development of supply chain suppliers influences the performance of raw material suppliers by confirmatory factor analysis (CFA). Analyze the relationship of factors. Development of raw material supplier relationships. The effect of raw material suppliers on performance by path analysis. And Search for causal factors. The development of raw material suppliers that affect the performance of raw material suppliers by structural equation modeling (SEM)

Data collection using questionnaire. The process is 4 steps.

- (1) Researchers contact us for research cooperation. And contact for research cooperation from the Ministry of Industry.
- (2) Researchers have prepared a questionnaire that has been tested. The questionnaire was packed in the envelope. And attach a blank envelope. The addressed to the researcher. For the convenience of returning the questionnaire.
- (3) Researchers call for a return questionnaire by phone. The first two requests were sent after the second 6-week questionnaire, after the 8-week questionnaire.
- (4) The researcher collected the questionnaire that collected the data to verify the accuracy. And data integrity. Then complete the questionnaire for coding (Coding) for further analysis.

Research framework and hypotheses

This section summarizes the theoretical framework (Figure 1) and hypotheses. For the current study, the following three hypotheses are quoted:

H1. Development of raw material suppliers Positive influence. The efficiency of the suppliers of raw materials in the textile and garment industry in Thailand.

H2. Development of raw material suppliers Positive influence. The supplier's relationship with the buyer.

H3. Supplier relationship with the buyer Positive influence. The efficiency of the suppliers of raw materials in the textile and garment industry in Thailand.

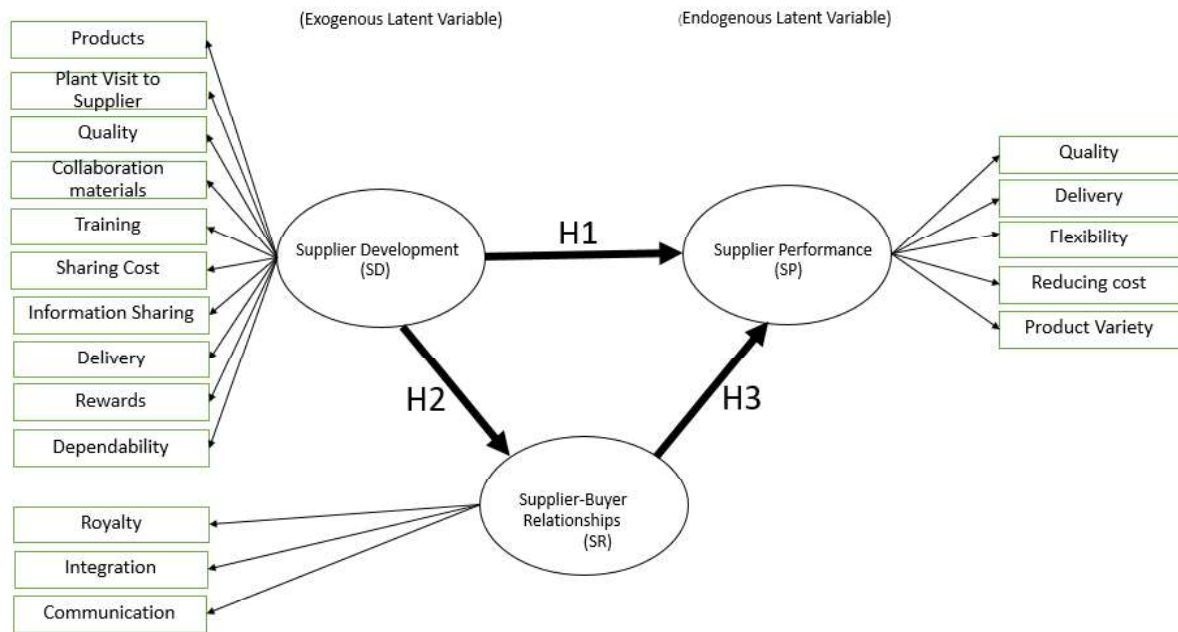


Figure 1 A framework for Supplier development Linking supplier- Buyer relationships and Supplier Performance

RESULTS

A SEM model was employed to investigate simultaneous linkages that allowed researcher to determine the relative strength of relationships between variables. Supplier development (SD), supplier – buyer relationship (SR) and Supplier performance (SP). were depicted in the model shown in Figure 1. To support the overall hypothesis regarding the fitness of the SEM model with the empirical data, the acceptance of the null hypothesis of the overall model was expected. Hence, in this test of goodness of fit for the structural equation modeling, the resulting probability should be higher than 0.05 to support the overall null hypothesis of the model.

CONCLUSION AND FUTURE WORK

The theoretical framework of supplier devolvement show that supplier development is an important activity that has gotten a lot of attention from large firms and academia. It can also be noted that this review of supplier development research is quite narrow as it excludes a lot of the purchasing research that at least implicitly deals with these aspects, and that the number of studies focusing on supplier development are limited.

The importance of the purchasing function is growing. It is also so that the purchasing function has a crucial role in supplier development. Therefore purchasing research can help us when it comes to the cross functional nature of this activity.

Supply chain management provides a vision that focuses everyone in an organization on product, production and quality improvements. The pursuit of these improvements is not only requested by the market but also driven by the need to survive. The contributing effects of ‘information sharing between SCM partners’ and ‘strategic supplier partnership’ are highlighted by utilizing SEM. The associations and effects of these two SCM practices are also evaluated . The results of the study assist in the understandings of how ‘information sharing between SCM partners’ and supplier buyer relationship dimensions influence supplier performance. The result indicates that manufacturing companies should emphasize greater attention to ‘sharing of production

information and plan with suppliers' in supplier development programs as well as involve in 'quality and continuous improvement programs with suppliers performance'.

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Any learning, inspiration, wisdom, attitude improvements, resulted from the usage of this facility which leads to the continuous process of brightening up our lives, will make us remain forever thankful.

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PERFORMANCE OF INVENTORY MANAGEMENT POLICIES UNDER RANDOM SUPPLY DISRUPTION

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ABSTRACT

We study the impact of supply disruption on an inventory control systems under (s,S) policy with different supply chain disruption scenarios. There are customers, retailers, and (disruptive) suppliers who might be vulnerable to natural disasters in these settings. In this study various disruption scenarios are simulated and we apply (s,S) policy which have been proven optimal under many situations. Some managerial insights are obtained from our experimental results about what factors affect supply chain performance

INTRODUCTION

We study the single-product inventory system under supply chain distributions. There are retailers who sell the products to customers and a single supplier who fulfills the order requested by retailers. Our study considers supply chain disruptions, which may result in severe consequences in the supply chain performance. Inventory systems under supply chain disruptions have been studied for decades (Hopp and Yin (2007), Kleindorfer and Saad (2005), Chao (1987), Parlari and Berkin (1991), Parlari et al. (1995), Song and Zipkin (1996), and Lewis (2005)).

The seed of the idea for this work is in Li and Chen (2009). We follow their basic framework but do not consider customer segmentation considered in their study as marketing tool and our work will investigate various scenarios of supply chain disruptions, lead time, and customer demand to see how the supply chain performance changes depending on difference scenarios.

METHODOLOGY

Supply chain performance will be measured in terms of the annual total cost where the annual total cost includes the annual ordering cost, the annual backorder cost, and the annual lost-sale cost, and the annual holding cost. We assume customer demands follow a Poisson distribution and inter-arrival times (time between consecutive customers) follow exponential distribution. The customer's demand size is assumed to follow a discrete distribution; e.g., the values each demand size can be ranged from 1 to 10 with associated probabilities of 1/10. As explained in Li and Chen (2009), to model supply disruptions, suppliers will be assumed to have on and off periods where on periods indicate that the supplier is available to fulfill the order while off periods indicate that the supplier is not able to fulfill the order immediately due to disruptions. As the mean length of on periods gets longer, the frequency of supply disruptions becomes less, and as the mean length of off periods gets longer, it implies it takes longer for the supplier to recover from supply disruptions. The duration of on and off periods are assumed to follow

RESULTS

Table 1 and Figure 1 show the experimental results obtained from simulating 15 scenarios of supply chain disruptions. In Table 1, On/Off indicates the mean values of on period and off periods, respectively. In the table we report the mean values, the standard deviation, the median and the 0.75 quantiles of 50 replications of simulating each scenario. For the results, we use $s=61$ and $S=100$ based the heuristic used in Rossetti et al. (2008) and Silver et al. (1998) assuming that the retailer desires a 90% customer service level as explained Li and Chen (2009).

For the experiments, we assume that lead time follows a normal distribution with the mean value of 3 days and a standard deviation of 0.1. The reorder point s is computed in such a way that the value

depends on the mean lead time and the mean demand size and its standard deviation, and the safety factor (which will be computed with 90% customer service level). In the scenario used for the experiments the mean length of on period and off period will vary; specifically, we use 5, 10, 20, 50, and 60 for on period and use 0.5, 1, 2, and 3 for off period, which results in 20 different scenarios of supply disruptions.

Table 1

| On/Off | Mean | Std deviation | Median | 0.75 quantile |
|----------|------|---------------|--------|---------------|
| (5,0.5) | 3797 | 57.60 | 3796 | 3838 |
| (5,1) | 3761 | 54.47 | 3759 | 3800 |
| (5,2) | 4028 | 252.46 | 3997 | 4114 |
| (10,0.5) | 3807 | 47.33 | 3810 | 3844 |
| (10,1) | 3800 | 66.01 | 3794 | 3838 |
| (10,2) | 3909 | 201.76 | 3873 | 3974 |
| (20,0.5) | 3840 | 49.64 | 3843 | 3869 |
| (20,1) | 3819 | 57.64 | 3822 | 3859 |
| (20,2) | 3873 | 139.27 | 3846 | 3934 |
| (50,0.5) | 3850 | 58.91 | 3855 | 3888 |
| (50,1) | 3839 | 51.07 | 3832 | 3872 |
| (50,2) | 3862 | 126.15 | 3831 | 3893 |
| (60,0.5) | 3840 | 49.16 | 3851 | 3870 |
| (60,1.0) | 3838 | 62.27 | 3846 | 3889 |
| (60,2) | 3844 | 92.95 | 3839 | 3876 |
| (5,3) | 3765 | 163.55 | 3736 | 3835 |
| (10,3) | 3872 | 127.82 | 3876 | 3920 |
| (20,3) | 3956 | 90.22 | 3958 | 4024 |
| (50,3) | 4006 | 114.85 | 4011 | 4057 |
| (60,3) | 4007 | 66.62 | 4013 | 4060 |

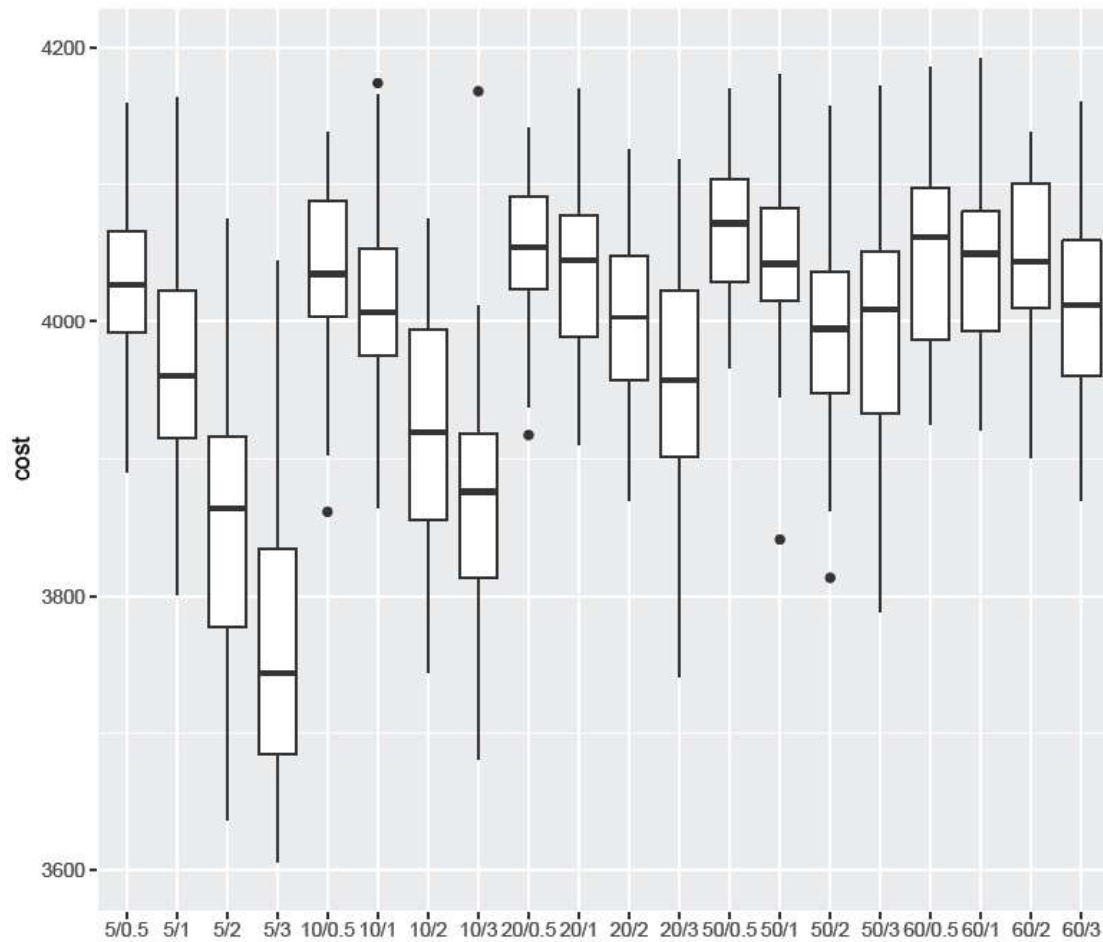


Figure 1

Figure 1 shows the box plot of the results for each scenario where the first number and second number in the x-axis represents the mean length of on period and off period respectively. The case of on=50 and off=0.5 gives the largest total cost and the case of on=5 and off=3 gives the smallest total cost, which means the worst supply chain performance is when on=50 and off=0.5 while the best supply chain performance is when on=5 and off=3. When on=5 and off=3, the duration of on period is smallest and the duration of off period is largest among all cases, which makes sense that the case gives the best supply chain performance. However, the worst supply chain performance of on=50 and off=0.5 may not be intuitive. In Figure 1, the supply chain performance among various scenarios can be compared among different settings. From the previous study they concluded that supply disruption duration plays more important role than supply disruption frequency especially for the effect of customer segmentation on the inventory system. We can see from Figure 1 that the supply chain performance is more sensitive to the duration of on period than the duration of off period; for example, supply chain performance changes much when varying the mean duration of off period but fixing the mean duration of on period.

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THE LOGISTICS COST MANAGEMENT OF OKRA (ABELMOSCHUS ESCULENTUS) CASE STUDY: LAMLUKBUA DONTUM DISTRICT NAKHON PATHOM PROVIENCE

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ABSTRACT

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamlukbua Dontum District Nakhon Pathom Province. Analysis of quantitative data by percentage and mean. Okra is a major export vegetable in Thailand. The main market is Japan. Japanese eat a lot of okra. Because of its nutritional value and its medicinal value, Thai herbs have long been used to treat gum disease. It is our local vegetables, which are easy to grow. Growing year round and low price, we use a soft pod of okra as a food. It is also an economic vegetable that the government provides for the export of raw okra. However, okra is an agricultural product that is easily perishable and easily lost during transit. The efficient management of the cost of the okra logistic can reduce the damage. In addition, knowing the logistics costs. The impact of the transport model on quality loss and postharvest quality management of okra may be appropriate to reduce logistics costs.

Therefore, The Logistics Cost Management of Okra (Abelmoschus esculentus) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%. and the last procurement costs were 0.02 or 0.57 percent.

Keywords: Okra, Logistics, Cost

INTRODUCTION

Okra is a major export vegetable in Thailand. The main market is Japan. Japanese people eat a lot of okra. Because of its nutritional value and its medicinal value, Thai herbs have long been used to treat gum disease. It is our local vegetables, which are easy to grow. Growing year round and low price, we use a soft pod of okra as a food. The size of 4 to 9 cm long, which is the size of the harvest will be good quality, no fiber, pods and green okra. Should be consumed immediately can be cooked. From eating vegetables to dip, fried flour, various other cooking such as curry soup and dried roselle pods can be dried tea. The smell is good. It is a vegetable with a nutritional value. Especially vitamin C. And high calcium. Compared to other vegetables. In addition, it contains high amounts of gum and pectin, making the food made from okra pods a mucilage. This helps prevent stroke. It can treat blood pressure, brain disease, gastritis, and also have a cystic dysentery. The properties in traditional medicine. New and innovative medical trials both in Thailand and abroad. (Department of Agriculture, 2556) [1].

Table 1
Shows the Volume and value of the export of okra in 2011 –2013 (Customs Department, 2015)

| Information | 2011 | | 2012 | | 2013 | |
|-------------|--------------|----------------------|--------------|----------------------|--------------|----------------------|
| | Volume (Ton) | Value (Million Baht) | Volume (Ton) | Value (Million Baht) | Volume (Ton) | Value (Million Baht) |
| Okra | 2,125.23 | 325.73 | 2,131.90 | 321.61 | 2,161.53 | 331.31 |
| - Japan | 2,092.87 | 322.84 | 2,078.43 | 316.74 | 2,080.14 | 323.86 |
| - Other | 32.36 | 2.89 | 53.47 | 4.87 | 81.39 | 7.45 |

From table 1.1 show the considering the export of okra for higher value. Using the database of 2554 as a base (export volume of 2,120.23 tons and export value of about 325.73 million), it was found that volume and value of exports in 2001 -2013 volume and value of exports are likely to increase. There are no negative factors affecting production and exports. The market will continue to grow in Japan. [2].

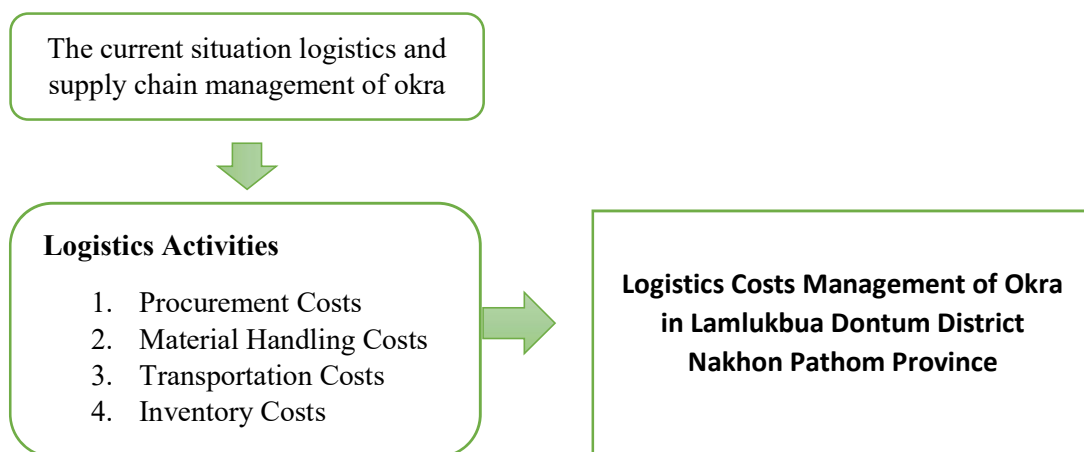
Farmers and entrepreneurs should find new ways to reduce production costs. From upstream to downstream Including the breeding of okra. The technology used to create diversity. In addition, it is a good source of raw materials for the export of okra and the export of okra. In the production of okra for business or for commercial purposes, basic information must be studied first. Including technology. Production innovation Packaging, transport and marketing, which most farmers and entrepreneurs do not pay attention to, are causing problems, such as high production costs. Loss of productivity during transit And the price is low. It is important for the concerned parties to realize that the export of Thai okra must face the competition by accelerating the development of production technology in order to increase the quality of okra, as the export of okra is facing new challenges. The people involved need to accelerate to maintain the original market and accelerate the expansion of new markets.[3].

This case is a plain area suitable for growing okra. Roselle is exported in the form of fresh pods. It can also be used as an OTOP product for local farmers. This is an economic vegetable that generates income for local farmers. Therefore, farmers planted okra in Lamukbua Dontum District Nakhon Pathom Province. It must increase productivity to meet the needs of the domestic and international markets. [4].

From the problem, the government and private sectors have encouraged and encouraged farmers to develop standards. And is the demand of foreign markets. The public relations of okra are well known and consumed by the general public as well as the export products are important to logistics costs management of okra such as Labor costs, quality cost and price cost from the upstream to the downstream. This research was promoted to farmers who planted okra in Lamukbua Dontum District Nakhon Pathom Province. This research participates in the development of logistics costs okra for logistics Connectivity in the future. [5].

CONCEPTUAL FRAMEWORK

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province.



METHODOLOGY

The objective of this research is reduction of logistic cost of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province. Analysis of quantitative data by percentage and mean. There have Okra's agriculture total 22 cases. By interview about Logistics Cost Management of Okra's agriculture in Lamukbua Dontum District Nakhon Pathom Province.

Interview allowed:

Procurement Costs;
Material Handling Costs; Cost of Purchasing Chemical Fertilizer, Cost of Purchasing Chemical Fertilizer, Cost of purchasing organic fertilizers and Cost of Purchasing Accelerated Substances
Material Handling Costs;
Harvesting costs and Depreciation of equipment for harvesting
Transportation Costs;
Fuel cost for transportation, Depreciation of vehicles used in transportation, Maintenance of vehicles used in transportation and Damaged goods for transportation
Inventory Costs;
The opportunity cost of chemical fertilizer storage, The opportunity cost of organic fertilizers storage and The opportunity cost of Accelerated Substances storage

RESULTS

The Logistics Cost Management of Okra (*Abelmoschus esculentus*) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%, and the last procurement costs were 0.02 or 0.57 percent. From Table 2.

Table 2
Logistics Cost of Okra's farmer in Lamlukbua Dontum District Nakhon Pathom Province

| Expenditures on logistics activities | | Cost/ kilogram | Cost/ Percentage |
|--------------------------------------|--|----------------|------------------|
| 1. Procurement Costs | | | |
| 1.1 | Cost of procurement of seeds | 0.0052 | 0.155 |
| 1.2 | Cost of Purchasing Chemical Fertilizer | 0.0050 | 0.149 |
| 1.3 | Cost of purchasing organic fertilizers | 0.0050 | 0.149 |
| 1.4 | Cost of Purchasing Accelerated Substances | 0.0040 | 0.119 |
| Total | | 0.0192 | 0.572 |
| 2. Material Handling Costs | | | |
| 2.1 | Harvesting costs | 0.0710 | 2.114 |
| 2.2 | Depreciation of equipment for harvesting | 0.0080 | 0.238 |
| Total | | 0.0790 | 2.352 |
| 3. Transportation Costs | | | |
| 3.1 | Fuel cost for transportation | 0.0220 | 0.655 |
| 3.2 | Depreciation of vehicles used in transportation | 0.7070 | 21.053 |
| 3.3 | Maintenance of vehicles used in transportation | 0.1240 | 3.692 |
| 3.4 | Damaged goods for transportation | 0.0150 | 0.447 |
| Total | | 0.8680 | 25.847 |
| 4. Inventory Costs | | | |
| 4.1 | The opportunity cost of chemical fertilizer storage | 1.5640 | 46.573 |
| 4.2 | The opportunity cost of organic fertilizers storage | 0.8110 | 24.150 |
| 4.3 | The opportunity cost of Accelerated Substances storage | 0.0170 | 0.506 |
| Total | | 2.3920 | 71.229 |
| All Logistics Costs | | 3.3582 | 100 |

CONCLUSION AND FUTURE WORK

The Logistics Cost Management of Okra (*Abelmoschus esculentus*) Case Study: Lamlukbua Dontum District Nakhon Pathom Province. There have Okra's agriculture total 22 cases. They have logistic costs were 3.36 baht per kilogram. The first Inventory Costs were 2.40 baht per kilogram or 71.23 percent, The second by transport costs were 0.87 Baht per kilogram or 25.85 percent. The third material handling cost were 0.08, representing 2.35%. and the last procurement costs were 0.02 or 0.57 percent.

This research is consistent with the research conducted by Assoc. Prof. Warich Srila-aong (2012). The study of supply chain management and logistics of pineapple. The logistics cost was 3.36 baht per kilogram. The most Logistics costs was Inventory Costs were 1.74 baht per kilogram or 68.07 percent, followed by transportation costs were 0.73 baht per kilogram or 28.61 percent. and procurement costs were 0.79 baht per kilogram or 3.08 percent

Suttisak Harnnimitkulchai (2006). A study of logistics cost analysis of canned pineapple supply chain in Thailand. The logistic cost of the farmers in pineapple delivery was 0.723 baht per kilogram, or 18.66 percent of the pineapple production cost. In the case where the farmers send the pineapple with collector logistics cost was 0.245 baht per kilogram. The cost of pineapple production was 7.20 percent, while the logistic cost of the collector was 0.361 baht per kilogram.

Chaiyaphum Suksamran (2010). A study of logistics cost analysis and quality management of postharvest cabbage in Prachuap Khiri Khan province. In case 1, the collector can collect the crop. The cost of logistics is 3.82 baht per kilogram. In another case, the collector has to collect the product at the cost of logistics at 3.51 baht per kilogram.

RECOMMENDATION

Logistics Costs Management of Okra in Lamlukbua Dontum District Nakhon Pathom Province

1. Procurement: Farmers should include okra growers to plan external inputs, such as seeds, herbicides, fertilizers, chemical fertilizers, and other agricultural products. To make bargain purchase of agricultural products from the store. They should be purchased at once to ensure that each production cycle is adequate. This helps to reduce costs. Phudetch P. (2017).

2. Material movement: Farmers should plan to grow with the collectors such as harvest schedule and output for reduce cost of material movement.

3. Transportation: Farmers should be grouped and planned on the work schedule to maintain the yield throughout the harvest. The transportation costs can be estimated at each production cycle.

4. Inventory: The percentage of logistic costs was the highest. Therefore, farmers should plan their production in each round. Calculate the use of inputs to suit the growing area. And calculate the output.

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DOES ONLINE REVIEWS POSTED ON SOCIAL NETWORKING SITES AFFECT CONSUMER ATTITUDE TOWARDS A BRAND?

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ABSTRACT

Abstract: The attitude of reference groups towards a brand can possibly put a huge impact on the decision-making process of consumers. Consisting of a massive user base and virtual democracy, social media platforms have given greater power to the clan to share experience and express word of mouth. Social networking sites are becoming increasingly popular in Bangladesh, which not only allow people to stay connected, but also avail feedbacks and reviews to make a smart purchase. Although, only quantifiable rating points and simple words do not suffice when it comes to revamp the attitude of consumers towards a brand. The acceptance of a review on social networking sites are based on certain other factors which the consumers examine, for instance, place, person, and authenticity of the review.

FAKE NEWS: AN EMERGING CAUSE OF CONCERN

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ABSTRACT

Online news is one of the most important sources of information in today's world. Unfortunately, fake news is also a reality. Determining whether the news that we come across in the internet and through social media is real or fake, is a major challenge. This paper examines the level of threat posed by fake news through review of literature on the topic, identifies the emerging techniques in detection of fake news and outlines the direction of future research.

ROLE OF IMPLICIT SOCIAL EXCLUSION IN INFLUENCING EMPLOYEE VOICE BEHAVIOR

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ABSTRACT

Implicit social exclusion is although one of crucial reality of organization life that exists inevitably but it may possess certain potential in collaboration with other variables to act into anti-prosocial behaviors. Based on Conservation of resource theory (COR) this research study has tried to investigate the impact of workplace ostracism on employee promotional and prohibitional voice behavior. This model has explained that workplace ostracism could lead employees to minimize the promotional voice in order to conserve the resource and maximize the use of prohibitional voice in order to gain control on one's environment and to prove oneself. The desire of control is sometime so much strong that individuals' ability to discriminate good from bad may be weakened to the point that they start behaving against the organization objectives. This could result into depletion of resources.

Data was collected from education sector of Pakistan, comprising faculty and non-faculty members working at different hierarchical levels in public and private school, colleges and universities. Results have confirmed hypotheses and found a significantly positive relationship between workplace ostracism and prohibitional voice. This paper has used SPSS and AMOS tools for data analysis. Future recommendations are to employee other types of workplace mistreatments in the model and expand the sample population to other sectors also.

Keywords: Workplace Ostracism, Employee Promotional Voice, Employee Prohibitional Voice and Conservation of Resource Theory (COR).

ISRAELI HEBREW SPEAKER STUDENTS' GRAPPLES ON ENVIRONMENTAL EDUCATION WITH ARABIC SPEAKER PUPILS'

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ABSTRACT

In Israel, there is a separation between the Jewish education system and the Arab Israeli education system. The decision for this separation has both practical and ideological explanations. There are those who claim that the demographic realities dictate this separation. However it is revealing that the policy since the founding of the state was to strengthen and preserve the Jewish identity amongst the Jewish sector, and a coming to terms with the national identity of the Arab Israeli pupils. The ideological component is the more important of the two; this is evidenced by the fact that even in places where it would be possible to establish a combined education system, like in mixed cities like Ramla.

Holon Institute of Technology (HIT) has developed an integral system of environmental education and training. The course is named "Green Ambassadors", and the goal is to educate the next generation environmental education. The course is divided into 6 groups; each group contains 3 to 5 Israeli Hebrew speaker students, whose goal is to provide information on environmental to Arabic school with Arabic speaker pupils'. The teams of five -graders and six -graders from "Al Omariya" school in Ramla have been chosen to take part in the project.

Concentrate efforts on the improvement of education for sustainable development marked the beginning of a serious reform to cover all types of education and training from preschool to vocational and post -university.

Keywords - Environmental Education, Elementary school, Hebrew, Arabic.

PUBLIC OPINION AND PRESIDENTIAL LEGACY: OBAMA'S MIDDLE EASTERN SUNSET

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ABSTRACT

President Obama's 2009 speech in Cairo seemed to signal a profound and optimistic realignment America's intentions towards the Middle East and its peoples. However, in the final year of his office, the underlying political landscape of the region has now changed significantly. The withdrawal from and now return to Iraq, the nuclear agreement with Iran, the increasingly chaotic legacy of the Arab Spring, the continued impasse of the Israel-Palestinian peace, the disintegration of Yemen and the rise of the Islamic State as the new threat in the political vacuum of northern Iraq and eastern Syria - all of these have provided novel challenges to Washington and a President attempting to live up to the positivity of his early days in office. Faced with a public burned by the disappointments of the Iraq and Afghanistan campaigns, deeper engagement with the Middle East might be a difficult proposition to sell for Obama and any potential Democratic successor. So what does the US public make of these geo-strategic developments? This paper will explore public opinion of America's entanglement with the region and Obama's leadership across the various issues. By examining reactions to past and present dilemmas the paper seeks to offer insights into what Obama's Middle East legacy might really be, as well as what paths the next American President may need to tread.

Keywords – America, Middle East, Obama

INTRODUCTION

The interaction of American Presidents with the Middle East region is often seen as a hallmark of their tenure. For Jimmy Carter it was the Iranian Revolution and subsequent hostage crisis that dogged his presidency to the end. Ronald Reagan's Lebanese and Libyan entanglements and the Iran-Contra Affair were significant episodes in his two terms of office. Both Bush Senior and Junior are indelibly linked with conflicts with Iraq. Bill Clinton's handshakes on progress between Israel and Palestine were seen as a momentous products of his diplomatic skill. Indeed, since the 'Eisenhower Doctrine' of 1957, the importance of the Middle East to America has become a truism for presidents and their success or failure in that region will become an inevitable part of their legacy.

Barack Obama will fare no differently in this regard. Within a few weeks of taking office in 2009 President Obama had signalled that his administration would place an emphasis on interaction between America and the Islamic world, and the Middle East in particular. As part of his first overseas trip as President, Obama visited Turkey in early April before flying on to Iraq. In a forerunner of his more well-known Cairo speech, Obama addressed the Turkish parliament:

I know there have been difficulties these last few years. I know that the trust that binds the United States and Turkey has been strained, and I know that strain is shared in many places where the Muslim faith is practiced. So let me say this as clearly as I can: The United States is not, and will never be, at war with Islam. (Applause.) In fact, our partnership with the Muslim world is critical not just in rolling back the violent ideologies that people of all faiths reject, but also to strengthen opportunity for all its people. I also want to be clear that America's relationship with the Muslim community, the Muslim world, cannot, and will not, just be based upon opposition to terrorism. We seek broader engagement based on mutual interest and mutual respect... There's an old Turkish proverb: "You cannot put out fire with flames." America knows this. Turkey knows this. There's some who must be met by force, they will not compromise. But force alone cannot solve our problems, and it is no alternative to extremism. The future must belong to those who create, not those who destroy. That is the future we must work for, and we must work for it together (Obama, 2009a).

In this speech and his Cairo version in June 2009, Obama outlined his vision for a new era in US-Muslim relations. His Kenyan heritage and Indonesian residency were mentioned but it is telling that when he gave specific examples of what he was aiming for, the Middle East and Afghanistan/Pakistan were the emphasis. The Muslim world beyond those strategic interests was mentioned only generically. In this sense, Obama's new era was very much concerned with the same set of preoccupations as most of his predecessors:

Iraq: Disentangling America from Iraq was a key plank in Obama's election platform. Dissatisfaction with the years of loss in Iraq and the seemingly unending quagmire was rising and Obama made it clear that America's military presence was coming to an end: "America has a dual responsibility: to help Iraq forge a better future -- and to leave Iraq to Iraqis" (Obama, 2009b).

Israel-Palestine: The stalled Road Map and the intransigence of the parties in the peace process was something Obama, like so many presidents before him, aimed to address. "I intend to personally pursue this outcome with all the patience and dedication that the task requires... All of us have a responsibility to work for the day when the mothers of Israelis and Palestinians can see their children grow up without fear..." (Obama, 2009b)

Iran: Seen as an implacable enemy to US interests since 1979, Iran and its nuclear potential was third on Obama's list of priorities in his Cairo speech. "I've made it clear to Iran's leaders and people that my country is prepared to move forward...it is clear to all concerned that when it comes to nuclear weapons, we have reached a decisive point. This is not simply about America's interests. It's about preventing a nuclear arms race in the Middle East that could lead this region and the world down a hugely dangerous path" (Obama, 2009b).

Terrorism: The presence within and export of violent ideologies from the Middle East had been a bugbear for American presidents since the days of Ronald Raegan. Linked with concerns such as Iran and an unstable Iraq, Obama's early speeches pre-date the rise of the Islamic State and focus on al-Qaeda and those localities that provided haven and support for the group. It is notable that the word the Cairo speech did not include a single mention of the word 'terrorism', which some interpreted as a means of distancing America's vision of the Middle East from that of the Bush era and the conflation of the War on Terror with a broader war on Islam.

Democratisation and freedom: Strong democratic institutions, personal freedoms and the rights of women also figured in Obama's avowed policies. However, burned by the bungled attempts to impose democracy on Iraq, Obama's remarks were couched in a sense of Middle Eastern *realpolitik* "there are some who advocate

for democracy only when they're out of power; once in power, they are ruthless in suppressing the rights of others... You must maintain your power through consent, not coercion; you must respect the rights of minorities, and participate with a spirit of tolerance and compromise; you must place the interests of your people and the legitimate workings of the political process above your party. Without these ingredients, elections alone do not make true democracy" (Obama, 2009b). Such observations would become ironic given the next few years and the journey of the Arab Spring, particularly in Egypt itself.

Such ambitions were received with general positivity in the Middle East and the West. The title of the Cairo speech – *A New Beginning* – was taken by optimists at face value. Reactions in the Middle East were positive, both from leaders in the region and commentators. At the other end of the spectrum were those who saw the speech as empty rhetoric or who were cognizant of the extreme difficulties such lofty aspirations would face in the realities of the Middle Eastern political system. Further still along the continuum were those aboard and at home who were outraged by Obama's words and saw them either as a patronising lecture, a betrayal of Israel or a capitulation of America's interests. (For example, House Republican Leader in Congress, John Boehner, said "He (Obama) continues to say he will sit down with the Iranians without any preconditions, I just think that that puts us in a position where America looks weak in the eyes of their rulers." (BBC, 2009)

The wider world was even more approving of Obama's diplomatic overtures. In October 2009, after only a few months in office, he was awarded the Nobel Peace Prize for his "extraordinary efforts to strengthen international diplomacy and cooperation between peoples". The Committee placed emphasis on Obama's "vision of and work for a world without nuclear weapons" (Norwegian Nobel Committee, 2009). This made Obama only the fourth American President so honoured. Moreover, the other three laureates (Teddy Roosevelt, Woodrow Wilson and Jimmy Carter) were all recognised towards the end (or after) their terms and for substantial actual achievements.

But it was not 'the Muslim world' or Norwegian intellectuals who elected Barack Obama to two terms of office. It was American voters who installed him in the 2008 elections and then opted to double down in 2012. It will be they who decide whether to keep faith with the Democrats in 2016. Measuring their reactions to their president is critical, not just for his tenure and legacy, but also if we are to understand what role Middle Eastern foreign policy has in the mind of the American public. Whilst lofty foreign policy goals such as solving the Israel-Palestine deadlock or bringing democracy to Iraq may fascinate observers, do such ambitions 'play in Peoria'? Does success or failure in the world's great political challenges have any real impact on voters?

Why is public opinion important?

The scrutiny of public opinion polls as a catalyst for examining US foreign policy is long established (Dieck, 2010; Foyle, 1999; Mueller, 1973). There are various models and hypotheses regarding the extent to which public opinion influences foreign policy and presidential direction. However, public opinion can be particularly important when it comes to committing American forces to conflict and what the nature of such an intervention might involve (Dieck, 2010). For example, whilst the public might favour some form of intervention, support for full scale ground occupations may be more limited than support for aerial campaigns or peace-keeping type deployments. Ignoring public opinion is not uncommon for presidents when interacting with the Middle East, but it has its pitfalls and failing to heed the mood of the public may have repercussions for long term approval.

A myriad of polls and questions will be generated during the course of any president's term. In examining Obama's eight years of Middle East interaction this paper will focus mainly on those produced by the Pew

Research Center. As a non-partisan entity that specialises in US public opinion, Pew has a strong reputation for credibility and conducts large sample polls via established methodologies.

Obama's legacy in the context of public opinion

Iran

Arguably the biggest foreign success of Obama's presidency has been involvement in the Joint Comprehensive Plan of Action (JCPOA) deal reached with Iran over the Islamic Republic's nuclear ambitions. Addressing years of uncertainty and hostility over Iran's nuclear activities the JCPOA was described by Obama as "the most consequential foreign policy debate that our country has had since the invasion of Iraq"(Obama, 2015). Opening the path to further dialogue with Iran and being potentially the biggest *positive* change in US relationships with the region in decades, the afterglow of the signing was short-lived for Obama and the American public.

Strident criticism of the JCPOA from Republicans and pro-Israel voices as a 'green light' to Iranian aspirations for a nuclear weapons program quickly cast the deal as a humiliating surrender for America. Despite the very detailed explanations from the White House as to the severity of the inspections regime a Pew survey found that only 33% of the public approved of the agreement when it was announced, while 45% disapproved and 22% had no opinion (Pew Research Center, 2015d). That is, two thirds of the American public either disapproved or did not care about the JCPOA. In the following six weeks approval dropped to 21%. Similar levels of approval were exhibited in other polls, though results varied according to how much the respondents had heard about the deal or had explained to them. Generally those more informed about the JCPOA were more likely to be approving. Those who knew little or nothing about the deal were more reflexive in their disapproval.

Distrust of Iran, and by extension, American leaders who make deals with that nation, is apparently endemic in the US. In the most recent annual survey (2015) of US public opinion on Iran only 14% of Americans exhibited a favourable opinion of the Islamic Republic, down from only a marginally better score of 21% when Obama took office in 2009 (Pew Research Center, 2015b). So predictable is this mistrust that Iran is one of only three countries that Pew seeks favourable/unfavourable opinions on annually (the others being Russia and China).

Given this data, it would seem that any president setting his course towards agreement with Iran cannot expect to be applauded for it. The majority of American voters either have no interest in such lofty foreign policy goals or else see such deals as a zero-sum game, where American interests are harmed by any handshake.

Intervention in the Middle East

The long involvement with Iraq stemming from the 2003 invasion has not created a positive impression among Americans or enamoured them of military entanglement in the Middle East. With the benefit of hindsight, by early 2014 only 38% of Americans felt that the Iraq intervention had been the right course of action and 52% felt that America had "mostly failed" to achieve its goals in that country (Drake, 2014). Importantly, these Pew figures show a marked decline during the course of Obama's presidency, indicating that voters (and particularly Democrat voters) were unenthusiastic about further American involvement there. Obama's pledge in Cairo to leave Iraq to the Iraqis would have been in tune with such sentiment.

The chariness over Middle East intervention was evident during the crises in Libya and Syria. In the chaos of the Arab Spring, only 27% of Americans polled in March 2011 felt that the US had a responsibility to act in Libya (Pew Research Center, 2012). However 50% approved of the US participation in airstrikes on Gadhafi's forces as an appropriate course of action. The relatively swift deposition of the dictatorship meant that by

September 2011 polls showed that the 49% of the US public felt approval for Obama's actions in Libya (Pew Research Center, 2011).

The dilemma posed by this sort of feedback is that the American public may only be supportive of quick, clean air campaigns that are rapidly successful. Even then opinion is not even in majority approval. As with the Iran nuclear negotiations approval for intervention is higher among those who are bigger consumers of news coverage concerning the Middle East. This demographic though is quite small. Only 17% of Americans polled reported that they had followed news from Libya closely in the week before they were polled in September 2011 and in this group 63% felt that airstrikes were the appropriate recourse (Pew Research Center, 2011). The vast majority of Americans were not following events in Libya and had more mixed feelings about intervening (35% approval) or no opinion at all (24%).

Remote warfare as the publicly preferred manner of intervention is evidenced by other polls during Obama's presidency showing backing for drone strikes to combat terrorists abroad trends in the mid-50 percent region (Drake, 2013; Pew Research Center, 2015c).

Such an equation posed challenges for Obama's response to the Syrian crisis. Fettered by the UN Security Council deadlock, the same pathways of coalition airstrikes were not even available in Syria. Public opinion too was on par with that towards intervention in Libya. In March 2012 only 25% of respondents felt America had a responsibility to act in Syria and by December 2012 this was still only at 27% (Pew Research Center, 2012).

Having left "Iraq to the Iraqis" for a while, the ground taken by the Islamic State (IS) in the middle of 2014 invoked the other clause in Obama's speech: "to help Iraq forge a better future". The failure of the increasingly autocratic Maliki regime to foster unity in Iraq was also part of the problem and in discord with Obama's rhetoric about democracy and pluralism. America's investment in Iraq, the need to secure the country and placate regional allies meant that Washington felt the need to act. Commentators also quoted the 'Pottery Barn Rule' (You break it. You own it), implying that the US had a moral obligation to shore up the country that their intervention had arguably shattered.

The American public, however, did not see it that way. A 55% majority felt that the US had no responsibility to act in Iraq, with 39% supporting intervention (Pew Research Center, 2014b). This was despite the fact that 45% of respondents reported they had heard 'a lot' about the violence in Iraq and takeover of large parts of the country by the Islamic State forces. By way of contrast though, 57% of Americans said that same week that they had heard a lot about the recent influx of illegally immigrating unaccompanied minors across the US-Mexican border. The comparative awareness between domestic 'threat' and Middle Eastern crisis is stark, again showing that big picture geo-strategic events are of less concern to voters than domestic issues.

As the crisis in Iraq deepened though, support for the fight against IS increased. By the start of 2015, 63% of those surveyed said they approved of a "campaign" against Islamic militants in Iraq and Syria. The issue of what sort of campaign was a little more divisive, with a fairly even split between those who did (47%) or did not (49%) support the commitment of US ground forces to this action when polled in February 2015. This was still a marked increase from October 2014 where respondents to the same question were more clearly opposed to US ground intervention (only 39% approval versus 55% disapproval) (Pew Research Center, 2015a).

This indecision over ground troops is also reflected in attitudes towards how best to deal with violent extremism around the world. Democrat voters are markedly wary of the use of military force as a solution. In

the February 2015 survey, two thirds of Democrat supporters felt that "relying too much on military force to defeat terrorism creates hatred that leads to more terrorism." Only 22% of Republican voters held the same opinion. Concerns over the effectiveness and duration of intervention were also expressed, with a fairly even split between respondents' "biggest concern" being that either the US would not go far enough to stop the militants (49%) or that it would go too far in getting involved in the situation. The spectre of the Iraq occupation is evident here.

Such ambivalence posed a problem for Obama. Not getting involved in Syria early in the uprising was reflective of the Iraq experience. Yet the lack of response allowed a civil war to sputter along and irredeemably fracture Syrian society. When IS grew out of these cracks and marched towards Baghdad, Obama's slow and piecemeal re-commitment to Iraq was a product of the electoral tightrope he had to walk. Voters did not want to see a large scale "Iraq 2.0" deployment (Mathes, 2014). The choice of an air campaign and the increased backing of local militias is also a classic Democrat option, despite the probable ineffectiveness of this strategy to definitively defeat IS. Having inherited the Iraq predicament from his predecessor, Obama has to be wary about saddling the next Democratic candidate with a newer version; especially when the majority of the voting public seem opposed to such adventures.

Israel – Palestine

If there is a chimera among American presidential ambitions in the Middle East it is in seeking a lasting solution to the Israel-Palestine issue. From Bill Clinton's grandiose Rose Garden moment with Yasser Arafat and Yitzhak Rabin, through George W. Bush's Annapolis Conference to Obama's own 'personal pursuit' of a peace, many presidents have foundered on the shoals of this dispute. Like a grail quest, this elusive objective is pursued almost out of custom. However, the reality of public opinion indicates that voters do not really care about this most intractable of world problems. Indeed, any solution that seems to disadvantage Israel - as any compromise surely must, could actually be a handicap for a president.

Opinion polls show consistent favour for Israel among Americans. When asked with whom they most sympathise with, or favour, in the conflict, steady figures of around 60-72% have indicated Israel (Pew Research Center, 2014a; Saad, 2015). Favour for Palestinians hovers around the high teens to low 20 percent mark. These trends have been consistent throughout Obama's presidency and for years beforehand. There is little doubt that American public opinion is firmly on the side of Israel and whilst Democrats are traditionally less supportive in this regard, it would still be foolish for any president to pursue a line of policy that could be construed as detrimental in this regard. Despite Obama and Benjamin Netanyahu's worsening relationship over the years, the Israeli Prime Minister can count seemingly on the support of the American public.

CONCLUSION

Despite the emphasis that is placed upon US foreign policy towards the Middle East by many academics and commentators, interactions there have no real resonance with the American public. Indeed, foreign policy as a whole is of no great interest in comparison to domestic issues. The majority of Americans do not closely follow events in the Middle East and even those who do are not overwhelmingly approving of too much intervention there. This confusion and ambivalence about the Middle East on the part of the American public is demonstrated in a December 2015 poll where 30% of respondents indicated support for bombing Agrabah, the fictional Middle Eastern city in Disney's film *Aladdin* (Public Policy Polling, 2015).

Obama's overall approval rating has fluctuated without any evident link with his policies towards the Middle East, and despite crises in Gaza and Syria, these fluctuations have been within a narrower range than most of

his post-World War 2 predecessors but follow broadly the same trend lines when mapped against years of tenure. High and low points in Obama's presidential approval figures have more clearly been the result of domestic affairs such as the passing of Obamacare or budgetary deadlocks.

President Obama's successor would do well to heed these findings. Solving Middle East peace dilemmas is a lofty ambition, but 'all politics is local'. The American public does not express a strong interest in Middle Eastern affairs and they do not want their leaders to become involved in conflict there or risk national prestige in compromises. In his eight years of office, President Barack Obama has been relatively successful in treading this line. The result is that his actions (or relative lack of them) have left little legacy on the Middle East, except for the deepening of problems that were already occurring when he was sworn in. Despite his good intentions and the hopes of the Nobel Prize Committee there has been no significant gains in Middle East peace during Obama's White House stay. This may be lamentable, but from the perspective of public opinion, is a politically shrewd strategy.

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CHANGES OF NATIONALISM AND WORLD ORDER IN LANGUAGE POLICY: MANDATORY SWEDISH LANGUAGE STUDY IN FINLAND

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ABSTRACT

Finland is a bilingual country, where both Finnish and Swedish are official languages. Even though the legal status of the two languages is equal, there is a great disparity in the usage of the languages. Swedish-speakers make up only five percent of the population. Despite this disparity, it is mandatory for all pupils to study Swedish in primary and high schools. This language policy has been a cause for controversy in Finland for over a century.

When examining language policy in Europe one cannot bypass the impact of nationalism and world order and its evolution. The end of the First World War and the rise of small monolingual nation states was a prelude to the establishment of increasingly language-based nationalism. After the Second World War the language-nationalism decreased both in Finland and in Europe. During the Cold War while under the pressure of the Soviet Union, it was useful for Finland to highlight its status as a bilingual nation in order to position itself in the camp of the Nordic countries and the west in general. Swedish language was held up as a proof that Finland belonged to Western Europe and was a part of its culture.

The fall of the Berlin Wall and the sudden collapse of Soviet Union made the questions of ethnicity and language-nationalism relevant again in newly “independent” states. These great geopolitical changes reflected on Finland and its language policy as well. In the late 1980’s the demands to weaken the role Swedish language education in Finnish schools rose again.

The development of nationalism is closely linked in Finland to the mandatory Swedish language studies. On the other hand, the direction of Finland’s language policy has always depended on the state of world politics and Finland position in the world order. Today globalization and the “new” cold war pose the biggest challenges for Finland’s, and European language policy.

THE EFFECT OF JOINT AUDIT ON AUDIT QUALITY: EMPIRICAL EVIDENCE FROM COMPANIES LISTED ON THE EGYPTIAN STOCK EXCHANGE

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ABSTRACT

The purpose of this paper is to investigate the effect of joint audit on earnings conservatism, our proxy for audit quality, of companies listed on the Egyptian stock exchange, by examining whether companies audited by two independent auditors are more conservative than companies audited by a single auditor. In addition, we investigate whether this relationship is affected by the type of joint audit regimes (i.e., voluntary versus mandatory), and the mix of joint auditors appointed (i.e., two big 4 auditors, or two non-big 4 auditors, or one Big 4 auditor paired with one non-big 4 auditor). To test our hypotheses, we use a sample of 32 companies listed on the Egyptian stock exchange during the period 2009 through 2013. The results of our multiple regression analyses show that companies audited by joint auditors are more conservative than companies audited by single auditors. However, we find no significant difference in levels of earnings conservatism between companies audited by joint auditors mandatorily and companies audited by joint auditors voluntarily. We also find no significant difference in levels of earnings conservatism between companies audited by two big4 auditors and companies audited by two non-big4 auditors, or by one big4 auditor paired with one non-big4 auditor.

JEL Classifications: M410, M420

Keywords: Joint Audit, Audit Quality, Earnings Conservatism, Joint Audit Regimes, Mix of Joint Auditors.

MERITS AND DEMERITS OF DECENTRALISATION IN HIGHER EDUCATION: A CASE STUDY OF ONE HIGHER EDUCATION INSTITUTION IN SOUTH AFRICA

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ABSTRACT

The aim of this paper is to present merits and demerits of decentralisation from the perspectives of the employees from one higher education institution in South Africa.

During the apartheid era in South Africa, there were 36 higher education institutions controlled by eight different government departments. One of the South African government's initiatives in post-apartheid era was to transform the system of education. This led to the reduction of universities from 36 universities and polytechnics to 23 higher education institutions, including 11 research universities, six universities of technology and six 'comprehensive' universities (which combine formative and vocational higher education). The merged universities had centralised systems of governance and these did not seem to work due to a number of reasons including the distances between campuses.

Nine years after the merger, one comprehensive university underwent further transformation and opted for decentralisation of its government systems. This could not be implemented as expected hence the paper sought to explore the merits and demerits of decentralisation. This is a case study of one higher education institution in South Africa. It is descriptive and used both questionnaires and interviews to collect data. Findings reveal that merits outnumber demerits of decentralisation. Despite this, the process was not implemented smoothly in the institution. This could be attributed to failure to negotiate the process in advance and getting a buy-in from everyone before decentralisation is implemented. The merits of decentralisation are presented in this paper. The paper concludes by making recommendations on lessons to be learnt in ensuring the smooth implementation of decentralisation in higher education.

ROLE OF DESIGNING IN MACHINERY THROUGH INDUSTRIAL FIELDS

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ABSTRACT

To ensure a stable quality, each manufacturing step needs to be repeatable by keeping it within defined specifications. For technologically advanced products these requirements become tighter, and inevitable fluctuations might be of the same scale as the allowed tolerances. To effectively control a complex manufacturing environment, it is therefore necessary to collect a large number of data to monitor its stability. Rigorous quality checks at the end of the production line are indispensable to identify and reject sporadic failures. A number of approaches to salient problems in industrial application have been developed in the presented work, addressing the yield as the central figure of batch processes in silicon manufacturing. The parametric yield is governed by a design's robustness against process Tolerances. We consider some impacts of mechanical engineering designing effects in factories and industrial framework systems.

Keywords: Factory, Design, Frame.

INTRODUCTION

Connected factories reap benefits by opening up information flows between plant systems and business applications. As these information silos disappear, disconnects between the floor and the business go away. For example, R&D departments are now working in tandem with manufacturing planners, streamlining the introduction of new products. Using dashboards and mobile devices, managers and engineers react immediately to shifting production needs, operational issues, and market scenarios. The result, managers say, is like having an "enterprise-wide decision engine" that enables them to speed new products to market and execute supply chain adjustments faster than before. Likewise, new-generation flexible control systems and automation networks dramatically reduce costly setup and production changes over time. Industrial enterprises are searching for technology platforms that will drive growth and profitability in an increasingly fast moving, interconnected, and mobile marketplace. In this world, legacy technology architectures that carve up manufacturing operations into factory and business silos are becoming outmoded and uncompetitive. Forward-thinking manufacturers are embracing converged networks that securely integrate factory floors with business systems, seamlessly link to partner solutions, and exploit networks of intelligent machines. By converging sensors, machines, cells and zones — "islands of automation" that are usually siloed on separate networks, Connected Factory Automation gives customers the ability to integrate manufacturing systems and business systems and bring everything online on a single network. A converged network

gives manufacturers the flexibility they need to adapt to changes quickly, whether it is new product introductions, planned product line change-over's, adjustments due to component supply and/or shifts in the mix of product demand. Each affected zone, from the enterprise to the plant floor, is alerted of changes in real time through mobile devices, video monitors and HMIs that communicate over the converged network. The real-time information is also linked back to the entire supply chain, so that each step in the manufacturing value chain from supply through to distribution can quickly respond as needed.

Connected Factory Wireless

Connected Factory Wireless creates new flexible communication opportunities between things, machines, data bases and people located throughout the plant. From asset tracking to visibility of automation controls and Human Machine Interfaces (HMI), a wireless network environment in the shop floor can increase productivity and production speed. By adding wireless technology to your converged network architecture, you create new flexible communication opportunities between machines and people located throughout the plant. A unified plant wireless infrastructure can provide the reliability and performance needed for mission critical plant floor applications (like wireless torque tools) and is also a platform for additional industrial global applications ranging from WIFI asset tags to increase output and productivity by finding production assets and inventory faster to using mobile HD video cameras for troubleshooting and collaboration.

Machine learning

Machine learning provides a large variety of methods to extract information from data. The aim of this thesis is to assess where machine learning promises to be valuable to analyze processes in production and engineering, and to develop tools for the application in practice. Production in semiconductor technology involves a particularly automated manufacturing environment where a lot of data is collected on the way from the design to the finished product. Therefore we concentrate on this field to identify beneficial applications for machine learning. However, we believe that the approaches which we have developed in this thesis apply also to other fields of modern production.

Qualified labor is of outstanding importance for mechanical engineering and contributes much to the competitiveness in international markets. Recommendations have been derived to counter expected bottlenecks caused by demographic developments and the changed interest of young people in professional careers.

Specifics of Mechanical Engineering

Since the late 1970s, ME (Mechanical Engineering) has evolved into a leading industry in the development and application of high tech, ranging from optoelectronics to new materials and alike. Many products of the industry combine mechanical technologies – often denigrated as old technologies – with advanced technologies. The engineering ingenuity to create innovative products that combine different technologies is one of the prominent strengths of European ME. Although ME is understood as a supplier of hardware, machinery and equipment, it has evolved in the direction of a service industry. Services such as the installation of manufacturing systems, training of operators, maintenance and repair, and

even the supply of finance, have become more important. These services contribute not only to higher productivity but simultaneously reduce the exposure to low-cost competition.

Effect of industry on economy and vice versa

Traditionally, strong ME upstream linkages exist in the steel and iron industries. There is a trend towards customized deliveries of parts that reduce the workload for ME firms. Castings and welded parts are procured from metal-working industries. There are ME firms that are stakeholders of upstream industries. Upstream industries are energy intensive and face certain challenges from EU environmental provisions on energy efficiency and emissions.⁹ This must be taken into account in the assessment of the sustainability of ME as one of the most important industries. The outstanding importance of ME as a supplier of capital goods for a broad range of industries is mentioned in the Engineering Europe Report.¹¹ In fact, for many industries ME supplies more than 50% of their total investment in machinery and equipment. The investment matrices calculated by Ifo, based on official statistics from the Federal Statistics Bureau and other sources, provide a clear picture of the most important suppliers of machinery and equipment. The share of ME in total investment in machinery and equipment is well above 50%. In manufacturing, the industries' refined petroleum, printing, metal products and other transport equipment are lower with around 30%. Outside of manufacturing, ME is of lesser importance. In energy water supply, recycling and the service sectors, the share in total investment in machinery and investment is, on average, below 20%. Although these results are for Germany only, it may be assumed that in other countries the pattern does not differ too much¹². The structure of capital endowment within a particular industry is more dependent on production and process technologies than on national specifics (Figure 1).

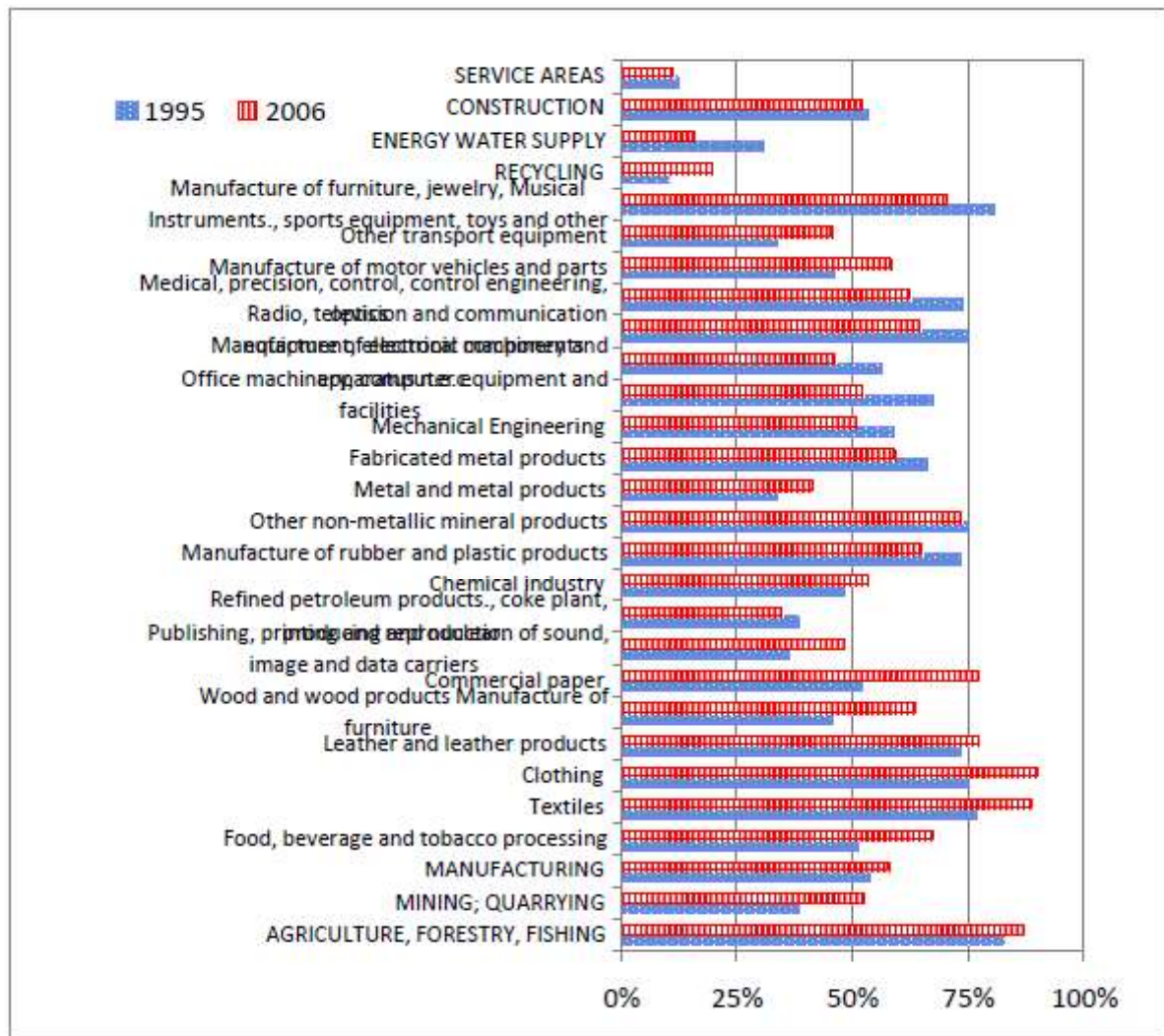


Figure 1. Investment in Mechanical Engineering products by industry

Business cycles and long-term trends

Increasingly, the ME industry is required to cope with more severe market fluctuations than most other branches of industry. As one of the prime supplying industries of capital goods, it is highly dependent on the investment activity of the purchasing companies, which are highly sensitive to developments in the economy as a whole. This applies above all to industry's investments in equipment and machinery, into which most ME products flow either directly or indirectly. A chain of action exists here which has been incorporated into the analytical framework as the "acceleration principle". The one-sided dependency on investment activity repeatedly subjects the ME industry to pronounced cyclic fluctuations in demand. The client companies' investment decisions are a response to actual or expected changes in capacity utilization, earnings, financing costs or general market conditions. These aspects develop in parallel for large areas of the economy, leading to cumulative processes. The resultant fluctuations in investment activity, which are more pronounced for equipment than for other business activities, have a decisive effect on the cyclical up-, and downturns of the economy as a whole. Consequently, the ME industry is almost inevitably at the core confronted by the boom and recession periods.

Profile of the EU Mechanical Engineering

ME is an industry of medium-sized companies. However, the average company's size hides a large variation, ranging from SMEs to companies that employ several thousand people. However, extremely large corporations, such as those in the chemical and automotive industries, are the exception. The key performance figures – differentiated by group sizes – disclose a typical pattern. Smaller firms pay lower wages than larger companies and labour productivity is lower. This contrasts the Gross-Operating Rate (GOR) that is higher for smaller firms (Table 2). The GOR denotes the share of output that is dedicated for capital services, taxes and entrepreneurs' income. A comparison of ME with manufacturing discloses structural discrepancies that are typical. Wages and productivity are higher than for the average of all of manufacturing. This can be attributed to the need for a highly qualified labour force. For example, engineers are needed for the design of complex products and manufacturing processes that, due to the predominance of single and small batch production, qualified machine operators and workers are equally required. Manufacturing depth, as measured by the share of value added of total production, is higher for ME. Despite growing globalization and the extension of international production networks a higher share of in-house production as compared with most other industries has remained a specific pattern for ME that is above all due to complex products and processes (Table 2).

Table1

Key indicators on the performance of total manufacturing and Mechanical Engineering

| Employees per enterprise | Per employee and annum ¹⁾ thds. EUR | | | | % | | % | |
|--------------------------|---|------------------|--------------------|------------------|------------------------------------|------------------|-----------------------------------|------------------|
| | Wages | | Gross value added | | Gross operating rate ²⁾ | | Manufacturing depth ³⁾ | |
| | Manu ⁴⁾ | ME ⁵⁾ | Manu ⁴⁾ | ME ⁵⁾ | Manu ⁴⁾ | ME ⁵⁾ | Manu ⁴⁾ | ME ⁵⁾ |
| 1 to 9 | 12.90 | 18.82 | 30.55 | 43.47 | 19.1% | 19.9% | 33.1% | 35.0% |
| 10 to 19 | 20.34 | 25.20 | 38.59 | 48.10 | 15.8% | 16.6% | 33.3% | 34.9% |
| 20 to 49 | 23.06 | 27.84 | 44.00 | 51.87 | 14.3% | 15.5% | 30.0% | 33.5% |
| 50 to 249 | 25.78 | 30.79 | 48.71 | 56.83 | 12.5% | 14.8% | 26.7% | 32.3% |
| 250 or more | 34.15 | 38.48 | 65.28 | 67.00 | 11.1% | 13.0% | 23.3% | 30.6% |
| Total | 26.81 | 32.86 | 51.87 | 59.50 | 12.4% | 14.2% | 25.7% | 31.7% |

¹⁾ Average for 8 member states (CZ, DE, ES, FR, IT, PL, SK, UK); ²⁾ (Value added-wages)/production per employee; ³⁾ Value added / production; ⁴⁾ Total manufacturing; ⁵⁾ Mechanical engineering.

CONCLUSION

As we know, economy has some different impacts and dependences, such as industry, production and education. That is, a good economy needs to be educated by the scientific fields experts, and also it affect on industry why industry and production in an optimized domain with a broad range requires money and a good financial support. The Turkish ME trade balance deteriorated during the study period, although exports grew stronger than imports. The explanatory factor is the low level of machinery exports in 2000. The exports

were driven above all by demand from non-EU countries, although specialization on ME in foreign trade has remained below the global average yet. This development indicates that Turkey is an emerging ME manufacturer. The bilateral ME trade deficit with the EU is much more pronounced than that for non-EU countries and has strongly growing. The labour market and skills conditions in the ME sector in Europe are extremely varied due to different technology and market conditions in sub-sectors, and huge variations in productivity. Labour markets appear still to be quite regional, so that bottlenecks and shortages can easily occur. Regional and in-company competence development initiatives are insufficient to keep up with new technical requirements. Some companies have tried to reduce skill shortages by attempting to recruit technical staff from abroad, but language remains a challenge.

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THE ROLE OF WORK MOTIVATION IN A RELATIONSHIP BETWEEN PERSONALITY AND CUSTOMER FOCUS IN HOTEL INDUSTRY

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ABSTRACT

The purpose of this paper was to explore the relationship between personality (the Big Five personality factors), work motivation and service orientation (specifically customer focus). The paper examines the possible moderating and mediating effect of work motivation on the relationship between personality dimensions and customer focus. For the purpose of the study we used a Service Orientation Scale, developed by Dienhart et al. (1992), Work Motivation Scale, developed by Gagne et al. (2013) and Big Five Inventory developed by John et al. (1991). The research was conducted from February until May, 2015, in 10 city hotels in Novi Sad, on a sample of 121 hotel employees. Results confirmed the existence of mediating effect of the *intrinsic* motivation on a relationship between *extraversion* and *customer focus*, as well as on a relationship between *neuroticism* and *customer focus*. The study also indicates that *extrinsic* motivation has a moderating effect on a relationship between *agreeableness* and *customer focus*. *Identified* and *introjected* regulation was also found to have a moderating role between *agreeableness* and *customer focus*. The data gained through research could find its application in hotel management, especially in the recruitment process, where personality and motivation of employees should be important selection criteria to consider. Customers, their needs and wishes, are in a focus of entire hotel industry, thus, choosing employees who will be dedicated and directed towards guests' satisfaction, is of essential importance. This paper indicates which motivating factors mediate or moderate the relationship between personality traits and customer focus, helping us to shape an employee profile, which will be customer-oriented.

Keywords: work motivation; customer focus; Big Five model; hotel industry; Serbia

CEO OVERCONFIDENCE AND THE COST OF BANK LOAN

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ABSTRACT

This paper investigates the impact of Chief Executive Officer (CEO) overconfidence on the cost of bank loan. Using a sample of the firms in the US from 1992 to 2012, we find that overconfident CEO enhance a firm's external financing capacity by lowering the firm's cost of bank loan. In other words, the overall findings in this study suggest that the information transparency hypothesis dominates the manager optimism hypothesis in term of positive impact of CEO overconfidence on the cost of bank loan. Our results are also robustness to the financial crisis, potentially selection bias and endogeneity problem issue.

Keywords: CEO, Overconfidence, Bank-loan contract

INTRODUCTION

Academics and industry practitioners have long puzzled over whether and to what CEOs have heterogeneous talents and abilities of a firm matters for its performances and investment decisions (Adams, Almeida, and Ferreira, 2005; Bertrand and Schoar, 2003; Gabaix and Landier, 2008; Kaplan, Klebanov and Sorensen, 2012 and Murphy and Zabojnik, 2004) and the human beings who run the firm ultimately determine the level of efficiency achieved and the cost of bank loan (Berkm, Stanton and Zechner, 2010; Frank and Goyal, 2007; Graham, Harvey and Puri, 2013; Rahaman and Zaman, 2013). This paper contributes to the extant literature by directly estimating the impact of a firm's CEO overconfidence¹ on its cost of bank loan which are critical sources of funding for firms² by testing two competing, but not mutually exclusive, hypothesis: the information transparency hypothesis and manager optimism hypothesis.

The information transparency hypothesis predicts that CEO overconfidence enhance a firm's external financing capacity by lowering the firm's cost of bank loan. As suggested by previous studies firms with overconfident CEO have greater information transparency with respect to performance and project quality, it may mitigate the information and monitoring costs on the bank lender. Andriosopoulos, Andriosopoulos and Hoque (2013) find that overconfident CEOs disclose more information is more likely to disclose explicit information on their intended buyback program. Gervais, Heaton, and Odean (2011) present a model where overconfidence can increase firm's value by aligning incentives and mitigating moral hazard. In addition, Hirshleifer, Low and Teoh (2012) find that over the 1993–2003 period, firms with overconfident CEOs have greater return volatility, invest more in innovation, obtain more

¹ Overconfidence is the tendency of individuals to think that they are better than they really are in terms of characteristics such as ability, judgment, or prospects for successful life outcomes. (Hirshleifer, Low and Teoh, 2012).

² Over the past two decades, the syndicated loan market has become the largest sources of worldwide corporate financing (Ivashina, 2009) and roughly 80% of all public firms maintain private credit agreements, compared with only 15-20% that have public debt (Faulkender and Petersen, 2006; Sufi, 2009). Malmendier and Tate (2005) show that overconfident managers avoid equity financing and rely on internal cash and debt to fund projects.

patents and patent citations, and achieve greater innovative success for given research and development expenditures. Kaplan, Klebanov and Sorensen (2012) find that both buyout and VC CEOs, success is more strongly related to execution, resoluteness, and overconfidence-related skills than to interpersonal-related skills.

The manager optimism hypothesis predicts that CEO overconfidence diminish a firm's external financing capacity by heightening the firm's cost of bank loan. As suggested by previous studies firms with overconfident CEO have over optimistic. They will overestimate future cash flow and underestimate the volatility of their firms' future cash flows. This character will make bias in the future performance and it will enhance the risk cost of lender of bank. Griffin and Tversky (1992) find overconfident individuals tend to overestimate the net discounted expected payoffs from uncertain endeavors, either because of a general tendency to expect good outcomes, or because they overestimate their own efficacy in bringing about success. Furthermore, people tend to be more overconfident about their performance on hard rather than easy tasks. Malmendier and Tate (2005) propose a simple model and the empirically show that managerial overconfidence can cause corporate investment distortions. They find that the sensitivity of investment to cash flow is strongest in the presence of overconfidence. Ben-David, Graham, and Harvey (2007) provide a theoretic framework to analyze the relations between managerial overconfidence and corporate policies. However, they define the CEO overconfidence as miscalibration. Based on their definitions, overconfident managers who either underestimate the volatility of their firms' future cash flows or use lower discount rates than unbiased managers do. Hribar and Yang (2011) examines whether overconfidence increases the issuance of overly optimistic management earnings forecasts and greater earnings management. Chen, Ho and Ho (2014) examine the relationship between unexpected increase in research and development (R&D) expenditure and CEO overconfidence and find that the positive long-run stock performance is found only for firms with non-overconfident CEOs.

This paper focuses on a sample of 4809 loans which include 805 firms and 1163 CEOs in the US covering the period of 1995 to 2012. Our main finding is that overconfident CEOs have lower spread than non-overconfident CEOs. Since bank could design covenants to mitigate the anticipated effects of overconfidence (Sunder, Sunder and Tan, 2010) and overconfident CEOs have greater information transparency with respect to performance and project quality which can reduce information and monitoring cost. In other words, we suggest that the information transparency hypothesis dominates the manager optimism hypothesis. In addition, our results are also robustness to the financial crisis, potentially selection bias and endogeneity problem issue.

This research makes at least two valuable contributions to the literature. First, to the best of our knowledge, our paper is the first to combine CEO confidence and the cost of bank loan. Despite the growing evidence of the effects of CEO overconfidence on corporate decisions (Malamendier and Tate, 2005, 2008; Campbell, Gallmeyer, Johnson, Rutherford and Stanley, 2011; Malamendier and Tate, 2011; Hribar and Yang, 2011), it is unclear whether investors rationally discern and incorporate such overconfidence in contracting with firms with overconfident CEOs. This paper fills a gap in the literature by examining how bank contract with firms in the presence of overconfident CEOs. Nevertheless, nowadays, private bank loans have become the primary source of corporate debt financing, overtaking public debt since the last decade (Denis and Mihov, 2003; Bradley and Roberts, 2004; Sufi, 2007, 2009). The concurrent increases in the levels of intangibles and bank financing in recent decades make it important to examine how this particular form of organizational capital (intangibles) affects the pricing and design of bank loans. Second, we complement the literature which studied which factor affect the pricing and design of bank loans. Base on the Rahaman and Zaman (2013) ideal that is manager quality matter to lender. They use the management practice scores in Bloom and Van Reenen (2007) to measure the managerial quality of the firm that is a measurement of

past behavior, but we use overconfidence to be a forward looking variable. The creditor's perspective in assessing the role of CEO overconfidence for CEO performance and efficiency and shows that beyond shareholders, creditors also explicitly take into account the cost down of information collection cost and supervision cost from CEO overconfidence when designing debt contract.

The rest of the paper is organized as follows. In section 2 we describe the data and introduce the methodology used in this paper. Section 3 analyzes the empirical results. Section 4 displays our robustness checks and section 5 concludes this study.

2. Data and Variables

2.1 Data

Information on bank loan is from the DealScan database in the Loan Pricing Corporation database, and contains detailed information on U.S. commercial loans made to corporations since 1989. Strahan (1999) and Chava and Roberts (2008) provide a good description of the LPC Dealscan database. In our empirical analysis, the basic unit is a loan, also referred to as a facility or tranche in Dealscan. The information about firms is from the Compustat annual files, and CEO overconfidence measure information in our samples is collected from Execucomp. We merged the Deals, Compustat annual file and the Execucomp to create our final sample for the years 1995 to 2012. This leaves a sample of 4809 loans observations which include 805 firms and 1163 CEOs

2.2 Variable Definitions

2.2.1 Measurement of the cost of loan

The primary outcome variable of our analysis is the cost of bank debt. Much of the literature on the cost of bank debt (e.g., Graham, Li and Qiu, 2008 and Rahaman and Zaman, 2013) uses the loan spread over LIBOR at the time of the loan origination as a measure of the cost of bank debt. The "All-in-Drawn" (*Loan Spread*) variable in the DealScan database

describes the amount the borrower pays in basis points over LIBOR for each dollar drawn down. It also adds the spread of the loan with any annual (or facility) fee paid to the bank or bank group. We use the logarithm of the “All-in-Drawn” variable as our measure of the cost of bank debt in our analysis.

2.2.2 Measurement of CEO Overconfidence

The measure of CEO overconfidence (*Longhlder*) we use the data on option compensation. Our measures of CEO overconfidence are the same as a series paper of Malmendier and Tate (2005, 2008). Following Malmendier and Tate (2005, 2008), Confident CEO takes a value 1 if a CEO postpones the exercise of vested options that are at least 67% in the money, and 0 otherwise. They employ the panel data of the CEO's personal portfolios in executive options exercise to identify whether CEO is overconfidence. CEO obtains the right to purchase their company's share from executive options, and the exercise prices of the options are usually at the stock price on the grant date. The duration of most executive options is ten years, and the vesting period in which the options are unexercisable are usually four years. If a CEO is identified as overconfident by exercise option measure, she remains so for the rest of the sample period.

As we do not have detailed data on a CEO's options holdings and exercise prices for each option grant, we follow Campbell et al. (2011) in calculating the average moneyness of the CEO's option portfolio for each year. First, for each CEO-year, we calculate the average realizable value per option by dividing the total realizable value of the options by the number of options held by the CEO. The strike price is calculated as the fiscal year-end stock price minus the average realizable value. The average moneyness of the options is then calculated as the stock price divided by the estimated strike price minus one. As we are only interested in options that the CEO can exercise, we include only the vested options held by the CEO.

Using this measure with the Execucomp sample allows us to include more firms and to cover a more recent period that includes the millennial high-tech boom and Subprime mortgage

crisis. Although this measure is less precise, Malmendier, Tate, and Yan (2011) show that it works well after controlling for past stock return performance. Furthermore, Campbell et al. (2011) show that this measure of overconfidence generates results similar to those in Malmendier and Tate (2005).

2.2.3 Control variable

a. Firm characteristics

To control the firm characteristics we use several variables. We use $\log(\text{total assets})$. The natural logarithm of the firm's total assets represents a firm's annual book value of assets. *Leverage* is the ratio of long-term debt to total assets. *Profitability* is the ratio of earnings before interest, taxes, depreciation, and amortization (EBITDA) to total assets. *Tangibility* is defined as the ratio of net properties, plants, and equipment to total assets. Interest coverage ratio (*JCR*) is defined as EBITDA over interest expenses; a higher coverage ratio indicates greater ability of a firm to service its existing debt. Finally, we use *ZSCORE* is defined $(1.2\text{Working capital} + 1.4\text{Retained earnings} + 3.3\text{EBIT} + 0.999\text{Sales}) / \text{Total assets}$ which can be used to predict the probability that a firm will go into bankruptcy within two years.

b. Loan characteristics

Some loan-specific characteristics may affect spreads. We control for natural log of loan size because there may be economies of scale in bank lending. If so, the loan spread would be negatively related to loan size. We further control for loan maturity because banks might face greater uncertainty and higher credit risk in loans carrying relatively long maturities. Loan may differ from non-pricing clauses. Therefore we use dummy variables to control this possibility. The financial covenant may reduce the risk so we use the dummy variable. We also control the sponsored, refinancing, secured and syndication that we expect to affect spreads. In order to facilitate a quick overview on our explanatory variables, we provide definitions of the dependent and independent variables examined in our study in the Table 1.

2.3 The baseline model

The Tobit framework accounts for the constrained range of the dependent variable and hence, is an econometrically sound choice to obtain consistent estimates of the regression coefficients. The regression model is specified as

$$y_{ijt}^* = x_{ijt}'\lambda + \zeta_j + year_t + u_{ijt} \quad \text{with} \quad y_{ijt} = \begin{cases} y_{ijt}^* & \text{if } y_{ijt}^* > 0 \\ 0 & \text{otherwise} \end{cases}$$

where y_{ijt}^* is a latent variable that is observed for values greater than 0 corresponding to firm i 's loan spread for industry j per year t (*Loan Spread*) and zero otherwise. λ is a vector of coefficients associated with the regressor vector x_{ijt} including the explanatory variables as described in Section 2.2 on an annual basis. ζ_j measure the industry effect; $year_t$ control the year effect and u_{ijt} is the error term.

3. Empirical result

3.1 Descriptive Statistics

Table 2 displays summary statistics such as mean, standard deviation, etc. for all of our variables. It can be seen that *loan spread* exhibits a mean of 166.713 basis points, ranging between 5 and 1325 basis points during sample period. *Longholder* variable even distribute in our sample. The average of loan *tenor* is 4 years which means the long term loan more than short term loan. In Table 3, we provide pairwise correlation of the variables in our sample. The general level of the correlation coefficients in Table 3 is below 0.7. Therefore, we suggest that the problem of multicollinearity in my following regression analysis is quite limited. Table 4 provides preliminary univariate statistics for the sample of CEO overconfidence firms and their nonoverconfidence peers. It shows that *loan spread* of the CEO overconfidence firms are significantly lower than that of nonoverconfidence peers (162.601 basis point vs. 173.036 basis point). CEO overconfidence firms also enjoy significantly larger deal amount (\$705.911 million

vs. \$613.689 million), larger tenor with overconfident CEO (4.267 years vs. 4.051 years), more covenants to overconfident CEO (0.875 covenants vs. 0.843 covenants) and higher *ZSCORE* with overconfident CEO (1.73 points vs. 1.636 points). In addition, for almost variables, the median test of the difference between overconfident CEOs and non-overconfident CEOs are statistically significant at 1% level, except for median difference test of the spread and asset which are significant at 5% level.

Moreover, the median difference tests of loan spread between overconfident CEOs and non-overconfident CEOs are significant under 5% level. To sum up, based on the mean and median difference tests, Table 1 suggests that the characteristics of firms with and without overconfident CEOs who loan spread may be different. Accordingly, it is important to control the firm characteristics in the following Tobit regression analysis.

3.2 Tobit regression: Baseline

Table 5 reports the multiple Tobit regression results from testing the association between loan spread and firms with CEO overconfidence (*Longholder*) to enable the testing of the two competing, but not mutually exclusive, hypothesis: the information transparency hypothesis and manager optimism hypothesis. The coefficient of *longholder* is negative and significantly supporting the information transparency hypothesis that CEO overconfidence enhances a firm's external financing capacity by lowering the firm's cost of bank loan.³ Since bank could design covenants to mitigate the anticipated effects of overconfidence (Sunder, Sunder and Tan, 2010) and overconfident CEOs have greater information transparency with respect to performance and project quality which can reduce information and monitoring cost (Gervais et al., 2011 and Andriosopoulos et al., 2013).

4. Robust test

³ The baseline OLS regression results on the effect of CEO overconfidence on loan spreads are also considered. To save space, we do not report these results; the tenor of the results remains unchanged and they are available from the authors upon request.

4.1 Impact of financial crisis

US banking system was highly affected by 2008 financial turmoil, our results might be influenced by this time of high uncertainty. To analyze possible effects, we repeat the regressions from Tables 5, but additionally interact the variable we are most interested in *longholder* with a dummy for the crisis years 2008 and 2009. Tables 6 report the results for the *loan spread* and we find that the non-interacted coefficients of the *longholder* are again negative, and in general slightly more pronounced and of the same significance compared to the whole sample period reported in Table 5. The interacted coefficients capturing the diverging impact during the financial crisis are positive and exceed those previously presented in terms of their magnitude. The respective sums of both coefficients ($-15.046 + 95.535 = 80.489$) represent the pricing impact during the financial crisis. They are positive, and tests are highly significant. This suggests that the negative impact of the *longholder* on *loan spread*—as predicted by our model—holds but is distorted during the financial crisis.

4.2 Exploring the endogenous problem

Does overconfident CEOs have lower spread because they are overconfidence? Maybe they just take lower spread then they become overconfidence. We use two stage tobit regression to examine the endogenous problem and use *age* as instrumental variable which we examine whether our results are robust after controlling for potential endogeneity. CEO age can have a significant impact on decision making, since younger persons may be more prone to risk taking. However, experience grows with age, allowing executives to take more risks, but sensibly. Evidence suggests that risk aversion and age are nonlinear, as personal risk aversion tends to increase with age until the age of 70 and then decline (Shefrin, 2005). Moreover, Agarwal, Driscoll, Gabaix and Laibson (2007) report evidence suggesting that the sophistication of financial decisions varies with age. We use two-stage Tobit regression to examine endogeneity in Table 7. The result is consist with prior result and it is significance at 1% level. When except

the endogeneity overconfidence still have negative relationship with loan spread.

4.3 Exploring the selection bias problem

A potential problem in existing literature, including the above analysis, is the selection bias problem. The empirical analysis focuses on bonds issued during the period of interest. When company need to borrow money they tend to borrow in the good timing. The lending marking is good or company condition is willing to borrow money. Overconfident CEOs have lower cost of bank not because they're overconfidence. Possibility they chose the great timing to borrow money.

We use Heckman's (1979) approach to control for selection bias, which consists of two steps. In the first step, we run a probit regression to examine firms' bond issuance decision. For all individual firms included in our sample, we construct a monthly dummy variable that indicates whether a firm issued new bonds in each month, from February 1995 to December 2012. The list of explanatory variables include some variables used in the baseline analysis as well as several additional variables (the credit market and global financial market variables described below), so as to ensure that the probit analysis provides additional information.

We add three different specific variables. First, firm-specific variables, including firm size, leverage and rating. These variables may reflect firms' financing need and their ability to raise new funds in the bond market. Second, country-specific macro and financial market variables, including stock market returns, GDP gap and interest rates in each economy. Final global financial market variables, including the implied volatility of the S&P 500 (VIX) and the Baa-Aaa spread in the US market. A higher VIX indicates higher volatility and higher risk aversion in the financial market, and the Baa-Aaa spread is associated with the size of the risk premium.

We calculate the inverse Mills ratio based on the probit analysis. In the second step, we re-examine the impact of loan issuance by including the inverse Mills ratio as an additional explanatory variable.

The baseline analysis, however, is subject to the selection bias critique. A Heckman two-step approach can correct for selection bias. The second-step regression including the inverse Mills ratio, which is calculated from the probit analysis, adjusts for the selection bias problem. Table 8 reports the results. The Heckman adjustment does not change the baseline results. Overconfidence continues to play a significant role in lowering spread. Indeed, its economic significance even increases. In addition, the statistical and economic significance of other explanatory variables is relatively robust. It is worth noting that the inverse Mills ratio has a significantly negative impact in both equations.

Overall, the Heckman correction analysis suggests that there are direct and indirect impacts of overconfidence and other explanatory variables on the cost of loans in the primary markets. The indirect impact comes through the decision of loan issuance, and the direct impact affects the cost after controlling for this selection bias.

4.4 How the difference between overconfident (non-overconfident) CEO replaced by non-overconfident (overconfident) CEO

Almost firms' operate time longer than CEO tenor. When a firm's CEO change variable of *Longholder* will also change. Therefore, we test the different when *Longholder* change to *Non-Longholder* and *Non-Longholder* change to *Longholder*. Table 9 reports the results. The spread different of *Longholder* change to *Non-Longholder* is positive and it is significant at 1% level. This result consists with previous finding which indicate overconfidence CEO's loan spread lower than non-overconfidence CEOs. Sometimes loan will sign on begging of term but confirm overconfidence will on end of term. Then, we lag *Longholder* to examine the results whether coefficient is negative or not. The result also consists with previous results.⁴

CONCLUSION

We test the information transparency and the manager optimism hypotheses to examine

⁴ The results of lag *Longholder* present overconfidence CEOs have negative relationship with loan spread. It indicates overconfidence CEOs loan spread lower than non-overconfidence CEOs.

the importance of the cost of bank loan in explaining the impact of CEO overconfidence. The information transparency hypothesis predicts that CEO overconfidence enhance a firm's external financing capacity by lowering the firm's cost of bank loan, because firms with overconfident CEO have greater information transparency with respect to performance and project quality, it may mitigate the information and monitoring costs on the bank lender. The manager optimism hypothesis predicts that CEO overconfidence diminish a firm's external financing capacity by heightening the firm's cost of bank loan, because firms with overconfident CEO will bias in the future performance and it will enhance the risk cost of lender of bank.

Examination a sample of 4809 loans in the US covering the period of 1995 to 2012, our main finding is that overconfident CEOs have lower spread than non-overconfident CEOs. Since bank could design covenants to mitigate the anticipated effects of overconfidence and overconfident CEOs have greater information transparency with respect to performance and project quality which can reduce information and monitoring cost. Our findings overall suggest that the information transparency hypothesis dominates the manager optimism hypothesis. In addition, our results are also robustness to the potentially selection bias and endogeneity problem issue.

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HHHHHH

THE EFFECT OF JOINT AUDIT ON AUDIT QUALITY: EMPIRICAL EVIDENCE FROM COMPANIES LISTED ON THE EGYPTIAN STOCK EXCHANGE

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ABSTRACT

The purpose of this paper is to investigate the effect of joint audit on earnings conservatism, our proxy for audit quality, of companies listed on the Egyptian stock exchange, by examining whether companies audited by two independent auditors are more conservative than companies audited by a single auditor. In addition, we investigate whether this relationship is affected by the type of joint audit regimes (i.e., voluntary versus mandatory), and the mix of joint auditors appointed (i.e., two big 4 auditors, or two non-big 4 auditors, or one Big 4 auditor paired with one non-big 4 auditor). To test our hypotheses, we use a sample of 32 companies listed on the Egyptian stock exchange during the period 2009 through 2013. The results of our multiple regression analyses show that companies audited by joint auditors are more conservative than companies audited by single auditors. However, we find no significant difference in levels of earnings conservatism between companies audited by joint auditors mandatorily and companies audited by joint auditors voluntarily. We also find no significant difference in levels of earnings conservatism between companies audited by two big4 auditors and companies audited by two non-big4 auditors, or by one big4 auditor paired with one non-big4 auditor.

JEL Classifications: M410, M420

Keywords: Joint Audit, Audit Quality, Earnings Conservatism, Joint Audit Regimes, Mix of Joint Auditors.

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INTRODUCTION

The recent business and financial scandals have led regulators and other stakeholders around the world to criticize the audit profession and to question whether external auditors really have the required levels of independence, expertise, and incentive to provide the true and fair view of audit client affairs. This question has led The European Commission, in its Green Paper issued in 2010, to suggest the use of several mechanisms to improve both auditors' abilities to detect material misstatements in financial statements and auditors' incentives to report detected material misstatements (Lobo et al., 2013). One of the most important mechanisms proposed by the European Commission was the practice of Joint Audit to improve audit quality through improving auditor competence and independence, and reduce audit market concentration through encouraging the emergence of small audit firms.

Egypt is considered as one of the few countries where the use of joint audit is required by law, whether voluntarily or mandatorily, even before the release of the Green Paper by the European Commission. The concept of joint audit has become voluntary in Egypt for first time in 1981, when the Ministry of Trade and Industry issued Law No. 159/1981, stating that joint stock companies listed on the Egyptian stock exchange must appoint at least one independent auditor. However, this concept has become mandatory in Egypt for first time in 2003, when the Central Bank issued Law No. 88/2003, stating that banks listed on the Egyptian stock exchange must have at least two independent auditors who have no dependent link with each other.

There is a general agreement between researchers with regard to Joint audit definition. Previous studies (Zerni et al., 2012; Alanezi et al., 2012; Baldauf & Steckel, 2012; Ratzinger-Sakel et al., 2013; Paugam et al., 2015) define joint audit as an audit in which two or more independent auditors, from separate audit firms, are appointed to audit financial statements of an audit client, in such a way that involves: developing the audit plan jointly; performing the audit work jointly; making periodic cross reviews and mutual quality controls; issuing and signing a single audit report; and bearing joint liability in case of audit failure.

The concept of joint audit should be differentiated from the concept of dual audit, where two or more independent auditors from separate audit firms are appointed to audit financial statements of an audit client in a way that involves: developing the audit plan separately; performing the audit work separately; no periodic cross reviews and mutual quality controls; and issuing two or more audit reports, in which every auditor is not responsible for the audit opinion expressed by the others (Alanezi et al., 2012; Ratzinger-Sakel et al., 2013; Jane lin et al., 2014). Also, the concept of joint audit differs from the concept of Double Audit, where a single auditor is required to fully perform the audit work twice (Alanezi et al., 2012; Ratzinger-Sakel et al., 2013).

There is a strong debate raised by proponents and opponents of the joint audit. Proponents of joint audit (Baldauf & Steckel, 2012; Zerni et al., 2012; Lobo et al., 2013) argue that the practice of joint audit could increase audit quality for the following reasons. First, the type of audit report issued by two auditors seems to be more precise than the type of audit report issued by a single auditor because having four eyes obtain audit evidence could increase the precision of audit opinion that will be issued based on this evidence. Second, Joint audit could improve the auditors' ability to detect material misstatements because it allows each auditor to check the work done by the others to make sure that the other

auditors have taken the appropriate audit procedures to obtain the appropriate and sufficient audit evidence. Third, joint audit could improve auditor independence by weakening the economic relationship between the auditor and the client because joint auditors share audit fees between them. In addition, it weakens the economic relationship between the auditor and the management because it might be more difficult for management to manipulate two auditors instead of one. Fourth, Joint Audit could improve auditor competence through preserving knowledge that results from auditors' meetings. Finally, joint audit could reduce audit market concentration by reducing the domination of big audit firms and allowing small audit firms to collaborate with big audit firms, resulting in the emergence of new generation of big audit firms.

On the other side, opponents of joint audit (Marmousez, 2009; Zerni et al., 2012; Alsadoun & Aljaber, 2014; Deng et al., 2014) argue that the practice of Joint Audit could reduce audit quality for the following reasons. First, it could result in Free Riding problem because the small audit firm has fewer resources than the big audit firm, so it will have an incentive to withhold its limited resources and free ride the big audit firm's effort. Second, joint audit could result in Opinion Shopping problem because management may offer to purchase the audit opinion of the small audit firm, and the small audit firm may accept this offer because, in this case, the big audit firm will bear the reputation costs alone. Third, joint audit may result in insufficient information exchange, resulting in compromising audit quality because auditors from competitive audit firms may not have an incentive to cooperate while conducting the audit.

The impact of joint audit on audit quality has been investigated in prior research, and the empirical evidence on this impact confirms the mixed theoretical predictions. A stream of research documents that joint audit has no significant effect on audit quality (Holm & Thinggaard, 2010; Alanezi et al., 2012; Alfaraih & Alanezi, 2012; Lesage et al., 2012; Khatab, 2013; Velte & Azibi, 2015). In addition, it may result in a lower level of audit quality (Deng et al., 2014). However, another stream of research documents that joint audit may result in a higher level of audit quality (Baldauf & Steckel, 2012; Zerni et al., 2012; Benali, 2013; Ittonen & Tronnes, 2015; Relvas & Pais, 2015). Furthermore, another stream of research concluded that the effect of joint audit on audit quality depends on the type of joint audit regimes (Voluntary versus Mandatory joint audit regimes) (Lesage et al., 2012; Alsadoun & Aljaber, 2014; Andre' et al., 2015), and by the mix of joint auditors appointed (two big 4 auditors, or two non-big 4 auditors, or one Big 4 auditor paired with one non-big 4 auditor) (Francis et al., 2009; Marmousez, 2009; Alfaraih & Alanezi, 2012; Paugam & Casta, 2012; Chihi & Mhirsi, 2013; Lobo et al., 2013; Alsadoun & Aljaber, 2014).

Based on the previous discussion, three important questions that can inform the debate on the implications of joint audit for audit quality are phrased as follows:

- Q1: Does joint audit, when compared to single audit, provide higher audit quality, as measured by earnings conservatism?
- Q2: In case of joint audit, does level of audit quality depend on the type of joint audit regimes (i.e., whether the company uses two auditors in a voluntary joint audit regime or a mandatory joint audit regime)?

Q3: In case of joint audit, does level of audit quality depend on the mix of joint auditors appointed (i.e., whether the company uses two big 4 auditors, or two non-big 4 auditors, or one Big 4 auditor and one non-big 4 auditor)?

The objective of this study is to compare the effect of joint audit and single audit on audit quality in companies listed on the Egyptian stock exchange, and investigate whether the effect of joint audit on audit quality depends on the type of joint audit regimes (i.e., Voluntary versus mandatory joint audit regimes), and the mix of joint auditors appointed (i.e., two big 4 auditors, or two non-big 4 auditors, or one Big 4 auditor paired with one non-big 4 auditor).

The importance of this study can be addressed along two aspects: this study would provide additional contribution to the accounting literature in general, and especially in Egypt, by presenting appropriate analysis of the Egyptian environment which has unique characteristics. Also, this study would draw the attention of Egyptian companies and shareholders, as well as regulators to joint audit and its role in enhancing audit quality and strengthening stakeholders' confidence in financial reports issued by companies opting for joint audits.

1. Literature Review and Hypotheses Development:

Prior research attempting to compare the effect of joint audit and single audit on audit quality is limited. However, previous studies examining the effect of joint audit on audit quality can be classified into four categories as follows:

First: Studies that found that joint audit has no or negative impact on audit quality (Holm & Thinggaard, 2010; Alanezi et al., 2012; Alfaraih & Alanezi, 2012; Lesage et al., 2012; Khatab, 2013; Deng et al., 2014; Velte & Azibi, 2015). In the Egyptian Settings, (Khatab, 2013) investigated whether joint audit affects firm value and auditor independence, as proxies for audit quality. Using a sample of 34 companies listed on the Egyptian Stock Exchange during the period 2005 through 2009, (Khatab, 2013) showed that joint audit has no effect on firm value or auditor independence.

In the Kuwaiti settings, (Alanezi et al., 2012) examined the effect of joint audit, as opposed to dual audit, on the level of compliance with IFRS- disclosure requirements, as a proxy for audit quality. Using a sample of 33 financial institutions listed on the Kuwait Stock Exchange (KSE) in 2006, (Alanezi et al., 2012) found that financial institutions audited by joint auditors are less compliant with IFRS- disclosure requirements than financial institutions audited by dual auditors. Another study in the Kuwaiti Settings by (Alfaraih & Alanezi, 2012) confirmed the previous study and found that none of KSE-listed companies audited by joint auditors fully complies with IFRS-disclosure requirements; however, the joint auditors of all KSE-listed companies attest to full compliance with IFRS-disclosure requirements.

In the Danish Settings, (Holm & Thinggaard, 2010; Lesage et al., 2012) investigated the effect of joint audit, compared to single audit, on the level of abnormal accruals, as a proxy for audit quality, of companies listed on the Copenhagen Stock Exchange. Their main findings documented that there is no significant difference between level of abnormal accruals in companies audited by two audit firms and level of abnormal accruals

in companies audited by a single audit firm. In other words, single audit is more effective in constraining earnings management than joint audit.

In the same context, (Velte & Azibi, 2015) examined the effect of joint audit on the level of abnormal accruals and discretionary accruals, as proxies of audit quality. Using a sample of 307 German and French listed companies during the period 2008 through 2012, (Velte & Azibi, 2015) documented that joint audit has no significant impact on the level of abnormal accruals or discretionary accruals in both countries.

Furthermore, (Deng et al., 2014) developed a theoretical model to examine the effect of joint audit on audit evidence precision and auditor independence, as proxies of audit quality. By developing three audit regimes – Single audit by one big audit firm (Regime B), Joint audit by two big audit firms (Regime BB), and joint audit by one big audit firm paired with one small audit firm (Regime BS), (Deng et al., 2014) documented that the level of audit evidence precision is lower under regime BS than under regime B, but is the same for regimes BB and B. In addition, the level of auditor independence is lower under regimes BB and BS than under regime B. In other words, joint audit impairs audit quality through lowering both audit evidence precision and auditor independence.

Second: Studies that found that joint audit has positive effect on audit quality (Baldauf & Steckel, 2012; Zerni et al., 2012; Benali, 2013; Ittonen & Tronnes, 2015; Relvas & Pais, 2015). Most of these studies examined the impact of voluntary joint audit on audit quality. For example, (Zerni et al., 2012) examined the use of voluntary joint audit on actual audit quality, as measured by levels of earnings conservatism and abnormal working capital accruals, and perceived audit quality, as measured by credit ratings and risk forecasts of insolvency. Using a sample of Swedish listed companies during the period 2001 through 2007, (Zerni et al., 2012) documented that companies employing voluntarily joint auditors have higher levels of earnings conservatism, lower levels of abnormal working capital accruals, higher credit ratings, and lower risks forecasts of insolvency than companies employing a single auditor.

In the same context, (Ittonen & Tronnes, 2015) examined whether voluntarily appointing two auditors is associated with audit quality, as measured by total accruals, abnormal accruals, the probability of reporting profit, and timely recognition of economic losses. Using a sample of Finnish and Swedish listed companies during the period 2005 through 2010, (Ittonen & Tronnes, 2015) showed that joint audit improves audit quality on the dimensions of abnormal accruals and timely recognition of economic losses, but not on the dimensions of total accruals and the probability of reporting profit.

In a case study conducted by (Baldauf & Steckel, 2012) to investigate whether joint audit, as opposed to single audit, improves the degrees of auditor's report consensus and accuracy, as proxies of audit quality, (Baldauf & Steckel, 2012) found that audit reports issued by auditors involved in joint audit process are more conservative and more accurate than that issued by auditors involved in single audit process, as the communication between auditors involved in joint audit process and the discussion of audit findings between them improves the accuracy of audit opinion expressed, thus enhancing the level of audit quality.

Furthermore, (Benali, 2013) examined the effect of joint audit on shareholders' confidence of joint auditors, and found that, with a sample of 145 French listed companies during the period 2005 through 2010, the use of joint auditors, especially two big-4 auditors, by

French listed companies has a positive and significant impact on the shareholders' confidence. In the same context, (Relvas & Pais, 2015) investigated the impact of joint audit on cost of debt, as a proxy for audit quality. Using a sample of largest European listed companies during the period 2005 through 2010, (Relvas & Pais, 2015) showed that the cost of debt in companies audited by two auditors is lower than that in companies audited by one single auditor. In addition, the cost of debt reaches its lowest level in companies audited by two big-4 auditors.

Third: Studies that found that the effect of joint audit on audit quality is affected by the type of joint audit regimes (Lesage et al., 2012; Alsadoun & Aljaber, 2014; Andre' et al., 2015). Two of these studies (Lesage et al., 2012; Andre' et al., 2015) investigated the effect of mandatory joint audit regime, as opposed to voluntary joint audit regime, on both audit fees and abnormal accruals, as proxies of audit quality. They found that audit fees paid by companies under mandatory joint audit regime are higher than audit fees paid by companies under voluntary joint audit regime. Moreover, they showed that level of abnormal accruals reported by companies under mandatory joint audit regime does not differ significantly from level of abnormal accruals reported by companies under voluntary joint audit regime.

In contrast, (Alsadoun & Aljaber, 2014) examined the effect of mandatory joint audit regime, as opposed to voluntary joint audit regime, on required rate of return, as proxy for audit quality, and showed that companies subject to mandatory joint audit regimes have higher required rate of return than companies subject to voluntary joint audit regimes. Thus, investors' perception of joint audit is stronger under voluntary joint audit regime.

Fourth: Studies that found that the effect of joint audit on audit quality is affected by the mix of joint auditors appointed (Francis et al., 2009; Marmousez, 2009; Alfaraih & Alanezi, 2012; Paugam & Casta, 2012; Chihi & Mhirsi, 2013; Lobo et al., 2013; Alsadoun & Aljaber, 2014). Some of these studies (Francis et al., 2009; Alfaraih & Alanezi, 2012; Alsadoun & Aljaber, 2014) found that companies audited by two big 4 auditors tend to have lower abnormal accruals (Francis et al., 2009), lower cost of equity capital (Alsadoun & Aljaber, 2014), and are likely to be more compliant with IFRS- disclosure requirements (Alfaraih & Alanezi, 2012) than companies audited by one big 4 auditor paired with one non-big 4 auditor and companies audited by two non-big 4 auditors.

In contrast, most of these studies (Marmousez, 2009; Paugam & Casta, 2012; Chihi & Mhirsi, 2013; Lobo et al., 2013) agree that companies audited by one big 4 auditor paired with one non-big 4 auditor are more conditionally and unconditionally conservative, more likely to record goodwill impairment (Paugam & Casta, 2012; Lobo et al., 2013), and to report abnormal accruals (Marmousez, 2009; Chihi & Mhirsi, 2013; Lobo et al., 2013) than companies audited by two big 4 auditors and companies audited by two non-big 4 auditors. Thus, a pair of big 4 auditor and non-big 4 auditor could result in higher audit quality, as unequal sharing of reputation risks between big and small audit firms could improve auditors' independence and, therefore, is likely to enhance audit quality (Lobo et al., 2013). Based on the preceding discussions, we formulate our hypotheses as follows:

H1: Companies audited by joint auditors are more conservative than companies audited by a single auditor.

H2: Companies audited by joint auditors voluntarily are more conservative than companies audited by joint auditors mandatorily.

H3: Companies audited by two big4 auditors are more conservative than companies audited by one big4 auditor paired with one non-big 4 auditor and companies audited by two non-big 4 auditors.

2. Sample Selection and Research Design:

2.1. Sample Selection:

Our sample is comprised of 32 companies listed on the Egyptian Stock Exchange in the period 2009 through 2013 representing 160 firm-year observations. To test our **first hypothesis (H1)**, we divide our sample into two main categories; 16 companies audited by a single auditor and 16 companies audited by joint auditors. To test our **second hypothesis (H2)**, we divide our joint audit sample into two sub categories: 8 companies subject to mandatory joint audit regime and 8 companies subject to voluntary joint audit regime. To test our **third hypothesis (H3)**, we divide each group of joint audit sample into three categories: 4 companies audited by two Big4 auditors, 3 companies audited by two non-big4 auditors, and 9 companies audited by one Big 4 auditor paired with one non-Big4 auditor. Our research data were obtained from the annual disclosure book of the Egyptian stock exchange and the Egyptian database (Egypt for Information Dissemination EGID).

2.2. Research Design:

To test our **first hypothesis (H1)**, we run a multiple regression model based on the earnings conservatism framework of Basu (1997) to determine whether there are differences in levels of earnings conservatism between companies audited by a single auditor and companies audited by joint auditors:

$$X_{i,t} / P_{i,t-1} = \beta_0 + \beta_1 R_{i,t} + \beta_2 D_{i,t} + \beta_3 DR_{i,t} + \beta_4 AuditType + \beta_5 AuditType \times R_{i,t} + \beta_6 AuditType \times D_{i,t} + \beta_7 AuditType \times DR_{i,t} + \varepsilon_{i,t} \quad (1)$$

Where $X_{i,t} / P_{i,t-1}$ is the earnings per share of company (i) in fiscal year (t) divided by share price at the beginning of the fiscal year (t). $R_{i,t}$ is the annual return on share of company (i) through the fiscal year (t). $D_{i,t}$ is a dummy variable with the value 1 if $(R_{i,t})$ is negative, and the value 0 otherwise. **Audit Type** is a dummy variable with the value 1 if the company is audited by joint auditors, and the value 0 otherwise.

To test our **second hypothesis (H2)**, we use a multiple regression model based on the earnings conservatism framework of Basu (1997) to determine whether there are differences in levels of earnings conservatism between companies audited by joint auditors mandatorily and those audited by joint auditors voluntarily:

$$X_{i,t} / P_{i,t-1} = \beta_0 + \beta_1 R_{i,t} + \beta_2 D_{i,t} + \beta_3 DR_{i,t} + \beta_4 Mand-Volun + \beta_5 Mand-Volun \times R_{i,t} + \beta_6 Mand-Volun \times D_{i,t} + \beta_7 Mand-Volun \times DR_{i,t} + \varepsilon_{i,t} \quad (2)$$

Where **Mand-Volun** is a dummy variable with the value 1 if the company is audited by joint auditors mandatorily, and the value 0 otherwise.

To test our **third hypothesis (H3)**, we run three multiple regression models based on the earnings conservatism framework of Basu (1997) to determine whether there are

differences in levels of earnings conservatism between companies with two big 4 auditors, companies with two non-big 4 auditors, and those with one big 4 auditor paired with one non-big auditor:

$$X_{i,t} / P_{i,t-1} = \beta_0 + \beta_1 R_{i,t} + \beta_2 D_{i,t} + \beta_3 DR_{i,t} + \beta_4 \text{Big4-Big4} + \beta_5 \text{Big4-Big4} \times R_{i,t} + \beta_6 \text{Big4-Big4} \times D_{i,t} + \beta_7 \text{Big4-Big4} \times DR_{i,t} + \varepsilon_{i,t} \quad (3a)$$

$$X_{i,t} / P_{i,t-1} = \beta_0 + \beta_1 R_{i,t} + \beta_2 D_{i,t} + \beta_3 DR_{i,t} + \beta_4 \text{Big4-NonBig4} + \beta_5 \text{Big4-NonBig4} \times R_{i,t} + \beta_6 \text{Big4-NonBig4} \times D_{i,t} + \beta_7 \text{Big4-NonBig4} \times DR_{i,t} + \varepsilon_{i,t} \quad (3b)$$

$$X_{i,t} / P_{i,t-1} = \beta_0 + \beta_1 R_{i,t} + \beta_2 D_{i,t} + \beta_3 DR_{i,t} + \beta_4 \text{NonBig4-NonBig4} + \beta_5 \text{NonBig4-NonBig4} \times R_{i,t} + \beta_6 \text{NonBig4-NonBig4} \times D_{i,t} + \beta_7 \text{NonBig4-NonBig4} \times DR_{i,t} + \varepsilon_{i,t} \quad (3c)$$

Where **Big4-Big4** is a dummy variable with the value 1 if the company is audited by two big 4 auditors, and the value 0 otherwise. **Big4-NonBig4** is a dummy variable with the value 1 if the company is audited by one big 4 auditor paired with one non-big 4 auditor, and the value 0 otherwise. **NonBig4-NonBig4** is a dummy variable with the value 1 if the company is audited by two non-big 4 auditors, and the value 0 otherwise.

3. Descriptive Statistics:

Table (1) represents the distribution of the companies of our sample according to audit types. In our sample, 16 companies (50%) audited by a single auditor and 16 companies (50%) audited by joint auditors.

Table 1 Distribution of companies according to audit types:

| | Number of observations | Percent | Cumulative Percent |
|--------------|------------------------|-------------|--------------------|
| Single Audit | 80 | 50% | 50% |
| Joint Audit | 80 | 50% | 100% |
| Total | 160 | 100% | |

Table (2) represents the distribution of the companies of our sample according to joint audit regimes. In our sample, 8 companies (50%) are subject to mandatory joint audit regime and 8 companies (50%) are subject to voluntary joint audit regime.

Table 2 Distribution of companies according to joint audit regimes:

| | Number of observations | Percent | Cumulative Percent |
|-----------------------|------------------------|-------------|--------------------|
| Mandatory Joint Audit | 40 | 50% | 50% |
| Voluntary Joint Audit | 40 | 50% | 100% |
| Total | 80 | 100% | |

Table (3) represents the distribution of the companies of our sample according to auditor pair types. In our sample, 4 companies (25%) audited by two big 4 auditors, 9 companies (56%) audited by one big 4 auditor paired with one non-big 4 auditor, and 3 companies

(19%) audited by two non-big 4 auditors. We notice that 13 companies (81%) have decided to appoint at least one big 4 auditor.

Table 3 Distribution of companies according to auditor pair types:

| | Number of observations | Percent | Cumulative Percent |
|-----------------------|------------------------|-------------|--------------------|
| Big 4 – Big 4 | 20 | 25% | 25% |
| Big 4 – Non Big 4 | 45 | 56% | 81% |
| Non Big 4 – Non Big 4 | 15 | 19% | 100% |
| Total | 80 | 100% | |

4. Empirical Results:

Table (4) represents results of our multiple regression analyses. Model (1) used to test (H1) explains about 16% of the variability in earnings. The coefficient on *Audit Type* is negative and statistically significant at 0.05 level, indicating that joint audits are associated with more conservative earnings than single audits. Thus, we accept our **first hypothesis (H1)** which states that companies audited by joint auditors are more conservative than companies audited by single auditors.

Table 4 Results of multiple regression analyses:

| Model | Variables | Coefficient | T-Statistic | P Value | Adjusted R ² |
|-------------------|-------------------|---------------|---------------|--------------|-------------------------|
| Model 1 | R | -0.008 | -1.140 | 0.256 | 0.160 |
| | D | -0.085 | -1.497 | 0.136 | |
| | RD | 0.127 | 0.972 | 0.332 | |
| | Audit Type | -0.104 | -2.692 | 0.008 | |
| | Audit Type * R | 0.165 | 4.215 | 0.000 | |
| | Audit Type * D | 0.095 | 1.167 | 0.245 | |
| | Audit Type * RD | -0.207 | -1.092 | 0.277 | |
| Model 2 | R | 0.161 | 4.355 | 0.000 | 0.316 |
| | D | 0.050 | 0.715 | 0.477 | |
| | RD | -0.077 | -0.497 | 0.621 | |
| | Mand-Volun | 0.081 | 1.426 | 0.158 | |
| | Mand-Volun * R | -0.005 | -0.066 | 0.947 | |
| | Mand-Volun * D | -0.079 | -0.794 | 0.430 | |
| | Mand-Volun * RD | -0.019 | -0.081 | 0.936 | |
| Model 3(a) | R | 0.103 | 2.048 | 0.044 | 0.298 |
| | D | -0.016 | -0.276 | 0.783 | |
| | RD | -0.017 | -0.128 | 0.899 | |
| | Big4-Big4 | -0.013 | -0.176 | 0.861 | |
| | Big4-Big4 * R | 0.078 | 1.094 | 0.278 | |
| | Big4-Big4 * D | 0.046 | 0.378 | 0.707 | |
| | Big4-Big4 * RD | -0.119 | -0.426 | 0.671 | |
| Model 3(b) | R | 0.158 | 3.900 | 0.000 | 0.281 |
| | D | 0.034 | 0.423 | 0.674 | |

| | | | | | |
|-------------------|----------------------|---------------|---------------|--------------|-------|
| | RD | -0.121 | -0.541 | 0.591 | |
| | Big4-NonBig4 | 0.024 | 0.426 | 0.672 | |
| | Big4-NonBig4 * R | 0.014 | 0.191 | 0.849 | |
| | Big4-NonBig4 * D | -0.042 | -0.401 | 0.690 | |
| | Big4-NonBig4 * RD | 0.030 | 0.113 | 0.910 | |
| Model 3(c) | R | 0.179 | 5.754 | 0.000 | 0.446 |
| | D | 0.008 | 0.159 | 0.874 | |
| | RD | -0.102 | -0.965 | 0.338 | |
| | NonBig4-NonBig4 | 0.059 | 1.031 | 0.306 | |
| | NonBig4-NonBig4 * R | -0.419 | -4.118 | 0.000 | |
| | NonBig4-NonBig4 * D | -0.050 | -0.333 | 0.740 | |
| | NonBig4-NonBig4 * RD | 0.495 | 0.898 | 0.372 | |

Model (2) estimated to test **(H2)** explains about 31% of the variability in earnings. All coefficients on *Mand-Volun* variables are statistically insignificant at 0.05 level. Thus, we reject our **second hypothesis (H2)** which states that companies audited by joint auditors voluntarily are more conservative than companies audited by joint auditors mandatorily.

Models (3a, 3b, & 3c) used to test **(H3)** explain about 29.8%, 28.1%, and 44.6% of the variability in earnings respectively. All coefficients on *Big4-Big4* and *Big4-NonBig4* variables are statistically insignificant at 0.05 level. However, the coefficient on *NonBig4-NonBig4 * R* variable is negative and statistically significant, indicating that, contrary to previous studies, companies audited by non-big4 auditors issue more conservative financial statements than companies audited by big4 auditors do. Thus, we reject our **third hypothesis (H3)** which states that companies audited by two big 4 auditors are more conservative than companies audited by one big 4 auditor paired with one non-big 4 auditor and companies audited by two non-big 4 auditors.

5. Conclusions:

This study investigates whether joint audit affects earnings conservatism, as a proxy for audit quality, of companies listed on the Egyptian stock exchange. In addition, we investigate whether this relationship is affected by the type of joint audit regimes, and the mix of joint auditors appointed. The results of our multiple regression analyses show that companies audited by joint auditors are more conservative than companies audited by single auditors are. However, we find no significant difference in levels of earnings conservatism between companies audited by joint auditors mandatorily and companies audited by joint auditors voluntarily. We also find no significant difference in levels of earnings conservatism between companies audited by two big4 auditors and companies audited by two non-big4 auditors, or by one big4 auditor paired with one non-big4 auditor.

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FEMINIZING MALE BODIES: CINEMATIC REPRESENTATION OF RHIZOMATIC TRANSFORMATION FROM MAN TO WOMAN IN MARATHI FILMS JOGWA AND NATARANG

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ABSTRACT

This article analyzes how Gilles Deleuze's concept of Becoming-woman is a "positive ontology" which exemplifies the radical contribution and creativity of his thought. Deleuze's philosophy is often called a philosophy of immanence because it is concerned with what a life can do, what a body can do when we think in terms of becomings, multiplicities, lines and intensities rather than essential forms, predetermined subjects, structured functions or transcendental values. Such forms, subjects, functions and values constitute planes of organization, hidden structures that can be known only through their effects. For Deleuze and Guattari, becomings are processes of desire. When they talk about becoming-woman, they are adamant about their non-representational process of movement, proximity and desire. In other words, becoming-woman creates a molecular woman in a male body. Rajiv Patil's 2009 *Jogwa* (The Awakening) and Ravi Jadhav's 2010 *Natrang* (The Artist) are two recent Marathi films that hearken to becoming-woman's ability to mould the traumatic condition of their protagonists into productive and virtual powers of becoming's experience. These particular films provide an alternative way of understanding the bodily and psychic effects of becoming-woman's ability to understand feminine predicaments more effectively than feminism in the usual sense does.

Keywords: Gilles Deleuze, Becoming-woman, immanence, multiplicities, processes of desire, empiricism, psychical effects of trauma, feminism, ontology

THE PERCEPTIOS AND EXPECTATIONS OF THE CUSTOMERS IN TERMS OF SERVICE QUALITY WHERE SERVICE COMPANIES AND RETAIL OUTLETS PLAY A DOMINANT ROLE – A FIELD SURVEY FROM ANKARA TURKEY

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ABSTRACT

This surveys intends to find out consumers' expectations and perceptions about the service quality offered by service companies and retail outlets. A survey is applied to 495 respondents selected via stratified sampling from Ankara, the capital of Turkey with 4.5 million inhabitants. The respondents are required to answer 35 questions of which last five are related to demographic characteristics of these respondents. The rest 30 are statements which are designed to reflect the service quality perceptions of these people. The study consists of five parts. The first part is an introduction where the scope and the purpose of the study are concisely stated. The second part relates to the theoretical background of the subject matter and the prior researches carried out so far. The third part deals with research methodology, basic premises and hypotheses attached to these premises. Research model and analyses take place in this section. Theoretical framework is built and a variable name is assigned to each of the question asked or proposition forwarded to the respondents of this survey. 30 statements or propositions given to the respondents are placed on a five-point Likert scale where 1 represents strongly disagree; 2 disagree; 3 neither agree nor disagree; 4 agree and 5 strongly agree. The last five questions about demographic traits as age, gender, occupation, educational level and monthly income are placed either on a nominal or ratio scale with respect to the nature of the trait. Ten research hypotheses are formulated in this section. The fourth part mainly deals with the results of the hypothesis tests and a factor analysis is applied to the data on hand. Here exploratory factor analysis reduces 30 variables to five basic components. KMO test of sampling adequacy and scale reliability test proved high scores as 0.855 and 0.806 respectively. In addition non-parametric biraviate analysis in terms of Chi-Square test is applied to test the hypotheses formulated in this respect. The fifth part is the conclusion where findings of this survey is listed.

Key words: Service quality, customer trust, customer ambiguity, customer relationship, information adequacy physical aspects

PUBLIC PERCEPTION OF SUSTAINABLE, LOW ENERGY HOMES IN A SUBSIDIZED DEVELOPING COUNTRY: SAUDI ARABIA AS CASE STUDY

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ABSTRACT

Developed countries must conform to international sustainable and low energy building targets. Saudi Arabia, which has a hot climate, necessitating consumption of high levels of energy to operate domestic building air conditioning systems, has high CO₂ emission levels. This study focuses on assessing the public's perception, knowledge and awareness of sustainable housing in a developing economy, using Saudi Arabia as a case study, because of the high energy demands from its domestic sector combined with high CO₂ emission rates. The paper explores (a) the public's perception and awareness of low energy housing, (b) the typology of residential stock, including architectural style, (c) energy consumption patterns, and (d) the role Islamic culture plays in architectural design and cultural barriers preventing the institution of pure low energy housing. For the study, a comprehensive public survey was performed across Saudi Arabia (over 500 participants) involving participants of different ages, both genders, and varying educational levels. The results confirmed limited public awareness, and highlighted cultural barriers to sustainable, low energy housing designs. Moreover, this paper will also highlight the willingness of the public to retrofit their existing homes to enhance energy conservation.

Keywords: Sustainable housing, Energy consumption, Environmental design, Public perceptions and socio-cultural blockers.

INTRODUCTION

Interest in energy-oriented research has increased, resulting in recent concerns about energy saving as well as economy [1]. Saudi Arabia is known for the high levels of energy consumption and CO₂ emission rates of its residential buildings. This energy use is a consequence of the region's hot climate, which drives high energy consumption to operate traditional air conditioning systems [2, 3]. The building sector is the largest consumer of electrical energy, thus changes to it represent a major potential contribution to reduced energy consumption [4]. Indeed, official sources, such as the Ministry of Electricity in Saudi Arabia, have confirmed that over 50% of energy in the form of electricity is used within the domestic sector. In addition to addressing the high level of energy consumption, to reduce CO₂ production it is also important to exploit available renewable energy sources, such as solar radiation and wind energy, especially in view of fluctuations in the price of crude oil and the expendable nature of fossil fuels [5]. Natural energy resources, such as solar and wind power are abundant in the Kingdom of Saudi Arabia, yet the energy used is predominantly generated (in the form of electricity), by burning fossil fuels, which causes CO₂ emissions. At present, there is no utilisation of on-site renewable energy techniques (generation techniques), such as PV, to provide energy [6, 7].

Solving this problem by reducing energy demand and using natural resources instead of burning fossil fuels will contribute to savings in energy costs; increased oil income resulting from using resources other than oil to operate buildings; and reduced CO₂ emissions. Many developed countries have pursued energy savings through the development of sustainable energy consumption codes, based on local climatic conditions. Thus far, there are no such codes available for Saudi Arabia, although they are an essential tool for controlling energy consumption and saving energy to supply future needs [8, 9].

To address the problem of energy saving in the domestic sector in Saudi Arabia, it is important to examine the local public perceptions and cultural barriers that prevent the establishment of sustainable dwellings. Thus, this paper will investigate the public perceptions concerning energy conservation, ascertain the extent of the problem, and clarify the cultural barriers to establishing sustainable dwellings in Saudi Arabia. To achieve this, an in-depth analysis will be conducted, using a questionnaire distributed to members of the public of different ages, with different levels of education, and residing in different cities in Saudi Arabia. The questionnaire focuses on type of dwelling, including shape, area and the behaviour of occupants, as well as on perceptions surrounding the establishment of sustainable dwellings by breaking down cultural barriers in Saudi Arabia.

METHODOLOGY

In order to achieve the goals set, the research design employed a quantitative methodology. A large body of information was sought in relation to building design, area, cultural image and respondents' perceptions. It was also essential to collect data from people in different

age groups, including those with different education levels, or from different locations (cities). The details required for analysis and discussion included data relating to dwelling (area and design); current energy consumption and satisfaction level with heating, ventilation, and air conditioning (HVAC) used; data relating to cultural images, as these affect the architectural design; and data relating to people's perceptions regarding sustainable homes and their ability to retrofit their dwellings to save energy. To obtain this information, a questionnaire was designed, established and distributed to members of the public in Saudi Arabia.

Applying the above considerations, the questionnaire was divided into four main sections: (a) Determination of problems in domestic homes in Saudi Arabia resulting in high-energy consumption, such as property types and sizes, dwelling areas, number of rooms, etc. The questions in this category can result in the identification of some issues that explain higher levels of consumption, such as property size, and large occupancy numbers leading to high energy consumption. (b) Many questions about the use of HVAC in dwellings, such as the type of cooling system, existence of natural ventilation, heating system, and period of air conditioning usage. The scale of the problem (reasons for high energy consumption) can be determined by the questions raised in the first two categories. The third category (c) contained questions designed to determine people's ability to ensure sustainable dwellings in future and to retrofit their existing dwellings, as well as the public perception regarding sustainable dwelling. Finally, (d) questions designed to identify cultural barriers, such as faith, social status or position in society, that might affect architectural design in Saudi Arabia, thereby preventing the establishment of sustainable dwellings in future. The questionnaire included all four categories, and was distributed to the public to encompass the sampling of individuals of different ages, educational levels, and from different locations across Saudi Arabia, to deliver a true picture of the situation.

The results of this study outputted were analyzed using both Microsoft Excel and SPSS tools, in order to carry out in-depth analysis and link the questions. Survey monkey can be used to analyze results; however, the selected tools allow deeper analysis.

RESULTS AND ANALYSIS

After distributing the questionnaire via SurveyMonkey using the Snowballing technique, it became apparent that one of the greatest benefits was that this method delivered a huge number of respondents offering a more accurate portrayal of the situation at present. The number of respondents who began the questionnaire was 502, of whom (80.7%) had completed and submitted the questionnaire. As mentioned, the respondents were all of different ages, different educational levels and different locations spread throughout the cities across Saudi Arabia (Table 1).

Table 1: Respondent's details and description

| Characteristic | Percentage | Characteristic | Percentage | Characteristic | Percentage |
|-------------------------|------------|-------------------|------------|----------------|------------|
| Age | | Education Level | | Gender | |
| From 18 - 34 | 67.58% | High school | 14.8% | Male | 83.79% |
| From 35 - 49 | 28.09% | Diploma | 9.3% | | |
| From 50 - 64 | 3.21% | Bachelor's Degree | 47.4% | Female | 15.25% |
| More than 64 | 1.12% | Master's Degree | 20.7% | | |
| | | PhD | 7.7% | Rather not say | 0.96% |
| Characteristic | | | Percentage | | |
| Location of Respondents | | | | | |
| Central Region | | | 36.82% | | |
| Northern Region | | | 12.86% | | |
| Southern Region | | | 11.25% | | |
| Eastern Region | | | 10.93% | | |
| Western Region | | | 28.14% | | |

Public perception and current problems

An in depth analysis of public perceptions, and a review of the current situation regarding high energy consumption, revealed that many factors were responsible for high energy consumption in the Saudi residential sector. These included the size of the building, the cooling system used, etc. The following paragraphs describe those factors identified as causing problems.

Typology of buildings: Many different questions were designed to identify, assess, and determine the factors that cause high energy consumption in domestic buildings in Saudi Arabia. Based on the survey output, these factors were found to relate to building size, number of additional rooms, and the number of household members in each property. Firstly, it is important to state that the majority of respondents live in houses (two-storey houses), with just under half living in flats. Many other official sources provide the same figure: [10] stated that 41.1% of properties are flats, 54.8% of properties are houses, and 4.2% fall into other categories. The results showed about half the respondents live in properties with areas of 300 to 1000m² (Fig. 1).

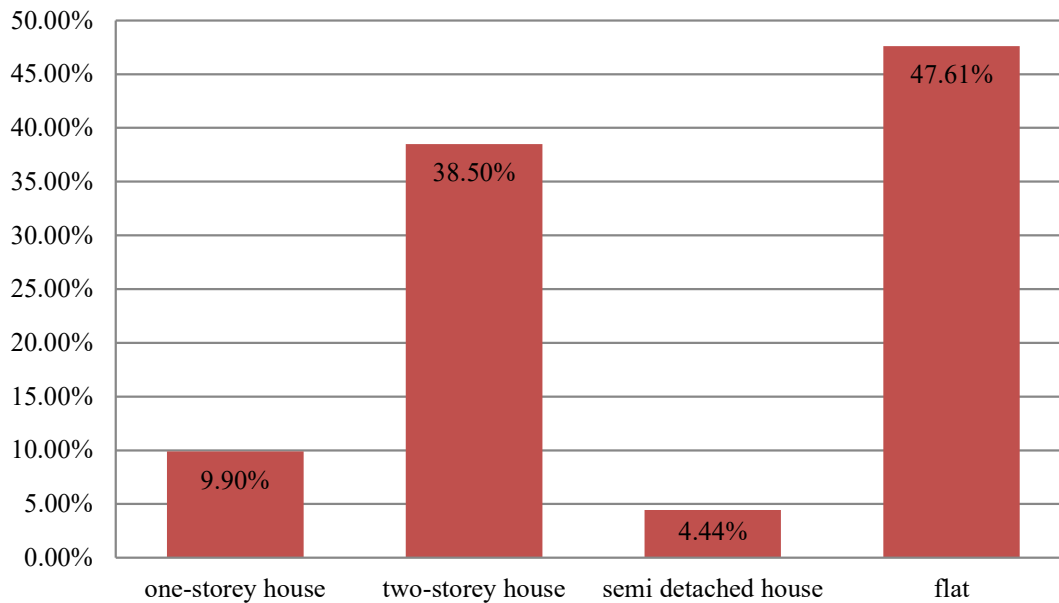


Fig. 1: typology of buildings

Cooling system used: it was found by employing the survey, that the cooling system (air conditioning) is a major problem as a source of high energy consumption, because Saudi Arabia's very hot, inhospitable environment creates the need for air conditioning, to provide internal thermal comfort. Firstly, air conditioning is used as the main cooling system, without any supporting technique, such as natural ventilation (see Figure 2).

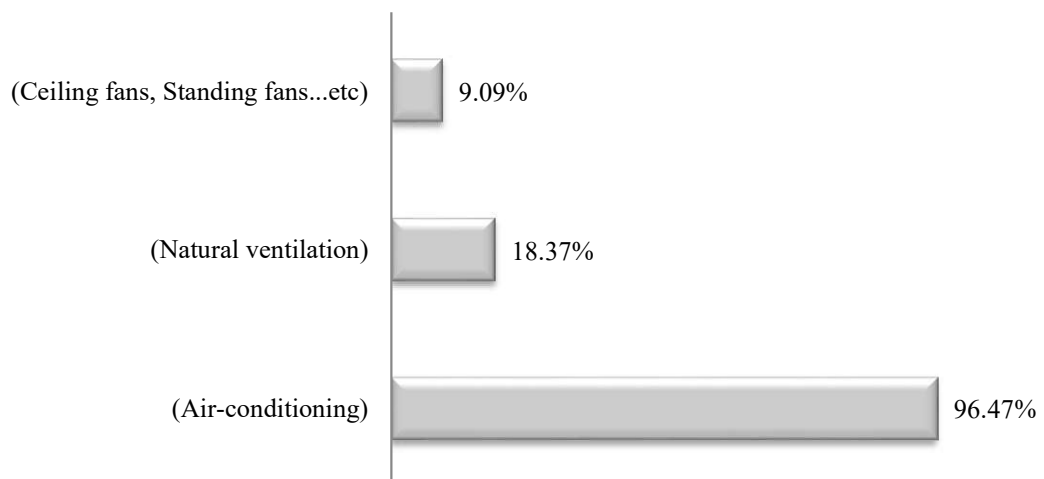


Figure 2: Cooling system used

The figure describes the techniques used for cooling systems. This part of the questionnaire was designed to allow more than one answer, because in some parts of Saudi Arabia, such as in the high mountainous regions in the south, people use ventilation in summer at night. Furthermore, about 35% of the population do not need to use a heating system, because many

parts of Saudi Arabia are hot in summer and warm in winter, while the majority of cities are hot in summer and cold in winter, but with a very limited winter period. The home is occupied for a long time each day, with air conditioning used in all or most rooms. Therefore, homes are occupied for over 18 hours a day, and the air conditioning is run throughout this time during hot seasons, resulting in high energy consumption. In addition, the data revealed many occupants are unwilling to rely on only natural ventilation and/or fans during the hottest seasons. The majority, 90%, of respondents are not satisfied by using these methods alone; thus, the challenge posed appears to be to achieve the lowest possible energy consumption by improving the use of air conditioning.

Public Perception: The survey highlighted a lack of public knowledge regarding the importance of sustainable low energy housing in Saudi Arabia. Figure 3 illustrates their views regarding sustainable homes. Through an in depth analysis of public perception, and by determining the current problem associated with high energy consumption, many factors resulted in high energy consumption in the residential sector in Saudi Arabia. These factors included, among others, the size of the building, the cooling system used.

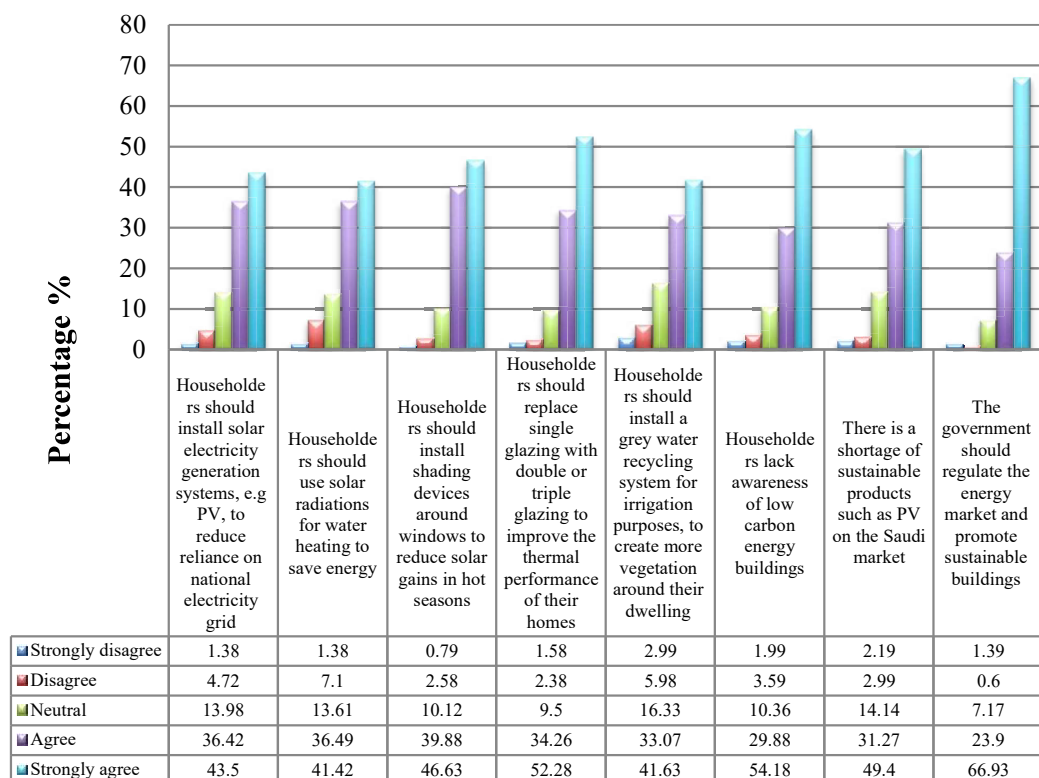


Figure 3: Public perception

Retrofitting existing housing: The survey output reflected a positive response regarding people's willingness to live in sustainable homes in the future and to retrofit their homes to

save energy. First, it is important to mention, that over half of respondents were well informed about sustainable homes with less energy demands; however, this means about 42.5% of respondents had no knowledge of this option, which is a significant proportion. The respondents who know about sustainable homes had heard about them via internet websites, the media, news, television programs, background knowledge, friends, and advertisements, while others were specialists in areas related to sustainability.

Cultural Barriers: Many studies highlight the effect of culture on the home design i.e. [11-14]. Many cultural barriers were identified by the survey. Some of these barriers are rooted in the religion (Islamic culture). For example, the idea of mixing genders in the same place is contrary to Islamic culture, and domestic buildings are designed to allow the division of genders; typically providing one guest room for males and another separate one for females. Figure 4 presents the cultural barriers discovered, and the willingness of the public to compromise these to have sustainable homes.

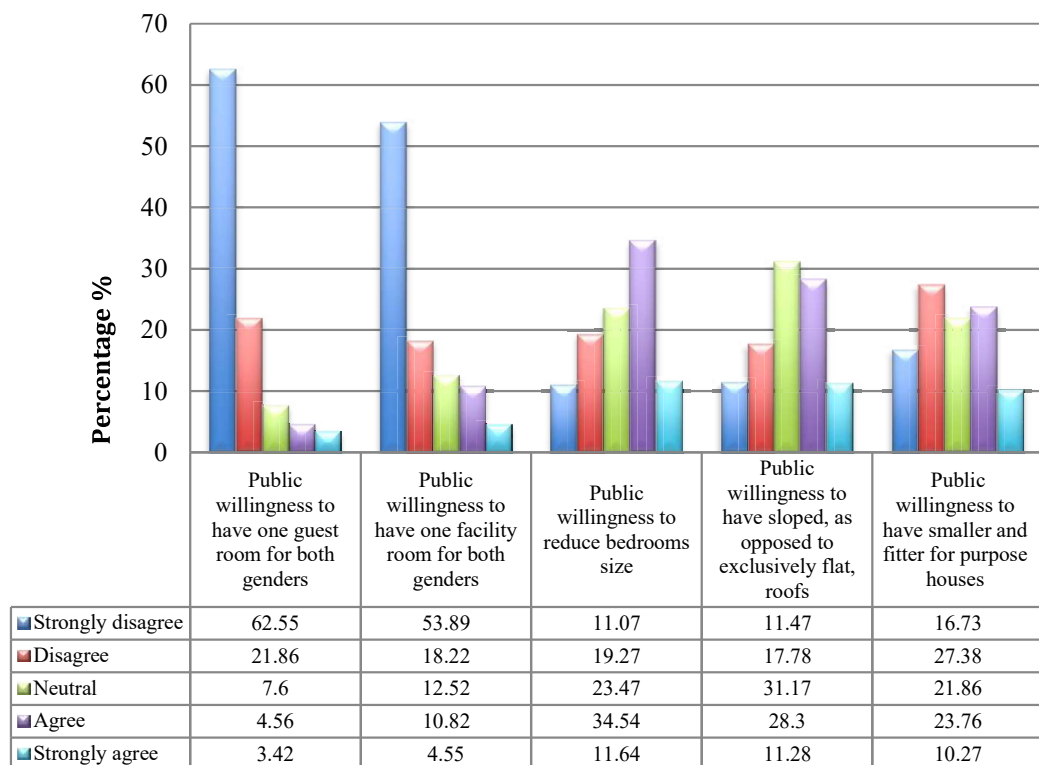


Figure 4: cultural barriers discovered

In economic terms, the fact that 50% of energy is consumed by the residential sector makes understanding the public's energy use crucial [15]. This figure presents both an opportunity and a challenge, the aim being to burn less fossil fuel to support investment through sales of oil. Saudi Arabia is rich in solar radiation, and it is possible that this natural resource could be used to cover its needs. By both reducing energy demand and using natural

resources to mitigate its use it will be possible to reduce the volume of fossil fuel burned, and increase income as a strategic objective.

Ecologically, many benefits proceed from the prospect of establishing environmentally friendly (sustainable) domestic buildings in Saudi Arabia. Saudi Arabia has abundant solar energy resources [16], and PV panels could be added to housing stock to reduce dependence on fossil fuel and reduce Saudi Arabia's relatively high CO₂ emissions per capita, as reported in the literature [2, 17]. Therefore, any energy reduction will not reduce the financial costs of electricity, but also the environmental costs.

CONCLUSION

This study has presented the public perceptions regarding sustainable homes in Saudi Arabia, and identified key factors leading to high energy consumption, as well as touching on the cultural barriers that can prevent the establishment of sustainable homes in Saudi Arabia some of which relate to Islam. An in-depth survey was used as the main research instrument, taking into account the need to reach people in different age groups and of different educational levels to obtain a realistic image of public perceptions. The results have illustrated and identified multiple factors, which were discussed individually to provide some guidance for proposing solutions to avoid high energy consumption and minimize CO₂ emission rates as far as possible. Solutions were presented along with economic, social, and environmental benefits, and suggestions for their implementation. This study will conclude with some general recommendations for house owners and future researchers in this field.

RECOMMENDATIONS

- Existing homes should be retrofitted according to the solutions suggested in this study, to reduce energy demand and minimize CO₂ emission rates;
- Install PV systems in existing housing stock, to generate electricity via solar heat instead of electricity provided from burning fossil fuel, which will reduce the cost of utility bills;
- Install smart techniques (e.g. sensors) to control and manage energy consumption in properties;
- Future homes must be designed under sustainability criteria, to ensure the lowest possible energy demand under the supervision of expertise teams;
- Raise the public awareness's of the importance of sustainable low energy housing;
- Establish controls on the built environment (residential stock) in Saudi Arabia; and
- Establish environmental assessment approaches i.e. BREEAM & LEED to rate existing homes and future homes, in terms of environmental aspects and considerations.

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IMPACT OF THE GLOBAL FINANCIAL CRISIS ON CONSUMER BEHAVIOUR

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ABSTRACT

Consumer behavior is influenced by both internal characteristics and external factors that represent the environment in which the individual behavior takes place. The recent Global Financial Crisis (GFC) is one such environmental influence that has had a strong impact on the behavior of consumers. There has been much research undertaken into the impact of the GFC. The majority of studies are revealing that this crisis has had a severe impact on the spending patterns of consumers. Whilst the GFC can be seen predominantly as an external influence, the psychological influence on consumers is also paramount. The GFC has forced consumers to question their beliefs and attitudes towards purchasing. For companies, long-term strategies may be the key to future success. The marketing company that can treat and track the profound psychological changes in consumer behavior may fare well as we move into post-recession times.

KNOWLEDGE, ATTITUDES AND PRACTICES OF FEMALE STUDENTS REGARDING EMERGENCY CONTRACEPTION AT MIDLANDS STATE UNIVERSITY, ZIMBABWE

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ABSTRACT

Background: Unintended pregnancies constitute a most serious public health challenge to women to an extent that they end sometimes in illegal abortions resulting in adverse consequences. However the introduction of emergency contraception has served as the last chance for women to avoid unintended pregnancies, though in countries like Zimbabwe the cause for underutilisation of emergency contraception has been hardly investigated.

Purpose: The main purpose of this study was to assess the knowledge, attitude and practice of female student regarding emergency contraception among in preventing unintended pregnancy.

Methodology: A quantitative approach using descriptive cross sectional survey design was conducted among 319 stratified random sampled female university students of Midland State University, Zimbabwe. Self-administered closed ended questionnaire was used to collect the data. To ensure validity, the development of the instrument was guided by a wide range of literature and the inputs of experts. The instrument was test-retested for reliability and the responses will be comparing using Cronbach's alpha which yielded high reliability alpha (α) value of 0.84. Data was coded and entered into a computer using Microsoft Excel 2010 and analysed using Statistical Package for Social Scientists (SPSS) version 22.0. Descriptive statistics were used to analyse data in the form of cross tabulation and the results were presented in table, graphs and pie charts.

Results: The results indicated that apart from all sources of information about EC, mass media has shown to be the most famous. Although female students knows about EC, the knowledge about effective level and correct use of EC poor. The attitudes of female students at MSU are unfavourable for EC as they gave reasons like EC promotes promiscuity and it can pose risk. The practice of EC at MSU is low with only 47% of respondents said they have once use EC.

Conclusion and recommendation: The study concluded the lack of actual knowledge about EC which has directly influence attitudes and practices. The study concluded that that there MSU female students has fair knowledge about EC which has resulted in negative and attitudes towards EC with few EC practices. The study therefore recommends the adoption and use of Health Belief Model approach in promoting the young to use EC to prevent unwanted pregnancies.

Key words (emergency contraception, knowledge, attitude, practice, female students)

THE COGNITIVE ECONOMY AS AN APPROACH FOR DEVELOPING THE COMPETITIVE ABILITIES OF THE FACULTIES OF EDUCATION

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ABSTRACT

The study aimed at recognizing the reality of the cognitive economy of faculties of education and the effect of its dimensions on developing their competitive capacities , using the perspective method .

Two questionnaires were prepared, The first of them was applied on a sample of staff members at the faculties of education as it reached (117) in order to recognize the reality of the cognitive economy of faculties of education and the effect of its dimensions on developing their competitive capacities . The second questionnaire was applied on the same previous sample in order to recognize the requirements of the cognitive economy at the faculty to increase its competitive ability.

The study came down to several results, most of which The sample individuals as whole indicated that the requirements of the cognitive economy at the faculty that increase its competitive ability were represented at evolving information technology and telecoms with the curriculum and the service and research programs , enabling staff members to participate in the activities of information mobility of human principals between universities, giving students the technological skills concerning the international markets and sharing in the unions of the pioneering international universities in the field of information technology telecoms and put at the end of the study a suggested proposal which has aims, fundamentals, mechanisms and guarantees to achieve the cognitive economy as an Approach for developing the competitive abilities of the faculties of education.

Keywords:The Cognitive Economy , The Competitive Abilities

SOCIAL MEDIA IN SPORT COACHING: KNOWLEDGE, ATTITUDE AND USE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SERVICE DELIVERY AMONG TERTIARY INSTITUTION COACHES IN SOUTHWEST, NIGERIA

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ABSTRACT

Social media is undoubtedly making significant impact across the globe. Interconnectivity and social links are gaining ground every day. Apart from chatting for entertainment, social media is being used for educational and professional development. It is not clear if coaches in tertiary institutions have started using social media for their service delivery. This study therefore examined their knowledge, attitude and use of information and communication technology in sport coaching. Four research questions guided this study and 250 coaches in tertiary institutions in South West Nigeria participated in the study. It adopted survey design making use of questionnaire as an instrument for data collection with reliability coefficient of 0.79. In addition, focus group discussion was used to elicit responses from the participants. Data collected were subjected to analysis using descriptive and inferential statistics of t-test and ANOVA at 0.05 level of significance. The results of the study showed a diverse response of the coaches regarding the usability of ICT for the coaching athletes ($t=1.65, p>0.05$). There was a significant difference between respondents' knowledge and their attitudes to Social Media in sport coaching ($F_{cal}=2.468, Df=248, p>0,05$). It was revealed that the coaches in southwest Nigeria had a positive attitude to the use of ICT for coaching (83.1%) in tertiary institutions and majority (78.2%) use ICT for sport coaching. Coaches to inculcate in athletes moral behavior that will impact on their attitude to social media and sport coaching while institutions, government and sport philanthropists should develop spirit of investment in sport

Keywords: Attitude and knowledge, Information and communication technology, Service delivery.

INTRODUCTION

The entire universe had been transformed to a global village through Information and Communication Technology (ICT). Countries all over the world are at different stages of integrating ICT to everyday practices including learning, teaching and coaching. There is urgent need for developing countries to liberate teacher and coaches from old media and methods of teaching and learning by embracing new method of technology (Ajayi, 2002). Teaching, learning and coaching world over had gone beyond the teacher standing in front

of a group of students disseminating information to them without their adequate participation and contributions. With the aid of ICT, teachers and coaches can take their students and athletes beyond the usual classroom setting, ensure their adequate participation in teaching-learning process and create a virtual environment for them to explore and experiment.

Coaching is a useful way of developing people's skills and abilities, and of boosting performance. It can also help deal with issues and challenges before they become major problems. A coaching session will typically take place as a conversation between the coach and the person being coached, and it focuses on helping the coachee discover answers for themselves. After all, people are much more likely to engage with solutions that they have come up with themselves, rather than those that are forced upon them. Most formal and professional coaching is carried out by qualified people who work with clients to improve their effectiveness and performance, and help them achieve their full potential. Coaches can be hired by coaches, or by their organizations. Coaching on this basis works best when everyone clearly understands the reason for hiring a coach, and when they jointly set the expectations for what they want to achieve through coaching (Lachance, 2009).

The most important piece of equipment that lies at the heart of the whole ICT process is the computer. According to Kornfeind, (2011), the computer and the software that it runs is an essential element in the new societal paradigm and it is a key to success for the modern sports administrator. It is the piece of equipment that allows the sports coaches to maximize the return on scarce resources whether this is people, facilities and equipment or finances (Over, & Sharp, 2008). In turn, it is also perhaps the single most important tool to insure the extended reach of sport and recreational programming and with it, the whole idea of inclusion in these activities of the greatest number of participants

Information and Communication Technology (ICT) plays an increasingly important role in the gradation of the coaching profession. Our empirical research targets this area, specifically, questions about the knowledge, attitude and use of ICT in sport coaching. The empirical research method was to analyze the specific forms and methods of use of information technology (video channels, social networks, electronic databases, websites, computer programs, smart phones, etc.) in formal training of coaches. Coaches do not use ICT in their direct coaching too often during training or a match, while particularly at the top level usually work on a computer with video.

Buckley & Anderson (2006) begins with the assumption that all game participation represents an opportunity for learning. People can learn many complicated behaviours, attitudes, expectations, beliefs and perceptual schemata through observation and participation in social media. Game play situations are called learning encounters and the learning that takes place is influenced by the interaction of person (e.g., attitudes, goals,

emotions, traits) and situation variables. These learning encounters influence both the subsequent internal state of the player (their arousal, emotions and cognitions) and also their appraisal of the environment and thus subsequent decisions and behavior. Enough research has been carried out that several reviews of the literature on violent video games and behavior have been conducted (Anderson & Bushman, 2001; Dill & Dill, 1998; Griffiths, 1999; Sherry, 2001) and found that learning through video and computer games has a lot of advantages which could be exploited by coaches to improve performance of their athletes.

Various ICT facilities are used in teaching learning-process. Some facilities that had been identified by Bryers (2004), Bandele (2006) and Ajayi (2007) include radio, television, optical fibres, computer, digital multimedia, satellite equipment, internet, overhead projector, slides, fax among others. It is essential to understand that ICT is divided into three major groups of information technology, communication technology and networking technology. The third group belongs to the social media which is the main concern of this paper and it appears that coaches have insufficient knowledge and right attitude to the effective use of social media for coaching in Nigerian higher institutions. The use of ICT offers wide array of choices and innovative ways that is mostly absent in the traditional classroom settings (Bahurudin, et. al., 2001). The new Information and Communication Technology is having revolutionary impact on educational methodology and coaching globally among which are using performance analysis software and hardware, using ICT to record and analyse performance, using ICT to track participation, involvement and improvement in physical activity as well as access to select and interpret information (Ololube, 2006). To this end, Nigerian coaches cannot afford to lag behind to adapt to the new era of technology for the effectiveness of their profession. Bandele (2006) indicates that computer application in the classroom can take various forms such as Computer Aided Instruction (CAI), Computer Assisted Learning (CAL) and Computer Managed Learning (CML), simulations, tutorials, drill and practice and demonstrations. It must be emphasized that effective use of any of the methods will greatly depend on the knowledge and attitude of the coach.

The importance of ICT in coaching is numerous. Apart from the fact that ICT enhances unrestricted access to coaches to information and development in various sports, it provides coaches with efficient and effective tools to take care of individual athletes' individual differences (Olorundare, 2006). It also makes learning interesting, easier and creates fun.

In education much research is done about the attitude and behaviour of teachers with regard to the use of ICT in education (Kral, 2004; Ingenluyff, et al, 2005; Weistra, 2005) but not about the knowledge that coaches have about coaching with ICT. Nowadays knowledge is an important asset in organizations, especially in those organizations that are in an important change process such as higher institutions. By many authors (Hislop 2005,

Davenport 2000, Sulanski 2003), the current society is described as a knowledge society where there is a growing need for knowledge workers and knowledge-intensive organizations. Knowledge to Davenport (2002) “is a fluid mix of framed experience, values, contextual information, and expert insight that provides a framework for evaluating and incorporating new experiences and information. It originates and is applied in the minds of knower. In organizations, it often becomes embedded not only in documents or repositories but also in organizational routines, processes, practices and norms. According to Brown (2005) the key to survival in changing times is learning to learn and to share knowledge. Fullan (2001) states the irony in life: “Schools are in the business of teaching, yet they are terrible at learning from each other”.

Attitude is “a learned evaluative response, directed at specific objects, which is relatively enduring and influences behaviour in a generally motivating way” (Lippa 1990). Davis, Bagozzi and Warshaw cited in Weistra (2005) describe attitude as an individual’s positive or negative feelings about performing the target behaviour. Today, coaches have to adopt new skills to learn how to implement ICT in coaching According to Fullan (2001) people can react enthusiastic, disappointed or even hostile to change and experience two kinds of problems when they don’t feel happy; the social-psychological fear of change, and the lack of technical know-how or skills to make the change work. Fullan argues that changing the context in coaching will also change behaviour of the coaches and the willingness to learn new skills. For this reason, questions are asked with regard to the attitude of coaches and their involvement in this change process. The use of ICT by coaches depends on how they judge the importance of functions of ICT in their chosen career. Schoonenboom et al, (2004), in a survey among teachers in higher education in the Netherlands, showed that teachers find administrative and organizational functions important. Teachers in 2003 attached little value to communication and course information, to the functions of collaborative group work, to the offering of material and assignments by means of ICT and the use of a discussion board.

This study therefore investigated Social Media in Sport Coaching: Knowledge, Attitude and Use of Information and Communication Technology in Service Delivery among Tertiary Institution Coaches in Southwest, Nigeria.

The three research questions that guided the study are:

1. Is there any significant difference in the respondents’ attitude towards ICT coaching on the basis of gender and experience?
2. What is the level of knowledge, attitude and use of ICT among Tertiary Institutions Coaches in Southwest Nigeria?
3. .Is there any significant difference in the perception of males and females coaches on the use of Social Media in coaching for service delivery?

The study adopted a descriptive research design of the survey type. The population consisted of all the coaches in the Federal Universities in Southwest Nigeria and a sample of two hundred and fifty coaches were drawn from ten universities using stratified and simple random sampling techniques. A self-designed questionnaire with correlation coefficient of 0.72 was used to collect data for the study. Frequency counts, percentages and t-test statistics were used to analyze data collected at 0.05 level of significance.

Table 1
Description of Respondents across Gender in percentages

| Frequency | Percent Valid | Percent Cum | Percent Valid |
|-----------|---------------|-------------|---------------|
| Female 75 | 30.0 | 30.0 | 30.0 |
| Male 175 | 70.0 | 70.0 | 100.0 |
| Total 250 | 100.0 | 100.0 | |

Table 1 revealed that from the 250 respondents used in the study, 75 (30%) are females and 175 (70%) are males.

Table 2
Description of Respondents coaching experiences in percentages

| Range | Frequency | Percent valid | Mean S.D. |
|--------------------|-----------|---------------|-------------------|
| Below 2 yrs | 15 | 6.0 | |
| 2 -6 yrs | 18 | 7.2 | |
| 7 -11 yrs | 122 | 48.8 | |
| 12 -16 yrs | 85 | 34.0 | |
| 16 - 20yrs | 20 | 8.0 | 12.34 3.51 |

From table 2, respondent across coaching experience was presented. The table showed that majority 207 (82.8%) of the respondents had been in the coaching job for between 7-16 years. The implication is that Social Media in sport coaching is not new to majority of the coaches

Table 3
Respondents Knowledge, Attitude and Use of to Social Media by Coaches for sport coaching in percentages

| S/N | Statements | Most like me | More like me | Just like me | Not like me |
|-----|---|--------------|--------------|--------------|-------------|
| 1 | I know what ICT is all about | 46.1 | 33.7 | 12.4 | 7.9 |
| 2 | Integrating ICT to improve sport coaching is too difficult for me | 13.5 | 20.2 | 19.1 | 47.2 |

| | | | | | |
|----|---|------|------|------|------|
| 3 | Using ICT to improve sport coaching is creating more problems for me as a coach | 11.2 | 16.9 | 13.5 | 58.4 |
| 4 | I use ICT tools during training for sport coaching | 36.6 | 41.6 | 16.0 | 5.6 |
| 5 | It is a very difficult task for me using ICT tools for sport coaching | 47.2 | 29.3 | 20.2 | 3.4 |
| 6 | Using ICT tools for my coaching makes the my work easier | 52.8 | 38.2 | 6.7 | 2.2 |
| 7. | ICT will assist athletes performed better | 47.2 | 40.4 | 11.2 | 1.1 |
| 8 | It is good to use ICT tools for coaching athletes | 48.3 | 39.3 | 9.0 | 3.4 |
| 9 | I did not like using ICT tools for coaching | 19.1 | 9.0 | 12.4 | 59.6 |
| 10 | My athletes perform better if trained with ICT tools | 41.6 | 34.8 | 18.0 | 5.6 |
| 11 | Using ICT tools in sport saves time | 58.4 | 24.7 | 12.4 | 4.5 |
| 12 | Use of ICT should not be incorporated in sport | 11.2 | 28.1 | 28.1 | 32.6 |
| 13 | I felt my university should provide ICT tools for coaches and athletes use | 34.8 | 31.5 | 16.9 | 16.9 |
| 14 | I don't believe using ICT tools will produce world class athletes | 12.4 | 16.9 | 6.7 | 64.0 |

From table 3, the result showed that tertiary institutions coaches in Southwe Nigeria were highly knowledgeable in ICT (79.8%). Moreover, it was revealed that the coaches in southwest Nigeria had a positive attitude to the use of ICT for coaching (83.1%) in tertiary institutions and majority ((78.2%) use ICT for sport coaching. The table also revealed that Majority 210 (84%) of the participants agreed that social media could be used for coaching and improve performance in sport.

Table 4
One way ANOVA Analysis showing Respondents' Knowledge and Attitudes in Sport coaching for service delivery

| | Sum of Squares | Df | Mean Square | F | Sig. |
|-----------------------|-----------------------|-----------|--------------------|----------|-------------|
| Between Groups | 1136.194 | 21 | 47.341 | 2.468 | .000 |
| Within Groups | 4449.938 | 229 | 19.181 | | |
| Total | 5586.132 | 250 | | | |

- Significant at 0.05

Table 4 revealed the relationship between knowledge and attitude of respondents towards ICT in sport coaching The ANOVA table shows that there is a significant difference between respondents' knowledge and their attitudes to sport coaching using Social Media with p- value (0.000) less than 0.05 significant level and also F_{cal} (2.468) greater than F_{tab} . The study revealed that coaches have different perspectives

about ICT in sport coaching for service delivery. This may be as a result of differences in experiences and gender. The result is similar to the views of Jegede as quoted by Awosiyani (2010) that ICT exposure among students across the country will increase proficiency in service delivery.

Table 5
Perception of Male and Female Coaches Towards use of Social Media for Sport Coaching Service Delivery

| Gender | N | Mean | SD | DF | t-cal | t-crit | P |
|---------------|----------|-------------|-----------|-----------|--------------|---------------|----------|
| Male | 175 | 29.07 | 4.27 | 248 | 1.65 | 1.96 | 0.221 |
| Female | 75 | 28.07 | | 4.95 | | | |

- Significant at 0.05

Table 5 revealed the t-test analysis of the perception of male and female coaches towards the use of social media for sport coaching service delivery in Southwest Nigeria. The result on table 5 shows that calculated t-value of 1.65 is less than the t – critical value of 1.960 at 0.05 levels; of significance thereby revealing a no-significant difference in the perception of males and females coaches on the use of ICT in coaching for service delivery. Based on this finding, the result revealed that the perception of both males and females coaches is the same with respect to use of Social media in coaching.

The findings revealed and implied that both gender supports the use of ICT in order to coach effectively. This finding supports that of Ayo, Akinyemi, Adebisi and Ekong (2007) who proposed a model for e-examination in Nigeria. The findings revealed that the system has the potentials to eliminate some of the problems that are associated with the traditional methods of sport coaching whereby the coaches has to be physically present.

In summary, the study investigated Social Media in Sport Coaching: Knowledge, Attitude and Use of Information and Communication Technology for Service

Delivery Among tertiary Institutions in Southwest Nigeria. The result of the study revealed that there is no significant difference between the perception of the male and female coaches concerning the use of ICT for service delivery in sport coaching. This shows that both male and female agreed that the use of ICT in sport coaching will enhance service delivery in coaching among tertiary institutions in southwest Nigeria. Moreover, it was shown from the result that there is a significant relationship between coaches' high knowledge of and attitude to the use of ICT in sport coaching.

This result showed that there will be marked improvement in sport coaching if social media is used. The study revealed that coaches have different perspectives about ICT in sport coaching for service delivery. In view of the result from this study, the preparation for tomorrow's challenges should not exclude the sport sector as improvement in this sector will bring the country to limelight among the comity of states. It is important for coaches to inculcate in athletes moral behavior that will impact on their attitude to social media and sport coaching. Our Sport men and women should be encouraged to avail themselves with the opportunity the use of social media will offer to improve them while all our institutions should develop the spirit of investment in sport in our institutions. This will facilitate the use of information and communication technology in the region. The present gap in terms of computer literacy and perception about social media should be filled by inculcating positive attitude towards technological innovation across the states of the Federation and Africa at large while funds be made available to institutions to improve the current facilities and develop new infrastructures..

In the light of this study, the opinions of coaches on the use of social media and electronic devices in sport coaching do not differ from one another across the sub-region. There is positive disposition towards the innovation. Government and other sport philanthropists across the nation should adopt this noble means of coaching of sport men and women by funding sport as it is being practiced in more technologically developed countries.

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DOES DIVIDEND POLICY IMPACT STOCK MARKET PRICES? - EVIDENCE FROM OMAN

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ABSTRACT

This research aims to investigate and examine the influence of dividend policy on stock prices of 28 industrial sector companies listed on Muscat Securities Market (MSM) in Oman, during the five year period of 2009 to 2013. A panel data approach has been used to examine and explain the effect of dividend policy on stock market prices using five determinants dividend yield, retention ratio, earnings per share, return on shareholders' equity and net profit after tax. The finding of the research establishes a significant positive relationship between earnings per share, return on equity and stock price. Variables dividend yield and retention ratio are positively associated with stock price but their influence is not statistically significant. Lastly the fifth determinant Profit after Tax has negative relation with Stock Price and its impact is also not significant.

Key words: dividend Policy, stock price, panel data approach, Oman

JEL Classification: G 35, G38, M41

DETECTING THE ASPECTS OF RE-PURCHASING ONLINE BEHAVIOR USING HIERARCHICAL REGRESSION

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ABSTRACT

This research aims at studying the online buying behavior of Kuwaiti Internet users. It further looks into the various factors which contribute in making online buying decisions. In addition it looked into the current status of online stores of companies in Kuwait and range of products and services offered by them for online buying. An insight into the status of e-commerce revolution in the region is also included to assess its growth in countries with similar cultural background. to look at the quick changes in the environment of the internet, carefully that make a competitive business landscape for online repurchases. It creates challenges and opportunities for businesses and also to examine the elements that can affect the intentions of online consumers to repay the service and product. The purpose of the present study is supplying a literature that can help of online stakeholder. On top of that, the results reinforce many existing literature in the context of the online shopping factors effect on customer repurchase. It prepares for in advance functional information for controlling businesses particularly in online shopping factors effect on customer repurchase. The finding of this study is able to help to businessman in developing their internet and online shopping as well.

Keywords Online Purchasing, SEM, Online Behavior, Regression analysis, OCE Model.

SOCIOLOGICAL ANALYSIS ON PRISONERS: WITH SPECIAL REFERENCE TO PRISONERS OF DEATH PENALTY AND LIFE IMPRISONMENT IN SRI LANKA

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ABSTRACT

Crimes are becoming a one of big social problems in Sri Lanka. Crimes can be seen as simply way as an activity that against for the society or public law. There are offences in minor crimes and grave crimes including murder, rape, trafficking, robbery, excise, narcotic, kidnapping and so on. There are various forms of punishment such as bailing, fining, and prisoning for several years, life imprisonment and death penalty. There are 23 prison institutions in Sri Lanka including 03 closed prisoners and 20 remand prisons. There are 10 work camps, 02 open prison camps, 01 training school for youth offenders and 02 correctional centers for youth offenders.

Capital punishment is legal in Sri Lanka as many other countries as India, Japan, Bangladesh, Iran and Iraq so on. When compared unconvicted prisoners from 2006-2010 there is an increase. It was 89190 in 2006 and it was 100191 in 2010. There were 28732 of convicted prisoners and it was 32128 in 2010. There were 165 Death sentences in 2006 and it was 96 in 2010. There are 540 individuals had been sentenced to death. The death penalty has not been implemented in Sri Lanka since 1976.

Research problem: What are the main causes for getting capital punishment and life imprisonment?

Research questions: What are the feelings of prisoners as waiting for death?

Objective: Objectives of the study were identifying prisoners' point of view on their punishment and root causes for their offence.

Research Methodology: This was a basic research. Case studies were conducted to identify the research problem and data were collected using formal interviews. Research area was Welikada prison. Stratified sampling method in probability samplings was used. Sample size was 20 cases from death penalty and life in prison prisoners and 20 from other convicted prisoners.

There were organized crimes and instantaneous crimes against human and property. Findings revealed causes and feelings them as offenders. Death penalty and life imprisonment were been punished especially for drug selling and murders. The end of life imprisonment decided by nature; but the date of death penalty will be decided by the president of the state. Still there is no decision on implementing the death penalty in Sri Lanka. These both categories of prisoners need if implementing death penalty or freedom.

Some of them need to convert death sentence to life imprisonment. They are physically and mentally damaged after their imprisonment. Lack of hope and as well as lack of welfare and rehabilitation programs they suffered their lives in the prison.

Key words: death penalty, expectations, life imprisonment, rehabilitation

FEMALE EMPLOYMENT IN HOTELS IN THE KINGDOM OF SAUDI ARABIA AND THE UNITED ARAB EMIRATES: BARRIERS, ENABLERS AND REAL-LIFE EXPERIENCES OF WORK

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ABSTRACT

The main study aim is to explore barriers to work, enablers for work and real-life work experiences of women employed in the hotel sector in the Kingdom of Saudi Arabia (KSA) and United Arab Emirates (UAE). The research used primary data collected through a dedicated survey and in-depth interviews during fieldwork conducted in KSA and UAE. The study sampled 385 female employees working in hotels and 45 subsequently participated in one-to-one and small group interviews. The sample of women working in KSA and UAE in a wide range of roles included home nationals, expatriates, Arabs and non-Arabs with and without caring responsibilities for children or adults, the research contrasts their experiences and explores the similarities and differences between these very different groups of women. A consideration was whether women with caring responsibilities face particular issues and difficulties in finding and maintaining employment, and what kinds of policies/practices might support them. The analysis found women with caring responsibilities were more likely to report problems with work-life balance. In line with this finding, these women, and women in KSA more generally, were more likely be positive about flexible employment practices, perceiving them as a way to ease employment constraints. The research also found that regardless of country and nationality, women with children appeared to suffer an earnings penalty. However, while nationals in KSA appear to have better career progression prospects, they seem generally less satisfied in their work. The research highlights, even within the Arab cultural cluster, barriers to employment and job satisfaction vary greatly, depending on the country, whether women are nationals or expatriates or have caring responsibilities.

INQUIRY-BASED TEACHING: A DIFFICULT APPROACH FOR SCIENCE TEACHERS TO IMPLEMENT?

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ABSTRACT

Inquiry-based teaching has been barely adopted by secondary school science teachers, in spite of decades of research and curriculum design and implementation. This paper aimed at contributing to the documentation of the use of inquiry in Physical Science classrooms. In this case study, the data from the four participants about their classroom practice was gathered using qualitative research methods of observation protocol and individual interviews. All participants were purposively selected from four schools of the Limpopo Province of South Africa where they teach Physical science in grades 10 -12.

Qualitative analysis of results showed that the majority of these teachers held fairly limited views of inquiry making them use teacher-centered approaches. Elements and essential features of inquiry were observed in less than half their lessons. The remaining teacher used a combination of both traditional classroom activities and inquiry-based activities with more abilities to do inquiry and essential features of inquiry in their lessons, leading to a guided type of inquiry. This study documents that even the experienced teachers struggle to enact inquiry-based teaching and therefore recommends professional development programmes (PDPs) that will enrich teachers' knowledge of inquiry.

Keywords: inquiry teaching, science goals, nature of science, professional development

SUICIDE IDEATION AMONG ADOLESCENTS

A case study of 5 secondary schools in Kampala district

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ABSTRACT

Suicidal ideation is often an indicator of mental health problems and a major risk factor for suicide. Suicide among young people (adolescents) is an increasing global concern. Every year almost one million people die from suicide globally. (Epwene Samuel, 2013). It is among the three (3) leading causes of death among those aged 15 – 44 years in some countries, and the 2nd leading cause of death in the 10 – 24 years age group. In Kampala, the peak age of suicide is in the 17-23. While results indicate higher rate of suicidal ideation in females, on a yearly basis accounting for the death of more than 100 young people in Kampala district alone.

Suicide rates among young people has been increasing to the extent that they are now the highest group in many countries both developed and developing countries.

Adolescence or the teen age is a developmental stage during which several of the mental health disorders of adulthood appear.

This paper seeks to establish factors responsible for increasing suicidal ideation and tendencies, mitigating measures to be used by school administration to identify interventions for the “at risk” teenagers.

Precipitating factors for suicide in the young adolescents were assessed using a modified version of the European psychiatric suicide interview schedule (EPSIS I)

NOVICE EDUCATORS' UNDERSTANDINGS OF CURRICULA AND PEDAGOGY: PERSPECTIVES FROM UGANDA

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ABSTRACT

How educators understand and engage with curricula and pedagogy critically influences their effectiveness in the teaching-learning environment. Educators develop such understandings through different types of learning and within practice. This paper explores the understandings of curricular and pedagogy in the practices of novice adult educators in a rural-based NGO in mid-western Uganda. The major focus of the NGO is community development. A variety of trainers from different professional backgrounds are engaged in a range of educational activities directed towards community development interventions. They also train selected community members as grass root community development workers (CDWs) to implement the programmes of the NGO in fields such as agriculture, health and environmental protection. The NGO provides training to CDWs to prepare them for their primary roles as community resource persons, community health workers and traditional birth attendants. While education remains a key intervention for influencing change in the community, there is no structured system for training the trainers for their educational role. These novice educators therefore develop their understandings of curricula and pedagogy through a variety of non-formal and informal ways in the course of their practice. This paper therefore takes a critical look at the understanding and practice of issues related to curricular and pedagogy in the organisation. The paper uses the educational theories of Julius Nyerere (1973) and Paulo Freire (1972) as a theoretical lens to explore educators' understandings of curricula and pedagogy. Lessons are then drawn from this experience and what this means for curriculum and pedagogy in higher institutions of learning in the face of information age. Recommendations emerging from this study point to the need for higher education to adopt curricular and pedagogical practices that are

appropriate, context-based and capable of accommodating changing times and cultural practices.

Keywords: Pedagogy, curricula, novice educators, community development