

ICTP-2016

# 2<sup>nd</sup> International Conference on Theory and Practice

# ABSTRACTS

V E N U E

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ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH  
Nurturing knowledge without boundaries





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# Conference Chair



**Prof. Leslie Holmes**

Professor Emeritus  
Leslie Holmes  
University of Melbourne



*We strongly  
encourage the  
exchange of ideas  
and practical  
experience between  
pure researchers,  
applied researchers  
and practitioners.*



## *Preface*

Welcome to the 2<sup>nd</sup> International Conference on Theory and Practice (ICTP-2016), organised by the Asia Pacific Institute of Advanced Research (APIAR). APIAR's motto – 'Nurturing knowledge without boundaries' - encapsulates well the principal aims of our organisation.

First, it highlights the multi-disciplinary approach we adopt. While there is a focus on four key areas – business, education, information technology and social sciences – these are broadly interpreted, so that major contemporary issues that should not be neatly pigeon-holed into one discipline or another can be examined from as many angles as seems appropriate.

Second, we encourage as much interaction and networking between academia and the business community as possible. It has become increasingly obvious over recent years that business and academia have a great deal to offer each other, and both benefit enormously from much closer collaboration than was typical in the past. We strongly encourage the exchange of ideas and practical experience between pure researchers, applied researchers and practitioners.

Finally, while being an Australia-based organisation, our outreach is global: our Executive Committee includes leading scholars from three continents, while the participants at previous APCARs have hailed from all parts of the world.

Though young – it was established in 2011 - APIAR is already making a significant impact in terms of advancing and publishing cutting edge research, both through conferences such as this and through its two journals (*Asia Pacific Journal of Advanced Business and Social Studies* and *Asia Pacific Journal of Contemporary Education and Communication Technology*). Your contribution at this conference will add to this, and we look forward to getting to know you and sharing with you the latest findings of experts in our four principal fields or research.

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*Business*



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**A B S T R A C T S**  
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# FINANCIAL AND OPERATING PERFORMANCE OF NEWLY PRIVATISED BANKS IN LAOS

*(Evidence from Bank pour Commerce External du Lao)*

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## **Abstract**

This paper sheds light on the challenging question of how privatisation affects firms' financial and operating performance in Laos. It attempts to examine whether or not privatisation positively affects newly privatised firms. Due to the lack of data on the financial and operating performance of state-owned enterprises and privatised companies, this paper uses the largest commercial bank in Laos, Bank pour Commerce External du Lao (BCEL), as a case study as it is the only privatised state-owned enterprise (SOE) with pre- and post-privatisation business records available to the public. By comparing the pre- and post-privatisation financial and operating performance of BCEL during the period 2007 to 2015, this paper presents contradictory conclusions. Specifically, although there was a significant increase in output (adjusted for inflation) and employment and a slight decline in leverage following partial privatisation, there was a decline in profitability, operating efficiency and dividend payments. These mixed results can partly be explained by the high level of government ownership (70%) in BCEL. This paper proposes that partial privatisation with the remaining high level of state ownership can have less effects on newly privatised companies of low-middle-income countries like Laos. Since this paper has only investigated a single privatised company - BCEL, further studies of privatised companies need to be conducted.

**Keywords:** Banks, Business Performance, Privatisation, SOEs.



# CRITICAL SUCCESS FACTORS OF MANAGEMENT STYLE IN FOOD INDUSTRY AND CONSUMER PRODUCTS RESPOND TO THE ASIAN ECONOMICS COMMUNITY

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## **Abstract**

The study of Critical Success Factors of management style in food industry to Asian Economics Community was conducted to investigate the factors that affect to Thai food industrial in foreign countries, especially in Asian Economics Countries. The relationship between business strategies and manufacturing concern with value chain activities, logistics and transportation activities, business partners' relationship, government support and characteristics of entrepreneurs. The result found that the successful of the Thai food industrial has high related work experiences at 0.74, value chain activities at 0.80 and logistic and transportation at 0.76. The analytical of value chain activities in terms of inbound activities, operation activities, outbound activities and transportation has the high correlation level ( $r = 0.982$ ,  $p\text{-value} < 0.01$ ), following by procurement activities, human resources development, product development with the high correlation level ( $r = 0.902$  and  $r = 0.903$ ,  $p\text{-value} < 0.01$ ). While the strategic management process, in term of strategic planning also has the high correlation level ( $0.895$ ,  $p\text{-value} < 0.01$ ) and strategic implementation has the high correlation level ( $r = 0.891$ ,  $p\text{-value} < 0.01$ ), the results show in the same direction for all of them which the significant level of 0.01 and 0.05. The Structural Equation Model (SEM) found that the latent variables of Factor affect to Thai food Industrial have the impact weight score on observe variables of characteristic of Thai food entrepreneur in term of experience and responsibilities at 1.42, leadership at 0.90, business partners at 0.65, product development at 0.82, government support at 0.97, to 1.00, market development at 1.30 and distribution channel at 1.30 accordingly. The analytical of constructive model on direct and indirect

effect found that latent variables of entrepreneur characteristics have the direct effect on critical success factors at .903, success factor on food technology at 0.744, the management style at 0.877 with a significant level at 0.001. While the latent variable of strategic management process has the direct effect on critical success factor at 0.717, the strategic implementation at 0.713 with a significant level at 0.001. Moreover, the latent variable of logistic and supply chain activities has the direct effect to critical success factor at 1.883, competitive advantage at 3.061 with a significant level at 0.001. Food safety and food standard has the direct effect on critical success factor at 1.881. Finally, the critical success factor has the direct effect to management style at 0.916 with a significant level at 0.001.

**Keywords:** Competitive Advantages, Food Industrial, Strategic Management Process.

# COMPETITIVENESS AS A MODERATOR IN THE RELATIONSHIP BETWEEN THE COMPETITIVE PSYCHOLOGICAL CLIMATE AND THE BASIC PSYCHOLOGICAL NEED SATISFACTION

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## Abstract

The influence of the competitive psychological climate on the basic psychological need satisfaction remains an uncertainty. Using the integration of the cognitive evaluation theory, the self determination theory, the personal environment fit theory and the competition-hostility perspective, we examined the effect of the competitive psychological climate on three basic psychological need satisfactions, competence, autonomy, relatedness with the individual trait of competitiveness as the moderating factor. We tested 661 responses from lecturers using regression analyses. The results showed that the individual trait of competitiveness was a moderating variable of the effect of the competitive psychological climate on the feelings of competence, autonomy and relatedness. For individuals with high levels of competitiveness, the climate positively affected their feelings. For individuals with lower competitiveness levels, the climate negatively affected their feelings.

**Keywords:** Competitiveness, Competitive Psychological Climate, Basic Psychological Need Satisfaction.

# PROPOSED SERVICE QUALITY IMPROVEMENT USING SERVQUAL METHOD AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) OF SULTAN EXECUTIVE LOUNGE IN S.M BADARUDDIN II AIRPORT

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## Abstract

The national airline industry is growing, according to International Air Transport Association (2015) reported that Indonesia is one of the most rapid growth of airplane passenger in the world. As a consequence, most major airport suffers overcapacity. Saraswati and Hanaoka (2013) stated that government holds an important role in air transportation where state-owned companies, in this case Angkasa Pura II, undertake most of the airport service. This phenomenon decreases the overall experience of the passenger during their stay in airport. In response to the problem, PT Nirwana Persada Global Introduced Sultan Executive Airport Lounge, a private exclusive service was introduced for those who require extra service, comfort and privacy. Executive lounge provides guests with private comfortable seats to relax before the flight, working space and entertainment facilities, in exchange of a sum of money or sponsored by third-party companies such as bank credit cards and airlines. The act of sponsorship is done because according to Wansik (2013), the decision to establish a loyalty program was made according to a commonly held belief that it is six times more expensive to obtain a new customer that it is to keep a current one.

To maintain the partnership between sponsors and company, customer satisfaction is a must. The company had already done surveys in order to monitor the satisfaction. However, the survey conducted did not demonstrate the importance and performance indicators, thus it does not

provide a comprehensive performance report of which attribute should be improved and where should the management expend their resources.

Using the Service Gap Analysis Five and Importance-Performance Analysis (IPA), the score of perceived performance of each attribute compared to customer expectation, and the score of customer importance related to perceived current performance. Thus, a study with 170 usable questionnaires found that from 20 attributes listed, no perceived performance means score below 3 in every attribute, meaning that the customers are positive the service is overall satisfactory. Furthermore, there were six elements that falls into the “concentrate here” diagram, which means the current perceived performance is relatively low while the importance is high compared to other attributes. This method can effectively improve the service quality while spending resources more accurately. Solutions that were created were meant to eliminate the dissatisfiers, thus, ultimately increase the customer enjoyment and satisfaction inside the facility.

**Keywords:** Airport Executive Lounge, Importance-performance Analysis, Service Quality Improvement, Service Gap Analysis.

# ISSUES OF INTELLECTUAL CAPITAL MANAGEMENT IN PAKISTANI UNIVERSITIES: A CASE OF GOOD GOVERNANCE

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## **Abstract**

The study has analyzed the emerging issues which are barriers in handling the governance in Pakistani Universities through intellectual capital management. The objective of this study is to find out about the policies designed to run the system of the universities, a review of the current practices will be done to make recommendations of adopting some best practices of governance. The framework will be designed under the Pakistani context so an examination of the present challenges in intellectual capital management can be done. The practices of good governance and how these practices are managed will be the prime focus of the paper. The role of the participants in the governance and the stake holders involved who play a key role in the intellectual capital management by providing smooth system of management. The governing bodies of the Pakistani universities and their relationships with the shareholders, what role shareholders play in management will be analyzed. The sources of the study are the government documents which are published by the government institutions, articles of the newspaper and the policy papers. In order to do an analysis, content analysis has been done. The result of this study shows that the government plays an important role in governance of the Pakistani universities and thus, affects the intellectual capital management.

**Keywords:** Management, Higher Education, Intellectual Capital Management, Governance.

# BUSINESS MODEL INNOVATION FOR INTERNATIONALIZATION: THE CASE OF THE CHINESE WIND TURBINE MANUFACTURER ENVISION

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## Abstract

Envision Energy is an emerging energy solution provider from China which entered the wind power market in 2007. Envision became the 3<sup>th</sup> biggest turbine manufacturer in China and the 9<sup>th</sup> largest in the world in 2015. Thus, the purpose of our research is to explore the underlying factors to Envision's successful business model for internationalization. This qualitative research is based on interviews with key personnel at Envision. Our analysis has identified four major elements of their business model for internationalization that are crucial in the success of Envision. Those four are grouped on two major clusters:

Upfront elements representing the face of the Envision to market and customers:

1. **Market positioning** by the clear positioning of Envision on the market areas left open by the lack of understanding of the market logic by competitors.
2. **Customer orientation** by clear focus on identified customer needs and desire for quality products also here left aside by competitors.

Backend elements representing the value creation and value deliverance elements:

3. **Human resources** as the key element through interaction with customers, creating bond and relations with customers and delivering promised values to customers and delivering.

- 4. Supply chain** by the capacity of Envision to utilize the entire supply chain to create and deliver high quality products synchronized with Envision's offerings to customers and customer's expectations.

Our research shows that Envision represents a new kind of high-tech Chinese company which works systematically to develop new business models that can enable high growth and high level of internationalization that goes beyond the capacity of technology, products as tradition goes.

**Keywords:** Internationalization, Business Model, Business Model Innovation, Wind Power, Wind Turbine Manufacturer, China.



# THEORY AND PRACTICE: DAMNED IF THEY DO, DAMNED IF THEY DON'T!

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## **Abstract**

This paper addresses issues raised by Ghoshal (2005) about how the seeming uncritical acceptance of an ideologically-based *gloomy vision* of human nature has led to “*bad*” management theories. In particular, the paper sheds light on how a paradoxical and unwarranted adherence to theory and theory-informed practice may emerge, and how that practice may reinforce or reflect ideology. Building on prior work, the paper develops complementary perspectives from systems thinking (Senge, 1990) and cognitive psychology (Tversky & Kahnemann, 1974), to suggest how in some circumstances, cognitive bias rather than intention may impact the theory-practice nexus.

The paper provides a constructive illustration of the use of the systems representational tools of qualitative system dynamics in order to develop a systems perspective on these matters; to identify the underpinning systemic structure that gives rise to Ghoshal’s views; and to identify means of addressing issues of concern to management theorists, analysts and practitioners.

**Keywords:** Systems Thinking, Theory-practice Nexus, Cognitive Bias.

# BUSINESS STRATEGIES ADOPTED IN RESPONSE TO NATURAL DISASTERS: A CASE STUDY OF A HOTEL IN INDONESIA

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## Abstract

This paper analyses several business strategies implemented by a medium enterprise hotel, Bambu Resort, after two major natural disasters, i.e. earthquake in 2006 and volcanic eruption in 2010 which hit Yogyakarta, Indonesia. Bambu Resort, located in the heart of Yogyakarta, which overlooks the beautiful Merapi Mountain, was badly impacted by such disasters. Bambu's business strategies are being examined using business models such as Ansoff Matrix, Service Marketing Mix and also using Porter's Generic Model. A Contingency Planning Model also been used to discover the preparedness of Bambu Resort before, during and after the disaster take place. In addition, SWOT and TOWS analysis are also been applied to examine the hotel's internal and external strategies to analyse how the hotel performs after the disaster. Bambu Resort can be improved further so that the business can sustain for a longer term even though they have high potential to be affected by natural disasters such as volcano eruptions and earthquakes. New ideas and recommendation are given in order for Bambu Resort to achieve a higher business entity in the near future.

**Keywords:** Natural Disaster, Hotel, SWOT, TOWS, Indonesia.

# THE DEVELOPMENT OF MARKETING STRATEGIES OF TOURISM BUSINESS FOR MALE HOMOSEXUAL TARGET GROUPS IN BANGKOK

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## Abstract

The acceptance of tourism businesses for gays is still dubious. Businesses designed for gays are still grey businesses. The image problem of tourism businesses for gays needs to be corrected, so that entrepreneurs will feel comfortable to launch tourism businesses for gays only or to do tourism businesses that are gay-friendly. This is the genesis of the research entitled "The Development of Marketing Strategies of Tourism Business for Male Homosexual Target Groups in Bangkok." This study was inspired by an increasing number of male homosexuals and the growth of pink dollars. This study is a mixed research; a quantitative research was conducted with a structured questionnaire distributed among 400 male homosexuals in Bangkok, and a qualitative research was conducted with in depth interview with experts in various fields. The study reveals that most gays appear as normal men; very few of them look feminine or are transvestites and transgender.

As for tourism, they prefer going to gay-friendly places to going to tourism businesses for gays only. The findings indicate that Thailand should develop tourism businesses for gay target groups because Thailand has a potential to be successful because of its reputation of being a Gay Paradise. The public sector should be aware of the significance of gay target groups to capture a share of pink dollars. There should be a social campaign to create receptivity of sexuality diversity in order to induce entrepreneurs to invest in gay friendly tourism businesses and to make gay customers feel comfortable to use the services. If the entrepreneurs are gay, chances of being successful will be greater because they will have

better customer insights and they would be capable of cultivating gay-friendly culture among employees. Based on the findings, the researcher has formulated a strategic paradigm framework entitled DEPTH.

**Keywords:** Tourism Business, Gay Customers, Marketing Strategy.

# DEVELOPMENT OF TAILORED METRICS TO MEASURE HEALTH OF COLLABORATION

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## **Purpose**

This paper evaluates the health of collaboration between a public sector organisation and its strategic alliances and provides deeper insight into central principals of collaboration theory. This research seeks to focus on synergistic power of collaborative efforts and measures the mutual understanding of the parties in relation to the integration level of collaboration.

The purpose of this paper is to explore two fundamental research questions: (1) What Strategic Alliance Formative Assessment Rubric (SAFAR) (Gajda, 2004) areas of collaboration are found as key improvement areas to strengthen the collaborative endeavour of the organisation over time? (2) What other factors are critical in order to develop tailored metrics to measure the health of strategic collaboration?

## **Method**

Data was obtained from a public sector organisation in Australia. A qualitative approach was employed in this research. The Strategic Alliance Formative Assessment Rubric (SAFAR) (Gajda, 2004) has been adapted to structure the interview questions. Qualitative data was gathered through twenty in-depth, semi-structured interviews. An inductive qualitative research design was employed to analyse the qualitative data and to identify the theoretical categories including major themes, first-order codes and second- order codes with the use of Nvivo.

## ***Results and key findings***

A simultaneous review of the literature and theories on collaboration along with first-order coding has led to emergence of organizational culture fit as the main contributing factor to reach the ideal level of integration. The ideal level of integration was measured through gauging the mutual understanding of the parties engaged in each strategic alliance.

By categorising the themes during second-order coding, this research has indicated key factors in measuring the health of the collaboration which subsequently has resulted in the development of tailored metrics.

## ***Research implications***

Building on the works of scholars in the area of collaboration evaluation (Al-Tabba&Ankrah, 2016; Cunningham & Link, 2015; Rondinelli& London, 2003; Woodland & Hutton, 2012), this research offers a more analytical approach in exploring tailored factors. This study argues that the evaluation of organisational culture fit increases the chance of reaching the ideal level of collaboration integration with strategic alliances.

## ***Practical and social implications***

This research contributes to the literature on collaboration, evaluation of collaboration and strategic alliances by helping clarify the processes through which tailored metrics are developed and collaboration integration level is measured, through gauging the level of mutual understanding.

**Keywords:** SAFAR, Collaboration Theory, Public Sector & Strategic Alliance.

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*Education*



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**ABSTRACTS**  
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## THE BREAKING OF HIGHER EDUCATION: *KINTSUGI* OR IRRELEVANT?

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### **Abstract**

Higher education is not immune to the changing paradigms which we are witnessing in our contemporary society. Although more rapid, societies during the Industrial Revolution may have also faced similar concerns. The future presents many unknowns. We, in the academy, must not merely let the future be created for us: we must be a part of the creative process. This paper discusses several of the many 'contexts' that need to be addressed by and within the academy. Although the discussion will be far from complete, the goal of the paper is to stimulate discussion and should utopia be found to exist, be a catalyst for brave to show leadership to create and merge, to produce a *kintsugi mono*, rather than wait with the broken pieces, for the futures to arrive.

**Keywords:** Higher Education, Futures, *kintsugi*, Learning, Return-on-Investment(ROI).

# READING IN ENGLISH AS A FOREIGN LANGUAGE: A CASE OF FIRST YEAR STUDENTS OF JUNIOR SECONDARY SCHOOLS IN SOUTH SULAWESI, INDONESIA

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## **Abstract**

Beginning learners of English as a foreign language assume to deal with alphabetical knowledge, vocabulary knowledge and fluency in order to be able to read in English. This is known as linear model of reading, familiarly called the bottom-up model, views reading as a part-to-whole process. First, the reader learns to recognize letters, followed by words and words in context, until the student finally begins to understand what's read. This research aimed to assess the reading ability of the beginning learners of English, i.e. first year students of junior secondary school. An adapted early grade reading assessment instrument was administered to 431 students in three districts in South Sulawesi province. Findings indicate that the mean correct letters spelled per minute, the mean correct familiar words read per minute, and mean correct words in connected text read per minute are all at the 'frustration level'. The mean correct answers to comprehension questions for oral reading are also at 'frustration level'. This indicates that the first year English instruction is not effective at all. Therefore, it is very important to design and develop more effective teaching and learning strategy to build strong foundation in the beginning of the students' learning of English.

**Keywords:** Reading Comprehension, Beginning Learner of EFL, Early Reading

# DEVELOPMENT AND VALIDATION OF A PROTOTYPE CONSTRUCTIVIST-ORIENTED LEARNING PACKAGE IN MATHEMATICS USING TECHNOLOGY

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## **Abstract**

With the system-wide implementation of backward design, instructional framework vis-à-vis, the K+12 system in the Philippine basic education level, curriculum and content specialists are challenged to contribute their share in the design and development of learning plans and packages that ensure transferability of students' learning. Such tall order creates an instructional chasm which calls for more prototyping efforts in the light of constructivist principles. Anchored on Sternberg's triarchic theory of intelligence and Instructional Systems Design, this materials' preparation endeavour shall attempt to develop and validate a prototype learning package in mathematics with a view to promote a culture of understanding and transfer in the mathematics classroom using technology.

**Keywords:** K+12 System, Constructivists' Principles, Sternberg's Triarchic Theory of Intelligence

# MONITORING THE STUDY ABROAD EXPERIENCE THROUGH ONLINE COURSE OFFERING

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## **Abstract**

As a local born academic working at a government funded university, I am well aware of the various expectations and (sometimes) imaginations about university education among parents, students and the general community. A lot of parents are happy to let their children enter local government funded universities, not only because of the good quality education offered, but also because of the relatively affordable fees compared to that of a lot of overseas cities. However, an “overseas experience” within the university education has always carried an added value for many: opening one’s horizons, seeing the world, meeting international friends, exploring new opportunities and so on are the most general benefits one can name about this experience. Thus, the university-sponsored exchange programme (originated from government sponsorship in 2000) among local universities is widely popular and many students are willing to delay graduation for one year in order to accommodate this experience, which in a way is an interruption of his or her studies. While there are “obvious” benefits to these students who participate in the exchange, what exactly are these benefits? Who is there to monitor the students’ learning and what is done to note and measure their learning? The presentation is a brief report on how the Hong Kong universities present this exchange programme and what they have done to monitor and measure the learning outcomes. At the end of the presentation, I will propose a course which perhaps can help us to have more data about our students’ learning and to help them maximize their experience overseas.

**Keywords:** Overseas Experience, Exchange Programme, Hong Kong Universities, Learning Outcomes.



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*ICT*



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**ABSTRACTS**  
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## LOW-POWER COMPUTING

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### **Abstract**

With the abundance of mobile electronics, demand for Low-Power Computing is more pressing than ever. Achieving a reduction in power consumption requires gigantic efforts from electrical and electronic engineers, computer scientists and software developers. During the past decade, various techniques and methodologies for designing low-power solutions have been proposed. These methods are aimed at small mobile devices, as well as large data centers. There are techniques that consider design paradigms and techniques including run-time issues. This paper summarizes the main approaches adopted by the IT community to promote Low-power computing.

**Keywords:** Low power, Computing, Energy-efficient, Power-efficiency.



# INSIGHT: PERSONAL ASSISTANT MOBILE APPLICATION FOR THE VISUALLY IMPAIRED IN SRI LANKA

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## Abstract

Smart phones play a major role in people's life nowadays. However, it has become a challenging task for visually impaired people to get involved with smart phones in their day to day activities because of the limited accessibility to the input mechanism. "Insight" is a personal assistant mobile application mainly focusing on visually impaired, which will give them a hand in their routine tasks. This application provides a tangible input mechanism based on braille which will simplify the task of using mobile phones. Two types of keypads are used in the application according to the input needed to provide. There are several main components included in this application. Learning module, speed dialer, messaging, calculator, gaming module, scheduler, public transportation assistance and navigation instructions provider are those components. The main objective of this project is to provide equal opportunity for the visually challenged people to get the experience of a sighted person would get, using a mobile phone without any restraint due to their impairment.

**Keywords:** Visually Impaired, Smart Phones, Input Mechanism, Braille, Equal Opportunity.

# CONTEXT DEFINITION FOR BDD SCENARIOS UPON DEMO METHODOLOGY

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## **Abstract**

Behaviour-driven development (BDD) methodology is the approach of how to keep track of the user's requirements during the software development. The paper deals with utilization of DEMO methodology to improve accuracy of context given in BDD scenarios. Ontological nature of transactions described in DEMO methodology helps to focus on production and coordination acts and facts in order to support important company's business processes. Integration of transactions in the form of user stories into BDD scenarios sets their context of feature definition upon ontological description of business in its existential essence. Thanks to domain-specific languages like Gherkin, a kind of BDD scenario is also executable and applicable in an automation process of software development. The beneficial consequence is the fact that developers are introduced to essential business goals and implemented features directly correspond with activities performed by employees in companies.

**Keywords:** Behaviour-driven Development, DEMO Methodology, User Requirements, Acceptance Testing.

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# *Social Sciences*



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**A B S T R A C T S**  
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# LEARNING TO DEAL WITH IT: ONE CASE STUDY WORKFORCE'S PERCEPTION OF THE RISK OF CYBER BULLYING

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## **Abstract**

Cyber bullying has received increasing attention over the past decade. Drawing on a longitudinal research study which examined the introduction of the use of social media into one publically funded medical practice based in the United Kingdom, a case study which is of particular value in the light of there being decreasing opportunities to examine organisations which have yet to commence using social media, this study reveals that the perceived risk of cyber bullying plays a significant role within the workplace, influencing the actions individuals take within that context. Identifying that the need to manage the introduction of the use of social media is a task which is shaped by the nature of the workplace organisation, this paper reveals influences on the cyber bullying perspective. It highlights the significance of effectively managing the introduction of the use of social media, as well as the expectation that organisations handle to the satisfaction of the targeted worker any cyber bullying behaviours which arise. Also identified is the need to manage worker perceptions in relation to the social media-using expertise of those who might be tempted to undertake cyber bullying activities.

**Keywords:** Cyber Bullying, Social Media, Perception, Organisational Change

# AN ASSESSMENT OF THE EFFECTIVENESS OF PARTICIPATORY POLICY MAKING IN EMERGING ECONOMIES

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## **Abstract**

Public participation, which puts forward a convincing explanation of how policies should be developed and implemented, has been considered an effective means of empowering citizenry and legitimizing policy decisions by some researchers. Originated in the developed world, deliberative development agenda has been implemented in the developing countries to address ill-structured social issues. Despite the emphasis on the effectiveness of community engagement in development process, it has been observed that execution of participatory approach is likely to meet numerous challenges, particularly in the developing countries. The purpose of this paper is to provide practical insights from a case study, which will facilitate understanding of constraints to effective citizen participation in developing economies. It argues that numerous factors, like strong political will, unified planning process, professional expertise, availability of resources and commitment of the citizenry are indispensable to the success of participatory development process.

**Keywords:** Public Participation, Emerging Economies, Policy Making.

## MICROFINANCE: A TOOL FOR POVERTY REDUCTION IN AFGHANISTAN?

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### **Abstract**

Donor organizations have identified microfinance as a significant opportunity for relieving poverty and promoting employment in emerging economies. Microfinance programs in Afghanistan have been increasingly encouraged for their positive economic impact. Within Afghanistan's microfinance policy discussions, the microfinance sector is framed as responding to low-income families and marginalized groups' financial exclusion. Nevertheless, at empirical level the policy framing is in contrast to microfinance programs promoted elsewhere. This paper aims to explore how gender equality is encouraged in microfinance policy and practice in Afghanistan. It argues that Afghanistan's microfinance movement does not embrace a systematic and integrated approach to economic development.

**Keywords:** Economic Development; Afghanistan; Gender Equality; Poverty Reduction.

# 'ACADEMIC ALCHEMY: A LITERATURE REVIEW UNPICKING IMPACT AND EVIDENCE-BASED POLICY IN ORDER TO BUILD IN THE LIVED EXPERIENCE, IN THE FIELD OF LOOKED AFTER CHILDREN.'

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## **Abstract**

Increasingly, links between theory and practice are becoming formalised in policy. For researchers in Scotland, the Research Excellence Framework places great emphasis on academic impact out with their institutions (ESRC 2015).; Evidence-based models look to create links between practice and theory from within a practice context. However, academics have observed the lineal emphasis of the impact agenda (Holmwood 2011) and impact has divorced from context (Pardoe 2014). Reflecting on social work, Webb (2001: 64) notes a lack of compatibility with decision-making in the field and the 'rationality assumed by the evidence-based approach'. Now, therefore, now seems like a pertinent time to draw some of these discussions together and explore alternative, qualitative, ways of conceptualising the dialogue between research and practice.

This PhD research project aims to critically reflect on the assumptions surrounding key policies that draw research and practice together, placing in the centre of the discussion the lived experience of those involved. To do this, in depth, a case study method is employed; research carried out with looked after children is followed, interviewing those organising and attending the research dissemination efforts. The analytical framework is guided by Bakhtin's (1981) key concepts around relationships and language, whilst relating the findings to the context of looked after children. The paper reviews the literature around impact and evidence-based practice and by offering a critique of the current epistemological frameworks and methodologies, the space is then created to include

broader literature to understand the different pushes and pulls on decision-making in social care such as economics, ethics, philosophy and social psychology.

**Keywords:** Bakhtin, Evidence-based Practice, Impact, Literature Review, Policy



# KNOWING WHO YOU ARE: THE EFFECT OF FEEDBACK ON SHORT AND LONG TERM OUTCOMES<sup>1</sup>

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## Abstract

We studied the effect of disclosing relative performance information (feedback) on students' performance in high-school, on subsequent university enrolment, and on expected subsequent earnings. We exploit a large-scale natural experiment in which students in some cohorts receive information about their relative performance within their schools and across the nation. Using unique primary data, we find an asymmetric response to feedback: high-achieving students improve their final-year performance by 0.15 of a standard deviation, whereas the final year performance of low-achieving students drops by 0.3 of a standard

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deviation. The results are more pronounced for females, indicating greater sensitivity to feed-back. We also documented the long-term effects of feedback: high-achieving students reduced their repetition rate for the national exams; they enrolled into university departments that are more prestigious by 0.15 of a standard deviation and their expected annual earnings increase by 0.17 of a standard deviation. By contrast, the results for low-achieving students are negative. We provide suggestive evidence that feedback encourages students from low-income neighbourhoods to enroll in university and to study in higher-quality programs, which may, in the long run, reduce income inequality.

**Keywords:** Feedback, Relative Performance, University Admission, Rank, Gender Differences, Income Inequality.

# CONSTITUTIONAL PATRIOTISM BETWEEN FACTS AND NORMS

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## **Abstract**

History of thought has offered many rigorous ways of thinking about the world. Many great ideas have benefited from disciplines surrounding its very own for flourishing. The call for changing the world rather than interpreting it has been made by Marx long ago. This profundity of thought, one might think, has arrived at a stand still with the political impasses our world is witnessing today. Habermas's magnum opus 'Between Facts and Norms' offers a track between the world as it is and the world as it should be. The legal framework which he provides offers a functioning solution bridging the gap between the social and the philosophical. The missing link in this work, I argue, is the notion of a developed understanding of constitutional patriotism. Introduced by Habermas and later developed to a larger extent by Muller, constitutional patriotism is a form of political attachment seeking to transform conventional nationalistic ties. Interdisciplinary by nature, constitutional patriotism perfectly sits into the framework of 'Between Facts and Norms', between Is and Ought and between theory and practice perfectly. While I develop the notion under Philosophy as a main discipline, CP in practice addresses conflict resolution stream of international relations. International human rights law and the principle of democracy are the theoretical components of constitutional patriotism. In practice, these theoretical normative pillars transform in light of the political problem at hand. In this paper, I would like to present constitutional patriotism as a concept which is "philosophically defensible and workable in practice.

**Keywords:** Habermas, Identity, International Human Rights Law, Democracy.

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