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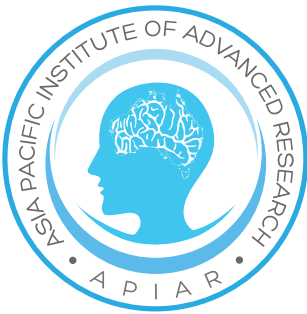
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ABSTRACTS

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Prof. Leslie Holmes

Professor Leslie Holmes,
University of Melbourne, Australia.

BIOGRAPHY

Leslie Holmes has been a Professor of Political Science at the University of Melbourne since 1988, and was awarded the title of Professor Emeritus in 2014. He was President of the International Council for Central and East European Studies 2000-2005, President of the Australian Political Studies Association 1991-2, and President of the Australasian Association for Communist and Post-Communist Studies 2005-7. He has been a Fellow of the Academy of the Social Sciences in Australia since 1995, and regularly teaches advanced courses on corruption at the University of Bologna, the Graduate School of Social Research in Warsaw, and the International Anti-Corruption Academy in Vienna . Leslie has published seven single-authored books - The Policy Process in Communist States (Sage, 1981); Politics in the Communist World (Oxford UP, 1987); The End of Communist Power (Oxford UP, 1993); Post-Communism (Duke UP, 1997); Rotten States? (Duke UP, 2006); Communism (Oxford UP, 2009); and Corruption (Oxford UP, 2015). With John Dryzek, he also co-authored Post-Communist Democratization (Cambridge UP, 2002). He has edited or co-edited a further seven books, and published almost 100 articles, chapters and booklets. His work has been translated into twelve languages. Prof. Holmes' principal research areas are Europe and Asia, with particular reference to corruption, organised crime and human trafficking. In this context, he has been a consultant to the World Bank, Transparency International, the UNODC, the OECD, and the Swiss Government. His research has been funded by the Australian Research Council (ARC) and by the Norwegian Research Council.

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BUSINESS
ABSTRACTS

THE CONSUMER ATTITUDE TOWARDS LANGUAGE OF ADVERTISEMENTS IN INDONESIA

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Abstract

The purpose of this study is to examine the consumers' attitude towards the use of English in advertisements and compare with those that use Indonesian. English in advertising has an impact to influence consumer's intention to purchase the advertised product. The use of English in advertising with bilingual slogans has been recognized to attract consumers' attention than comparable ads with a single language (Haarman, 1986). This has been observed in many countries around the world (see, for example, Kasanga, 2010; Amiri& Fowler, 2012; El-Dali, 2012; Bala, 2014; among others).

The data were collected using an in-depth interview with 30 middle-class professionals as participants. The analysis of advertising materials and interview data was coded to identify the meaning and associate participants' interpretation of the slogans. The results found that English successfully influence participants' attitudes about the prestige and image of an advertised product. The conclusion that copywriters have knowledge about the consequence of using English language to advertise products in Indonesia for middle-class showed more considerable influence for consumers than comprehension of the advertising slogans. Indonesian consumers have a specific and favorable impression of the English language as a symbol of prestige and high-quality product.

Keywords: Consumer Attitude, Qualitative Analysis, Advertising Slogans.

IDENTIFYING THE ANTECEDENTS, CONSEQUENCES AND MODERATORS OF REVERSE INNOVATIONS

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Abstract

Over the last few years, the phenomenon of reverse innovation has attracted the attention of both corporates and scholars. Extant research on the same is scant and has primarily focused on the flow of innovation and described it with a market orientation approach. Systematic research to delineate the pre-conditions required to creating reverse innovations as its various organizational outcomes and moderating mechanism is lacking. In this study, we aim to bridge this gap in the literature by developing a rich conceptual framework of reverse innovation. As part of the research, we identify antecedents which can lead to clean slate innovations which in turn can become reverse innovation. The study identifies the consequences of reverse innovation in the form of its various impacts on the organization and moderating variables. The study is based on case study research with embedded units and adopts an inductive theory building approach to draw consistent patterns from the case units using replication logic. We classify the antecedents into three categories customer related factors, firm specific factors and technology related factors and develops propositions about their relationships with clean slate and reverse innovations. We discuss the four consequences of reverse innovation strategy global competitiveness, organizational performance, product development capabilities and organizational learning. We also discuss moderating factors that can transform these clean slate innovations into reverse innovations. We discuss the practical and theoretical implications of the conceptual framework proposed in the study.

Keywords: *Clean Slate Innovations, Emerging Markets, Innovations, Reverse Innovation.*

BUSINESS

ASSESSMENT OF EVENT QUALITY IN MAJOR SPECTATOR SPORTS : AN EXPLORATORY STUDY

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Abstract

Major spectator sports constitute a large, competitive industry today with an ever-expanding customer base. However, many sporting organizations are facing resistance from their customers due to increased pricing and higher expectations pertaining to event quality. In this context, it is critical for the sustainability of sports organizations that it delivers high quality service to the fans (customers). Many studies aiming to measure service quality in the sport spectator context and the relationship between Service quality and Customer satisfaction have been articulated by several researchers in the past. The purpose of this study is to enhance understanding of fans (customers) perceptions of event quality at major spectator sports events by gauging the effectiveness of the service quality models in the Indian context. This paper aims to investigate the applicability of one of the service quality models (SERVQUAL model) in predicting customer satisfaction through spectators attending a major field hockey game in India. Service quality was measured by the SERVQUAL scale while customer satisfaction was measured by Oliver (1980) scale. Two sets of data were collected: the first one before the spectator's participation in the event to measure their quality expectations, and the second one after their participation in the event, to measure their quality perceptions. The gap scores were calculated, and these scores were used to predict customer satisfaction.

Keywords: Service Quality, Satisfaction, Fans, Event.

EDUCATION
ABSTRACTS

WAYS TO IMPROVE THE QUALITY OF BLENDED EDUCATION

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Abstract

The main aim of this study was to establish ways in which the quality of blended education can be improved. This research utilized a random sampling method, where 20 participants were chosen from each country (Bangladesh and Japan). The qualitative research design was implemented using a questionnaire. The results affirmed that people were not satisfied with the quality of blended education, lack of computer knowledge, blaming it on lack of funding, poor infrastructure, lack of electricity supply, poverty and lack of teacher training in Bangladesh as opposed to Japan where people are not satisfied by blended education due to lack of collaboration, disagreement between parents, government, teachers and demands students leisure activities. Respondents further suggested that the governments need to be fully engaged to ensure the above challenges are eradicated. The study concluded that blended education is beneficial to students, teachers, and the community at large. However, the governments need to play a paramount role in ensuring that all obstacles are eradicated and blended education is improved in all schools.

Keywords: Blended Education, Virtual Classroom, Traditional Classroom.

DEVELOPING A CONCEPTUAL FRAMEWORK FOR EVALUATING THE EFFECTS OF SELF-REGULATED LEARNING (SRL) STRATEGIES ON STUDENTS' ONLINE LEARNING SATISFACTION

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Abstract

Self-regulated learning (SRL) is one of the most important learning strategies in the context of online learning as it is required even more as compared to a face-to-face setting. Since online courses rely more exclusively upon SRL strategies, the effects of SRL and online learners' satisfactions need to be extensively and quantitatively examined. However, a holistic study assessing the relationship between SRL strategiesand students' satisfaction in virtual learning environments is currently largely unavailable. Therefore, this study integrates SRL strategies through the lens of the Cybergogy for Engaged Learning Model to investigate students' online learning satisfaction. Specifically, a conceptual model is developed to establish a synergy between SRL and Cybergogy to represent an appropriate synergistic framework for the implementation of the educational technologies model in the virtual learning environment. The finding is expected to contribute to the development of an evidence-based model for continuous improvement of online courses. It will also yield a more comprehensive picture of SRL in various online learning environments and serve as a guideline for universities in redesigning online courses to reforms in the era of Industrial Revolution 4.0.

Keywords: Self-Regulated Learning (SRL) Strategies, Cybergogy for Engaged Learning Model,Industrial Revolution 4.0, Virtual Learning Environments (VLE), Learning Satisfaction.

EVOLUTION OF THE QUALITY ASSURANCE SYSTEM – A STUDY OF THE STATE UNIVERSITIES IN SRI LANKA

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Abstract

Quality Assurance System (QAS) was introduced into the state Universities in Sri Lanka fifteen years ago to improve quality of higher education (HE). However, the expected performance is not reflected in the reality. This paper aims to reflect upon the evolution of the QAS in the Sri Lankan HE sector and review its impact on the performance of state universities. This study employs qualitative methodology with document analysis, literature review and interviews. Display of compliance to QA standards without integration into the University practices, implementation of the QAS as a separate function, lack of interest and engagement of academic staff and students on QA activities, low emphasis on stakeholder involvement in QA practices are key issues emerged with the QAS. The literature review identified these as common issues prevailing in QAS implementation in global HE sector. There are positives of the QAS to the University performance as well. The policymakers and management are hence called to take appropriate actions to nurture and inculcate QAS in Universities. This study recommends areas to be explored in future research. In-depth research in narrow contexts of QAS implementation in the Sri Lankan HE sector is vital. This paper contributes to the original literature by covering a wide area of QAS in-state University sector in Sri Lanka. The paper presents data and information relevant, not only to the local sector, but to the broader international community interested in the implementation of the QAS in the HE sector.

Keywords: Evolution, Impact, Quality Assurance System, Sri Lanka, State Universities.

WHO NEEDS INTERCULTURAL EDUCATION?
MAKING CULTURAL DIVERSITY WORK FOR HONG KONG

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Abstract

This paper examines an intercultural education project which involves South Asian youth and Chinese university students in a longer term program to promote positive ethnic relations in Hong Kong. The program applies concepts of Participatory Action Research (PAR) which involves collaboration between university researchers and community members. In the process, opportunities to transform the communities were made available to participants. This study identifies three types of participation: inactive participation, passive participation, and critical participation, and explores the underlying factors that affect the patterns of participation.

Keywords: Participatory Action Research (PAR), Intercultural Education, Ethnic Minorities, Hong Kong.

EDUCATION

SOCIAL INFLUENCE ASPECT AFFECTS ESL LEARNERS' ACCEPTANCE LEVEL TOWARDS FLIPPED LEARNING

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Abstract

Flipped learning is a common method that is widely used in secondary and tertiary education. However, its use in primary education comes into question as many would query whether this method could be utilised effectively in a primary school ESL classroom. Undoubtedly, this is indeed one of the main issues that worried the authorities. Due to the lack of empirical studies, the Malaysian society was not confident to use flipped learning in primary school. So, this research would therefore study and explore the relationship between social influence and its effect towards the acceptance level of flipped learning. A mixed-method design was carried out where 215 participants from a primary school in Malaysia were selected as survey participants while 15 participants among them were chosen as the group interviews participants. It was found that social influence had a certain degree of impact towards the flipped learning acceptance level among ESL students. Influence from teachers, influence from parents, peer pressure (influence from friends) and even self-influence were found out to affect the learner's acceptance level towards flipped learning approach. Hence, social influence aspect is a vital part that should be deeply studied and discussed in order to increase the acceptance level towards flipped learning among ESL students.

Keywords: Social Influence, Flipped Learning, Acceptance Level, ESL, Education.

'DRAMATIC' THINKING AS AN OPEN THINKING STRATEGY

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Abstract

One open thinking strategy is creative learning (Jeffrey, 2003, 2004, 2005). According to Jeffery, 'creative learning' indicates that students are "being innovative, experimental and inventive" (Jeffrey, 2005, p. 42) and 'engage in …knowledgeable enquiry' (Jeffrey, 2005, p. 43). It has been shown there is a link between success in the workforce and creative thinking and learning. . The United Kingdom, National Advisory Committee on Creative and Cultural Education (NACCCE) encourage everyday creativity and innovation in the classroom (Jeffery & Craft, 2007). I draw similarities between open thinking and everyday creativity and I claim that these similarities should be used for everyday creativity and innovation in the classroom (Jeffery & Craft, 2007). Everyday creativity is shown when individuals solve problems in ways that are individually novel, but do not add to the development of human knowledge (Craft, 2003). Open thinking, on the other hand, is defined as the process to learn and grow, strengthening belief in ourselves and being honest. It is readiness to listen to others' thoughts and opinions and consider the possibility that we could be wrong and may change own opinion. The view of everyday creativity and open thinking complement one another and are important qualities in education. There is a growing body of international research evidence which indicates that the school environment can influence the creative development of students (Craft, 2008; Geffrey & Bouffard, 2005).The strategy of process drama can be an effective tool for promoting creativity and open thinking in a school context (Anderson, 2016; Bowell & Heap, 2017; Hulse & Owens, 2017; Jurinović, 2016). Process drama is a creative instructional method which offers teachers and students in the event, a place, or a time through improvisation rather than rehearsing and presenting a final performance (Bowell & Heap, 2017).

My study implemented is a non-randomised control group design with three groups; an intervention group, a control group and an active control group. Using a mixed-methods research approach, I will present the preliminary data of observations of lessons and interviews with teachers. In this proposal, I reflect on the nature of the open thinking/ everyday creativity process between teacher and students in process drama, drawing on my doctoral research on the investigating process drama for the development of creativity and adaptability skills in junior secondary school students in Sri Lanka. In this

proposal, I will also discuss how drama teachers' pedagogical strategies enhance open thinking/ everyday creativity in students and accordingly how to modify professional development programmes of drama teachers through ODL mode in Sri Lanka.

Keywords: Dramatic Thinking, Open Thinking, Everyday Thinking, Process Drama.

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ICT
ABSTRACTS

THE IMPACT OF ICT INTERNATIONAL AGREEMENTS ON LOCAL INDONESIAN ICT INDUSTRY: A POLICY RESEARCH

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Abstract

Globalization is inevitable. The development of information and communication technology (ICT) has enabled local players to compete at global level. Nevertheless, the global level regulations on ICT have severely impacted the local ICT industry. This research is a policy study which aims to clarify to what extent the global regulations has impacted the local industry. The study urges the Indonesian government to review its participation on the WTO's Information Technology Agreement in order to enhance the local ICT industry's production and competitiveness. Also, it is suggested that e-Commerce, one of the main drivers of Indonesian digital economy, has weakened the local product competitiveness due to current competition system between local and foreign businesses. Hence, related local regulations and international agreements have to be reviewed too.

Keywords: ICT, International Agreements, Local Industry, Policy Research.

CONVENIENCE OUTLET WITH LED LOAD-METER INDICATOR

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Abstract

Safety and reliability are some of the major concerns in the context of electricity consumption. With the possible threat it can cause, an individual's awareness is an essential aspect that everyone must consider in order to lessen such electrically inflicted accidents. This research study led to its purpose of developing a device that displays the total connected load current on branch circuit by means of embedding Light Emitting Diode (LED) display on the cover plate of convenience outlets in order to provide load monitoring, as well as exemplifying electrical safety. Specifically, it mainly focused on the determination of the accuracy, precision level, and significant difference on the readings of different types of electrical load connected among residential units. Experimental method was employed and Philippine Electrical Code (PEC) and standardized materials were used as bases for the ethical foundation and whole-conduct of the said study. Arithmetic mean, percentage error, frequency count and One-Way Analysis of Variance (One-Way ANOVA) were the statistical tools used. Moreover, results showed that the average percentage error of the device is 6.82% that is interpreted as highly accurate while the result of the frequency count yielded to a 100% degree level of precision. Lastly, the device revealed that there is no significant difference on the readings of different types of electrical residential load connected.

Keywords: Convenience Outlet, LED, Load-Meter.

CHARACTERIZATION OF BONDING WIRE FOR 5 GHZ WLAN MMICS APPLICATIONS

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Abstract

In this paper, the bonding-wire interconnection has been considered from the point of view of modeling and fabrication for Conductor-backed coplanar wave guide(CBCPW). The purpose was to get maximum power transfer and minimum reflection. To achieve this goal, we used a software named High Frequency Structure Simulator (HFSS). To get good results, wires of different geometries are analyzed. These were rectangular, circular and half-hexagonal. However, this article describes bonding wire of rectangular geometry with different gaps. The characterization is given in terms of an equivalent conventional lumped equivalent circuit for an incremented length of the CBCPW line on the insulation and semiconductor substrates. This representation is particularly useful in the matching of the bonding-wire discontinuity. Experimentation was also done which gave convincing results.

Keywords: Bonding Wires, MMIC, Interconnects, Millimeter Wave.

BEHAVIORAL DETERMINANTS OF USER ACCEPTANCE OF INFORMATION KIOSKS IN BOP MARKETS

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Abstract

This study investigates and extends unified theory of acceptance and use of technology (UTAUT) to examine relationships between UTAUT factors with behavioral intentions, trust, and use behavior. Data were collected through questionnaire survey and340 individuals responded to the study. Results reveal that performance expectancy and social influence did not relate with behavioral intentions. However, social influence was significantly related with trust. The second factor of UTAUT effort expectancy was positively related with behavioral intentions. Facilitating conditions and computer self-efficacy were directly linked with use behavior. Privacy was positively related with trust on kiosks and behavioral intentions. The role of trust and behavioral intentions in using information kiosks was found to be positive. Finally, the effects of interaction of behavioral intentions with age in using information kiosks was studied and it was found that compared to older people, younger people had more adoption tendency toward information kiosks.

Keywords: E-Government, ICT Adoption, Information Kiosks, UTAUT.

SOCIAL SCIENCES
ABSTRACTS

"CORRUPTION PREVENTION AS A PRACTICE" TOWARDS GOVERNANCE EXCELLENCE

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Abstract

A healthy governance system can lead to a sustainable community as envisioned by treaties and conventions on development of the society and the world as a whole. Corruption Prevention is a very young term used in the Philippine Governance System which promises a more sustainable solution to fight corruption. In a long line of jurisprudence in the area of public accountability, it has been the practice that government anti-corruption crusaders run after culprits, after the latter, had amassed a large amount of government funds; a whistle-blower "blows" out information in an illegal government transaction, or a recurrence of a complaint in the same government frontline service. The preparation and the long legal process of fighting individuals committing such infraction of law on public accountability, is evident, and sometimes the art of legal battle among seasoned lawyers now becomes the subject of the issue and not the illegal act that should be corrected and never again be emulated. Corruption prevention practice in government envisions 'preventing corruption in happening' by means of instituting concrete and implementable control and preventive policies in government processes through the use of an extensive research/corruption prevention audit tool/s. This study seeks to explore the possibility of instituting reforms through systems studies of government processes towards excellence in governance. The dilemma of this infant specialization in the fight of corruption is the lack of acceptance and internalization of the value of corruption prevention in government organizations, presumably due to the want for information or just getting tired of thinking that there still hope in fighting corruption.

Keywords: Governance, Civil Service, Corruption Prevention.

NOTES

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