



Strategic Alliance Between AGBA and MOI University

Presents

Book of Abstracts

**Academy for Global Business Advancement's
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Conference Theme:

"Business and Entrepreneurship Development in a Globalized Era"

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Vision of Moi University

- **To be the University of choice in nurturing innovation and talent in science, technology and development.**

Mission of Moi University

- **To preserve, create, and disseminate knowledge, conserve and develop scientific, technological and cultural heritage through quality teaching and research; to create conducive work and learning environment; and to work with stakeholders for the betterment of society.**

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- 1. Promotion and defense of intellectual and academic freedom, scholarship and relentless search for truth.**
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- 3. Embracing excellence, transparency & accountability.**
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- 5. Maintaining self-respect, discipline, responsibility, institutional loyalty, national patriotism & international competitiveness.**
- 6. Continual improvement of services in order to remain competitive and relevant**



AGBA Brief:

Academy for Global Business Advancement (AGBA) is global association of professionals in the fields of business administration, commerce, economics, entrepreneurship, information technology, tourism, hospitality and recreational sectors.

AGBA is an independent, non-aligned and not-for-profit, charitable NGO registered in the state of Texas (USA) with a worldwide network of more than 1000 members based across more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, entrepreneurs and consultants hailing from both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision

To be globally recognized as a leading "not-for-profit charitable NGO" dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

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Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting

academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business:

- **Nurture globally competitive talents; expertise and skills in academics across the emerging countries;**
- **Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;**
- **Provide advisory services to upcoming business schools across the emerging countries for accreditation by the US based Association to Advance Collegiate Schools of Business (AACSB);**
- **Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;**
- **Offer customized training and professional development programs globally;**
- **Act as a platform for the advancement of "Global Entrepreneurship". And**
- **Act as a platform for the publications of scholarship in globally respected and world-class journals.**

Preface

This "*Book of Abstracts*" contains abstracts of all papers that have been accepted, after anonymous review and their subsequent revisions by author(s), for presentation at the 14th Annual World Congress of the Academy for Global Business Advancement (AGBA), that is being hosted by the School of Business and Economics, MOI University, Kenya on November 23---25, 2017.

AGBA would like to express its appreciation and gratitude to Prof. Dr. Laban Peter Ayiro, Acting Vice Chancellor, MOI University, Prof. Dr. Simeon Mining, Director of Research, MOI University, and Prof. Dr. Thomas Kimeli Cheruiyot, Dean, School of Business and Economics, MOI University for their dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

AGBA also wishes to extend its heartfelt thanks to Conference Organizing Committee chaired by Dr. Charles K. Lagat, Director, International Programs, Linkages & Alumni, MOI University for organizing a great conference.

We place on record our sincere thanks for your participation and support, and look forward to having you with us next year at AGBA's 15th Annual World Congress.

Sincerely,

Lynn L. Adams
Dana-Nicoleta Lascu
Gary L. Frankwick
Charles K. Lagat
Zafar U. Ahmed

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Halal Logistic Management of Supply Chain

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Abstract

A whole process of the supply chain must be embedded with the Sharia Principles in order to determine a halal supply chain. While, logistics management is where a process of handling goods between supplier and buyer. This paper is tending to get the definition of Halal Supply Chain and explanation of Logistic Management and Halal Logistic Management in the sense of halal supply chain. To achieve the objectives, respondent from five organizations who have implemented halal supply chain were interviewed. The data will be analyzed using Atlas.ti to meet the objective. The results found that halal supply chain is the connecting chain from the manufactures to the end user. While logistic management is a subset of halal supply chain. If the goods are Halal but the logistics are not follow the Sharia tenets. Then, the whole supply chain will be considered as Haram. In conclusion, the logistic management should follows the Sharia compliant in between the transportation the goods of cargo to prevent contamination to the supply chain. As such, this paper will brief is an exposure to the public about the importance of Halal Logistic Management in term of the supply chain. For future research, it hopes there will be a framework in discussing the halal logistic management.

Keywords: Halal Logistic Management, Halal Supply Chain, Sharia, Halal, Haram

Empirical Study of Transformational Leadership, Quality Culture and Performance of Top Universities: Accreditation Perspective

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Abstract

This paper empirically examines the effect of transformational leadership and quality culture on the performance of top universities in the accreditation. Data were collected via an online survey in which a questionnaire link was sent to 269 vice chancellors/presidents of the sampled universities. The study used proportionate random sampling techniques for sample selection. Partial Least Squares (PLS) algorithm and bootstrap techniques were used to test the hypotheses of the study. The result revealed that transformational leadership and quality culture had a significant positive effect on university performance. Based on the empirical evidence, becoming a flagship university depends on what the institutions do internally, their decision-making process, and style of governance. It is up to the institutions to internally drive quality making policies; therefore, principles and assumptions of transformational leadership theory and that of quality culture should be given further emphasis by university management for better performance and higher placement in accreditation.

Keywords: transformational leadership; quality culture; top universities; accreditation, performance

Open Innovation Business Models: Its application in the public sector

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Abstract

Innovation encourages an organization to adopt new ways of conducting business thereby increasing efficiency in service delivery. Closed innovation refers to the use of innovative ideas which are generated within the inside boundaries of the organization excluding external contribution. The concept of open innovation emerged to facilitate the opening of organizations boundary for greater interactions with all stakeholders. Open innovation was originally used in the Research and Design; R&D departments of big companies in the private sector to enhance their service delivery. In the late 1980s, the clamour for the public sector reforms mirrored in the private sector model brought about by the New Public Sector Management; NPM model advocated for the application of the concept of open innovation to the public sector organizations to improve the delivery of services. This paper examines the applicability of the concept of open innovation to the public sector organizations.

Keywords: Innovation; open innovation; public sector organizations

Leadership in Public Organization: The Role of Transformational Leadership

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Abstract

Research has shown that leadership has been practiced in different situations within organizations as a way of directing group and individual energies towards that achievements of the broad objectives of their organizations. Several leadership theories has emerged over the years to explain the effectiveness of leadership process in different organizations. Transformational leadership theory gained a lot of attention from scholars since 1978 as one of the most effective leadership style in transformation of the organizations. The tremendous success of transformational leadership in the private sector led to arguments that this type of leadership if replicated in the public organizations can be effective in promoting good governance in the provision of services. This paper examines the development of leadership in the public organizations and the applicability of transformational leadership in the public organizations to improve efficiency in service delivery.

Keywords: Leadership, transformational leadership, public sector organizations

The Secret Sauce for Business Calculus: Eliminating Failing Grades by finding the Optimal Application of Course Design, Electronic Materials, Supplemental Instruction and Competency Based Assessment

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Abstract

This ongoing study was created to find the correlation between various pedagogies being used in a business calculus class and passing grades for students. A former statistics professor, Gary Mercado, PhD., at Utah Valley University was able to develop a holistic pedagogy that was proven over several years to virtually insure that any statistics student would be able to pass a required business statistics course, provided they adhered to the number of hours he expected them to complete in supplemental instruction, electronic courseware, quizzes, tutoring, etc. That specific stats course was traditionally one of the more failed courses on campus.

A calculus requirement for some business degrees has also been a choke point for students who were unable to pass that requirement. The original university course that was created to meet that requirement had failure rates as high as 40 percent, but even the new business calculus course designed and created within the Woodbury School still has fairly high failure rates. The first part of this study is to find the correlation between specific modules and assessments in the course to passing grades, and then to find and apply the optimal mix of the successful tools being used. Students' math competency is being measured in McGraw-Hill's ALEKS program, using proctored tests and is being evaluated to measure its effect on student performance. The current data on this research will be presented.

Students' Perception on Service Quality of IIUM: Study on International Postgraduate Students

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Abstract

Students are the customer actually, so their perception on the service quality is very vital for any university or college. Services in a university may be of academic, administrative, IT and others. To compete successfully in the global education world, a university must have to know the customers' (students') perception regarding the services provided to them. And because the international students take a vital place in the education world and IIUM is an international university, the researcher took IIUM as a sample organization and the KENMS as the sample faculty from where seven students were selected purposively as sample respondents. Interviews were conducted by using a semi-structured questionnaire and the interviews were recorded in an audio recorder by taking permission. Students were free to express their opinion and experiences. From the study, the researcher found that all of the respondents are somehow satisfied with the service quality of IIUM. But they also showed their dissatisfactions in many cases and they also made some recommendations to improve the service quality. All of the points put forward by the respondent students, can be categorized into four, academic- lecturer, teaching method, evaluation criteria, and library facility; administrative- clerical services from all the relevant offices; IT- internet access, Wi-Fi connectivity, online library access; and others- infrastructure, logistics, medical facilities, scholarship and financial supports, accommodation facilities, transportation facilities, and so on. It is also found that most of the students are satisfied with the library facilities, some are satisfied with some of the lecturers and their teaching methods. In the case of dissatisfaction, most of the students are dissatisfied with the IT services and also on scholarship and research project services. The findings of this study would not be generalized but it could be a good reference for further research.

Keywords: Students' perception, service quality, academic services, administrative services, satisfaction, dissatisfaction

A Proposed Model of Continuous Improvement in Total Quality Management from Islamic Perspective (Doctoral Research)

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Abstract

Managing and assuring quality is vital for corporate survival in an increasingly competitive, open and globalized business environment. Since its inception immediately after World War II, Quality Management (QM) has now been regarded as a philosophy, not merely a concept.

Many individuals, as well as organisations, invest intellectual power and efforts to develop tools, techniques and models for continuous quality improvement. All of those are being done from conventional viewpoint or from materialistic worldview. Muslims are also using those literatures and models without making any attempt to reshuffle or adapt those to their own culture. Continuous improvement (CI) models developed by Western scholars are rooted in the concept of worldly gain which is contradictory to Muslim state of mind. A number of scholars suggested to develop some models based on Divine knowledge and principles focusing the benefits of both the worlds (Here and Hereafter). The available literatures show that some improvements have been made in the field of Economics, Finance and Banking, Management, HRM and Leadership; but very few in Total Quality Management (TQM). No model has yet been developed on continuous improvement from Islamic worldview. Efforts of this exploratory qualitative research is to minimize this gap by developing a new model of continuous improvement (CI) in Total Quality Management (TQM) from Islamic perspective.

To develop such model, the researcher has attempted to answer to the following questions in this particular study:

What would be the components to develop the new model of CI in TQM from an Islamic perspective?

How are those components connected with Islamic norms and values?

What are the issues and challenges for implementing the newly developed CI model in TQM from Islamic perspective?

What are the differences between Islamic and conventional approaches to CI?

Developing a new model of CI from Islamic perspective is the prime objective of this particular research. The specific objectives are (1) to identify the components for developing the new Model of CI in TQM from Islamic perspective, (2) to identify the issues and challenges to operationalize the newly developed model of CI, (3) to explore the link between the components of the newly developed model and the related Islamic principles, and (4) to analyse the differences between conventional approaches of CI and the newly developed model of CI from Islamic perspective.

The present study takes the affirmative postmodernism philosophical stance. The distinctive subjectivist-epistemological and ontological position of affirmative postmodernism induced particular appraisal norms for such management research. The epistemological paradigm of this particular study is based on the idea of Unity (al-Tawhīd). The fundamental epistemological foundations are the Qur'ān and the Sunnah and the contributions of scholars in Islam. The philosophical stance, epistemological and ontological paradigm induce to follow the qualitative methodology to conduct the research.

To satisfy the research objectives and to answer the research questions, the researcher has collected data by applying the interview (focus group discussion- FGD and semi-structured in-depth interview) method only. Having the conceptual model (primarily developed after extensive literatures review), the FGD was conducted involving 11 academics and practitioners. Based upon the FGD findings, the researcher finalized the components which helped her to finalize the new model named NAMS Cycle. Some issues and challenges have been found out through the research, which are associated with the implementation of the model. Thirty respondents were selected from practitioners for in-depth interview by using purposive sampling technique. The collected data have been analyzed manually by following the six-step qualitative data analysis method.

The newly developed NAMS Cycle is applicable for both the individuals and organisations. It is equally significant for organisations, individuals, academics, practitioners, students and research groups having interest to conduct research on the same area.

Keywords: TQM, Continuous Improvement, NAMS model, Values, Islamic Perspective

Financial Literacy, Financial Attitude and Saving Behaviour of Youth in Uganda: A Case of Mbarara District

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Abstract

Purpose: The purpose of this study was to establish the relationship between financial literacy, financial attitudes and the saving behaviours of youth in Uganda, the study of Mbarara district.

Design/methodology/approach: Youth in business and those in employment in Mbarara district were the target population. A total of 310 questionnaires were distributed to collect data from respondents. The sample was determined using Krejcie and Morgan (1970) table of determining a sample.

Findings: The research findings indicate that financial literacy is a strong predictor of financial attitudes with actions as the stronger predictor construct compared to financial knowledge and skills. Findings also indicated a positive relationship between financial literacy and savings behavior through self-control. Financial attitudes was found to have a significant positive relationship with savings behavior.

Research limitations/implications: Although the constructs were defined as precisely as possible by the use of available literature, the measurements used may not perfectly represent all the dimensions. This was because none of these constructs have been used in the same geographical scope.

Originality/value: The study provides a contribution to the existing research done in the area of financial literacy; financial attitudes and savings behavior among the youth in Uganda to enable future researchers have a wide base of research materials. It's among the few studies in Uganda. The main theoretical contribution of this study is that it raises the question about how the theory and research developed can be used to contribute to the application of savings behavior in other countries especially in developing countries.

Keywords: Uganda, Mbarara District, Youth, Savings behavior, financial attitudes, financial literacy.

Impact of Banking Innovations on Customers' Attraction, Satisfaction and Retention: A Case of Banks in Botswana

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Abstract

The present study investigates the impact of banking innovations on customers' attraction, satisfaction and retention amongst the commercial banks in Botswana. To analyse the data descriptive and inferential statistics were utilised. The results indicate that, innovative banks are likely to attract and satisfy their customers. The present study offers one of those few evidence of antecedents of banking innovations from a developing country (Botswana). Present study key limitations arises from sample size and its geographical application - that is, Botswana. This was cross-sectional study, hence we recommend for a longitudinal study, which could shed more lights on how customers behave as banks switch on to new innovations. Research in other geographical settings should be considered as a way to explore banking innovativeness to customers' retention. These findings offer useful understanding of commercial banks, specifically when embarking on introduction of innovative practices that seeks to attract, satisfy and retain customers in the rapid ever-changing competitive environment. The present study concludes by emphasising on the application of innovative practices as a way to increase commercial banks clientele base, which in turn results in competitive performance. The present research contributes to our understanding of innovation by offering insights into commercial innovative practices, which have influence on customers' attraction, satisfaction and retention. Finally a model is presented, which is partially fitting.

Keywords: Attraction, Botswana, Commercial banks, Customers, Creativity, Financial institutions, Innovation, Retention, Satisfaction, Technology

A conceptual framework of innovation for economic diversification, national competitiveness and sustainable growth

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Abstract

Innovation has become one of the fundamental drivers of today's competitiveness of countries as well as organisations. Although there is universal agreement on the role of innovation in spurring economic growth and development, few studies have explored the role that innovation plays in economic diversification; a void this paper sets out to fill. This paper investigates the role of innovation in economic diversification through a review and synthesis of related literature on innovation and economic diversification. The study argues that leveraging innovation by developing economies is likely to result in robust diversification and competitiveness of such economies. The paper highlights some pertinent issues that countries need to put into place as a way to promote innovation, such as, friendly innovation and industrial policy, technology, seed fund for innovation, absorption of research and development, and national research funds. The paper also presents a conceptual framework that can be used to guide innovation activities for competitiveness. Keywords - Africa, industrial policy, government, economy, innovation policies, developing countries, knowledge management, social capital, economic diversification.

The Relationship between Distinctive Capabilities, Business Strategy, Environment and Performance: A Proposed Model for SMEs in Palestine

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Abstract

The purpose of this study is to explore the relationship between distinctive capabilities, business strategy, environment and performance of industrial SMEs in Palestine. Through determine whether the performance of industrial SMEs in Palestine differ with their choice of business strategy they adopt, investigate the relationship between distinctive capabilities, level of administrative capabilities, level of production/operation capabilities, marketing capabilities, human resources capabilities, environment uncertainty and performance of industrial SMEs in Palestine. The proposed framework shows the relationship between independent variables which are distinctive capabilities and business strategy, moderator variable which are business environment while the dependent variable is the performance. Conclusion and the direction of proposed study are discussed at the end of the study.

Keywords: Challenges, issues, Palestine, small-and-medium enterprises (SMEs), manufacturing sector

Empirical Approach to Endorsement Marketing and Consumer Fanaticism of Telecomm Firms in Rivers State, Nigeria

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Abstract

The paper is an empirical investigation of the relationship between endorsement marketing and consumer fanaticism of telecomm firms in Rivers State. A sample of 200 customers of selected telecomm firms were surveyed and 196 copies of questionnaire were returned and valid after data collation and cleaning for analysis using Pearson's Product Moment Correlation with the aid of SPSS version 21.0. Based on findings, the paper concludes that celebrity-product-fit has a strong relationship with consumer fanaticism of telecom firms in Rivers State. Amongst the recommendations is that: more investment should be made on endorsement marketing activities as it enhances consumers' brand recognition.

Keywords: Endorsement Marketing, Celebrity-Product-Fit, Perceived Risk, Devotion, Brand Addiction, Telecomm firms

Free Education Policy and Its Immerging Challenges in Sri Lanka

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Abstract

Education system plays a crucial role in any country towards achieving a sustainable development and strengthening social wellbeing and is often called as the back born of the society. The purpose of this paper is to explore the salient features and its evolution of free education system in Sri Lanka and its imming challenges for policy makers. This paper also aims at suggesting alternative strategies to overcome the challenges that are immerged from the changing global market context by pooling of views and ideas of academics and other experts in the field of education. We expect that the alternative strategies suggested to overcome the emerging issues in the free education system would add value to policy makers to objectively develop future strategies and policies relating to the education system of the country. We explore the existing literature relating to education systems and experts' views and authors' own experience as academics. We find that Sri Lankan education system requires an urgent reform or revision from a holistic approach to address some key issues in the areas of policy making level, implementation level, supervisory and regulatory level. We recommend the government to increase the budget allocation for education to a level which could initially push the process forward as the current allocation is trivial. We further see a significant disparity between rural and urban popular schools in many aspects. Issues pertaining to content and revision of school curricular timely manner to best fit the changing world, teacher centered mechanic learning environment, poor participation of stakeholders in teaching leaning process, hierarchical and conflicting administrative structure, lack of opportunities for talented and high performing students who do not have enough economic means to enter into higher education process, competencies and professional development of teachers are identified as key problematic areas.

Keywords: Education policy, Education system, Free Education, School Education, Teaching and Learning

Entrepreneurial Orientation and Firm Performance: The Mediating Role of Leadership Style

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Abstract

The main objective of this study is to explore the effect of Entrepreneurial orientation on performance of small and medium scale enterprises. Moreover the study will discover the mediating role of leadership style on the relationship between the Entrepreneurial orientation and firm performance. Cross sectional survey design was employed to collect data from Small and medium scale firms in Mogadishu with sample size of 300. The paper utilized Partial Least Square technique to analyze and validate the Structural Equation Model, the study found that Entrepreneurial orientation dimensions are instrumental for enhancing the firm performance of small and medium enterprises in Somalia. Furthermore; the study found that leadership style had partial mediation between the relationship between independent and dependent variable. The implications of study, limitation and future research directions are further highlighted in the concluding section of the paper.

Keywords: Entrepreneurial orientation, firm performance, leadership style, SME, Somalia

Acceptance and Sustainability Issues in Information Technology-Based Banking Services: A Review of Literature

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Abstract

Information technology has brought out a revolution around all over the world. Internet is one of the most important contributions of information technology. There is a continuous increase in the number of internet users in the world. The increased penetration of internet has transformed the provision of banking services. The present paper is an endeavor to review the literature on the acceptance of IT-based services in banking. Several models have been propounded by past researchers to examine the acceptance of technology-based services and systems. TAM has been found to be the most widely used model to gauge the acceptance behaviour of technology based services and systems in general and for banking services in particular and it should also be tested in different contexts for its validity. Banks while framing the strategies on adopting new technology or a system should also consider the associated environmental and sustainability issues. There is a dearth of literature available on the aspect of technology acceptance in banking. The sustainability aspect needs more exploration by the prospective researchers in future.

Keywords: Information technology, banking, sustainability

A Treatise on Socioeconomic Roles of Zakah

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Abstract

A major preoccupation of policymakers is the design and implementation of public policy for efficient resource mobilization, allocation, stabilization of the economy and redistribution of wealth to guarantee minimum standard of living for all. At the extremes, the Capitalist and Socialist systems are characterized by the supremacy of self-interest in the former and total state control in the latter. Exacerbated by the prevalence of riba in the systems, unwanted economic outcomes; social and economic inequality, poverty, unemployment, crimes, booms and recessions, thrive. The Islamic economic system which blends the material pursuit with spiritual upliftment tailors economic policies towards attainment of Maqasid al-Shari'ah. As a pillar of Islam and an omnibus instrument of economic stabilization, Zakah serves as an automatic catalyst with backward and forward implications on resource mobilization, allocation, stabilization and redistribution of wealth. Using a heuristic approach, the paper conducts an in-depth assessment of the socioeconomic impact of Zakah in an Islamic economy. Evidences from review of both classical and empirical literature unveil the positive impact of Zakah on consumption, savings, investment leading to employment and higher productivity, (Kahf 1980; Metwally 1983; Khan 1984; Ahmad, 1985; Kuran 2006; Azmi, 2009 and Norulazidah, Ali & Myles, 2010. Further, Zakah acts as an expansionary tool to those at lower income level and a discretionary tool to those at higher income level to redistribute income, remove poverty and facilitates provision of desired public good for the benefit of the poor Faridi (1983). The paper posits that in view of the overwhelming empirical evidences in the literature, Zakah is an effective tool for tackling socioeconomic problems of our modern times.

Keywords: Zakah, socioeconomic, resources allocation, stabilization, redistribution, poverty

Rapid Internationalization of Companies from Emerging Economies

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Abstract

This research explores the influence of home country effect on successful internationalization of emerging companies. We considered Qatar Airways and Emirates Airways as two companies from different countries with similar economic structures. Interviewing of five experts in the airline industry revealed that four home country factors have produced significant competitive advantages, allowing both carriers to rapidly internationalize their activities and become key players in the global aviation industry. These home country factors are the location of the country, rapid economic development, and government support.

Information and Kuwaiti Investors Behaviour: Analysis based on Governorate

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Abstract

This paper reports the results of preliminary analysis on the importance of information that are acquired from social and business networks in investment decision. A total of 400 respondents from six different governorates in Kuwait participated in this study. Diwaniyyah as an information exchange center is highly regarded by respondents from all of the six governorates. The information regarding activities at Kuwait Stock Exchange are considered reliable and is a place to verify information gathered from other sources. However the results of Anova showed that there are regional differences as regards to information and the recommendations of analysts, market researchers and stock brokers; as well as information provided by friend and colleagues; and those provided by elders and family members. Overall the respondents exhibited a herd mentality behaviour. They rated information on the behaviour of other investors as very influential in their investment decision.

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A Study of Shopping Malls Attractiveness in Qatar: A Segmentation Approach

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Abstract

The paper will aims to determine the attractiveness factors of Qatari shopping malls from the shoppers' perspective and then to segment shoppers according to these attractiveness factors. Data were collected from 800 participants and analyzed to identify shopping mall attractiveness factors. K-means cluster analysis is used to segment mall shoppers in Qatar. This will be the first study to identifying shopping mall attractiveness factors in Qatar. According to recent market study by Oxford Business Group (OBG) the retail space in Qatar will increase from 634 sqm in 2016 to 1.3 M sqm in 2019, one hundred percent increase in just three years. Since Qatar awarded the FIFA World Cup 2022, the local market has been transforming in a fast pace. The expansion in Shopping mall is one aspect of the change in the Market, hospitality industry is booming and more international brands are entering the market for the first time. Such dynamic environment demand better understanding of the consumers and their mall patronage motives. By segmenting Qatari market according to the shoppers' perspective, the owners, managers and stakeholder of the current and future shopping mall will be able develop the appropriate marketing strategies to satisfy their customers.

Keywords: Shopping Malls Attractiveness, Qatar, Segmentation

English Language Development for International Students: What Do Top Hosting Business Schools Do?

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Abstract

The United States hosts more globally mobile students than any country in the world—approximately one million annually. These students come to the U.S. believing that they will receive a better education than in their own countries and that they will become proficient in English. Schools of business host the majority of these students. Global learners not only need baseline English skills to be academically successful, but must continue developing their skills to be professionally prepared and competitive in both domestic and international job markets. This mixed methods study sought to identify the perspectives of department heads from schools of business that host large numbers of global learners regarding English language development and related faculty and department strategies. Heads of 15 departments responded to an online survey with Likert-scale and open-ended questions. Findings indicated that department heads are aware of the needs of global English language learners and seek to assist them, but that more intentional strategies and department-wide approaches are needed.

Impact of Track and Trace System on Illicit Trade of Tobacco Products in Kenya

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Abstract

WHO estimates that tobacco use is currently responsible for premature death of about six million people across the world each year. In 2008 BAT estimated 8–12% illicit cigarette market penetration in Kenya. Track and tracing system was implemented in 2014 and its impact has not been determined so far. This study sought to establish the impact of track and trace system on illicit trade of tobacco in Kenya. A structured questionnaire was used to collect primary data that was analyzed by the use of descriptive statistics and multiple regression analysis. The results showed that there was a positive relationship between independent constructs and dependent construct. This study provides new knowledge that Data Intelligence and Auditing has a positive and significant impact on Illicit Trade. Managers and policy makers should put Track and Trace Systems in place, as this is useful in reducing illicit tobacco trade in Kenya.

Keywords: Supply Chain Tracking, Marking of Tobacco Products and Data Intelligence and Auditing

Impact of Agricultural Output on Economic Growth in Nigeria and Ghana (1985-2014)

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Abstract

This thesis examined the “impact of agricultural output on economic growth in Nigeria and Ghana”. The main aim of this study is to investigate comparatively the impact of agricultural output in stimulating growth in both countries. Two models were formulated to give empirical content to the stated hypotheses which were analyzed via the Vector Error Correction (VEC) Mechanism. Data was collected from relevant sources for a 30 year period spanning 1985 to 2014. It was collected for variables such as agricultural machinery, fertilizer consumption, agricultural land, arable land, agricultural expenditure, agricultural loans and employment in agriculture for the first model while the second model included agricultural output, industrial output, services output and Real Gross Domestic Product (RGDP). The study found out that agricultural inputs are significant in spurring agricultural output in both Nigeria and Ghana. It was also revealed that both countries have utilized inputs in buffering the agricultural sector, however, the efforts made by the Nigerian government has been more effective than that of Ghana. The findings also revealed that, the coefficients of AGO (-1.97), IDO (2.21) and SVO (-1.81) in Nigeria which implies that the contribution of agriculture to GDP is insignificant compared to other sectors, however, industrial sector perform better in Nigeria than Ghana while in Ghana the coefficients are AGO (2.52), IDO (0.42) and SVO (1.44), which implies that in terms of contribution to GDP, agriculture contributed to Ghana GDP than other sectors followed by service sector. The thesis concludes that there exists a significant difference on the impact of agricultural output on economic growth in Nigeria and Ghana which is precipitated by the notable difference in the impact of agricultural inputs in stimulating production of agricultural output in Nigeria and Ghana. It therefore recommended amongst others that; first, the government of Nigeria and Ghana should make efforts in increasing the expenditure in the agricultural sector. Second, that, given the potential of the agricultural sector, Commercial Banks, Bank of Agriculture and other financial institutions in Nigeria should channel more loans and credit facilities to the sector in order to encourage farmers to increase output through improved seedlings, adequate manure and proper land usage. Finally, policies aimed at increasing the productivity and quality of agricultural outputs should be initiated, implemented and used as major tools that would precipitate economic growth in Nigeria and Ghana. More farm implements and inputs should be provided to boost output growth.

Impact of Psychological Contract on Employee Intension to Leave: An Employee Perspective of Insurance Industry in Sri Lanka

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Abstract

The changing nature of the employment relationship in the modern day context has been analyzed using the psychological contract that provides an understanding of the mutual unwritten expectations of employees and employers on the terms and conditions of reciprocal exchange agreements. Several academics and practitioners in recent past have probed in to the study area of impact of the psychological contracts fulfillment of both employer and employees and have been able to claim that there is an impact on employee intension to leave. Further, it revealed that traditional employer-employee relationship in the contemporary business world has eroded due to the rapidly changing dynamics of the contemporary globalized business world. This paper intends to addresses the impact of “the fulfillment of the psychological contract on employee intension to leave (turnover).

The study is based on the insurance industry and findings were drawn on quantitative data. A total of 300 full-time employees in the executive grades of the insurance industry participated for this study by providing responses to a questionnaire developed on five point Likert scale focusing forty six indicators. The findings of this study suggested that the non-fulfillment of one’s psychological contract has an effect on employee intention to leave. Additionally, it was revealed that there was no significant impact over the relationship between psychological contract fulfillment and the employee intension to leave by demographic factors of employees such as age, gender and years of experience in the organization.

Keywords: Psychological contracts, employee intension to leave (turn over), reciprocal exchange, employer-employee relationship, HRM

An Empirical Analysis of Insurance Provisions and Risk Management of Small and Medium Scale Enterprises in Ebonyi State, Nigeria

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Abstract

This study is an empirical analysis of insurance provisions and risk management of small and medium scale enterprises (SMEs) in Ebonyi state, Nigeria. It examined insurance provision and risk management of small and medium scale enterprises and its impact on SMEs. To achieve this, three research questions were raised and two null hypotheses formulated were tested at the probability of 0.05 level of significance. The data obtained were analyzed using the weighted mean and standard deviation to answer the research questions and t-test statistics to test the null hypotheses. The result showed that effective insurance provisions and risk management promote growth of small and medium scale enterprises. The following recommendations were made based on findings: proper keeping of financial records by SMEs, diversification of investment money, good information (data bank), careful planning and feasibility study and insurance coverage.

Keywords: Insurance, Risk Management, Small and Medium Scale Enterprises and Nigeria

Insurance and Risk Management: An Imperative Tool for Small and Medium Scale Enterprises (SMES) Advancement in Nigeria

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Abstract

This study is on insurance and risk management as an imperative tool for small and medium scale enterprises (SMES) advancement in Nigeria. It examined insurance provision and risk management and its impact on SMEs. Correlation was used to substantiate whether there is similarity between risk management and advancement of SMEs in Nigeria. The data obtained were analyzed using the weighted mean and standard deviation to answer the research questions and t-test statistics to test the null hypotheses. The result showed that effective insurance provisions and risk management promote growth of small and medium scale enterprises. Majority of SMEs examined were not insured neither do they practice good risk management. The following recommendations were made: proper keeping of financial records by SMEs, diversification of 35% investment money, keeping of good information (data bank), careful planning and feasibility study and insurance coverage.

Keywords: Insurance, Risk Management, Small and Medium Scale Enterprises and Nigeria

Post-Demonetization: Transition in Indian Retail Industry

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Abstract

It is valuable to reflect on how the financial environment changed during the earlier cash crunches and the recent financial crisis. This paper will highlight the impact of current demonetization move on Indian retail sector. This paper will give a brief overview of the purpose of demonetization. Then the author will discuss the consequences of demonetization drive on organized and unorganized retail sector. This impact is for short duration or long duration will be analyzed through this paper. The initiative to withdraw large-denomination currency from the market, has led to massive adversity to the lives of millions of people in the country's mainly cash based economy. This cash-crunch has also impacted the "Cash on Delivery" model of e-commerce industry. So, the author will try to make it clear what amendments need to be introduced in the routine of consumers to counter this demonetization move. The entire transformation from cash based economy to cashless economy has forced retailers too to adapt various new modes to revive and sustain in the market. Here an attempt will also be made to study and compare the after-effects of earlier demonetization moves taken by government from time to time. In nutshell, an effort has been made to understand whether the Indian economy will ever lose its' propensity to deal in cash or whether the digital empire will take over and entirely revolutionize the facade of Indian Retail.

Electronic Word-of-Mouth (eWOM) Model in Building Brand Equity Toward Indonesian and Foreign Restaurants

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Abstract

This research objective is to develop the model of electronic Word of Mouth (eWOM) Communication. The model development is a kind of the extent research motivated by Jeong and Jang findings (2011) and Mutiasih et al. (2014). Therefore, particularly, the objective of this research is to examine the effect of Consumers' restaurant experience (CREp) and Country of Origin (COO) on eWOM and also to analyze the mediating role of eWOM in COO effect on Brand Equity. To achieve the objective, the survey design was applied by using self-administered questionnaires distributed through offline and online survey. 323 Data input taken from 360 respondents was analyzed by using the path analysis model under SPSS applications. The main finding demonstrates that CREp and COO has a positively significant effect on eWOM and eWOM has a positively significant effect on Brand Equity in which its estimate value is higher than COO effect on Brand Equity. However, the estimate value of the CREp has higher than that of COO. Another finding is that eWOM has a mediating role in COO effect on Brand Equity.

Keywords: Consumers' Restaurant Experience, COO, eWOM, and Brand Equity

Does Consumers' Restaurant Experience Trigger Electronic Word of Mouth (eWOM) and Purchase Intentions for Indonesian and Western Restaurants

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Abstract

The competition of restaurant business is very high because of plenty of new players both local and foreign, especially from the numerous of foreign investors that are willing to invest in Indonesia (Fitch Ratings in 2011, cited by Sup, 2011). This matter also encourages the development of the western restaurant in Indonesia. Therefore, the objective of this research was to analyze the positive effect of Consumer's restaurant experience dimensions on electronic word of mouth (eWOM) motivations, as media of marketing communications, and it will have effect on purchase intention. Research survey design is implemented by self-administered questionnaire with Regression analysis model. The questioners are distributed by online in the form of google docs and disseminated through social media. The results of the research show that consumers' experience dimensions have a positive effect on eWOM in choosing Indonesian Restaurant and Western Restaurant, and also it has an impact toward purchase intention. If compared to Western Restaurant, Indonesian consumers prefer to Indonesian restaurants because of the tasty and delicious taste of the food. However, Indonesian Restaurant should continue to innovate the product performance and quality in order to compete with Western Restaurant, so that the food products from Indonesian Restaurant will be continued to be in high demand by local or foreign consumers because of the possession of taste and high quality.

Keywords: Restaurant Experience, eWOM, Purchase intention

Economic and Social Impacts of Financial Inclusion: A Case of the Underprivileged in Bangladesh

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Abstract

Bangladesh, a small but one of the most densely populated countries in the world, has 31 percent of its total population of 160 million live below the national poverty line of US\$2 per day. However, according to the World Bank, the extreme poverty rate in Bangladesh has dropped to 12.9 percent in 2016. On many other socioeconomic indicators, Bangladesh has also made rapid progress. Indeed, financial inclusion of the underprivileged in Bangladesh is seen to have played a significant role in this regard. Interestingly, both Microcredit and Islamic Microfinance have been widely used as tools for financial inclusion of the marginalized class of the society. Nobel Laureate Professor Yunus pioneered microcredit as a financial product to help the poorest of the poor. At the same time, Bangladesh is also seeing a growing appeal for Islamic Microfinance from the similar group of people. The country now has the highest number of banks and NGOs offering microcredit and Islamic microfinance to more than 10 percent of the population. Inherently, the tools are different in their ownership structure, though their operational mechanism has commonalities. Nonetheless, the outreach of these products is still increasing. The socioeconomic impacts and success of these products, mainly of microcredit, are assessed on the basis of indicators of employment and production, income and consumption, household vulnerability, poverty reduction, women empowerment, etc. of the borrowers. With no immediate substitute in sight, the paper argues that the benefits of them, particularly microcredit, more than offset their unintended pitfalls.

Keywords: Financial Inclusion, Bangladesh, Microcredit, Islamic Microfinance, Socioeconomic Impacts

Influence of Networking on Women Entrepreneurship: Determinants, Challenges and Constraints in Marketing Their Products

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Abstract

Purpose: The purpose of this study is to find the drivers of women entrepreneurship in the Indian context. The study also elaborates the challenges faced by women entrepreneurs in India.

Methodology: The study included data collection and analysis with SPSS. We did the correlation and regression analysis.

Findings: The study suggests that there is a significant correlation among the desire to work for oneself, and the need for autonomy. These two factors show a significant correlation with social status and women entrepreneurship.

Originality: The study helps to identify the variables for driving women entrepreneurship for enhancing the women social status through entrepreneurship.

Keywords: Networking, Women Entrepreneurship, India.

Network Marketing format of Entrepreneurship Development – An Empirical Analysis

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Abstract

Marketers mostly believe that Network Marketing (NM) is the efficient way of using social networks for marketing relies on harnessing WOM by analyzing the network of members' connections. By selling products to end users, customers get opportunity to become distributors of NM products. These products are sold in Non-store retail i.e. from the distributor's residences.

The study was conducted by survey using 'Snowball' sampling technique on a sample of 600 Network marketing distributors in Hyderabad, Telangana State, India with structured questionnaire and data was analyzed using Predictive Analytics Software (SPSS) Version 23.0.

The aim of this study is to describe the analysis of data and to reveal the results of the survey. The results were obtained by using 'Descriptive' and 'Inferential' statistics on the basis of responses collected from the distributors of selected Network marketing companies through questionnaire survey method. 'Inferential' statistical tools like Chi Square (χ^2), Phi Cramer's V Test etc. were applied.

Keywords: Network Marketing, Amway India, Multilevel Marketing, Hindustan Unilever Network, Empirical Analysis

Impact of remittance on economic growth and poverty alleviation in Nepal

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Abstract

This study examines the impact of remittance on economic growth and poverty alleviation in Nepal. Gross domestic product and poverty alleviation are the dependent variables. Remittance, broad money supply, foreign aid, industrial production, inflation, foreign direct investment, per capita income, consumption, unemployment rate and literacy rate are the independent variables. This study is based on secondary sources of data that are collected from 1995/96 to 2014/15, leading to a total of 20 observations. The data are collected from Economic Survey, Monetary Policy and different reports published by NRB, reports published by World Bank, and different issues and reports published by Ministry of Finance. The regression models are estimated to test the significance and importance of remittance on economic growth and poverty alleviation in Nepal.

The study shows that there is positive relationship between gross domestic product and total remittance inflow. It indicates that increase in total remittance inflow leads to increase in gross domestic product. Similarly, gross domestic product is positively correlated to broad money supply. It indicates that increase in broad money supply leads to increase in gross domestic product. Likewise, there is positive relationship between gross domestic product and foreign aid. It indicates that higher the foreign aid, higher would be the gross domestic product. Likewise, the gross domestic product is positively correlated to industrial production. It indicates that higher the industrial production, higher would be the gross domestic product. The study also shows that gross domestic product is positively correlated to inflation. Similarly, the result shows that poverty alleviation is positively correlated to total remittance inflow. It indicates that increase in total remittance inflow leads to increase in poverty alleviation. Likewise, poverty alleviation is positively correlated to per capita income. It indicates that higher the per capita income, higher would be the percentage of poverty alleviation. The regression results show that the beta coefficients for remittance and broad money supply are positive with gross domestic product. Similarly, the beta coefficients for per capita income and literacy rate are positive with poverty alleviation. The study concludes that remittance has significant impact of remittance on economic growth and poverty alleviation in Nepal.

Keywords: Gross domestic product, poverty alleviation, remittance inflow, broad money supply, foreign aid, industrial production, inflation

Stress as a Mediating Effects of Personality and Job Satisfaction: Service Experience in Malaysia

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Abstract

To remain competitive, hotels are keen to probe into factors which may result to the ups or downs of an organization. Being part of the 'people oriented' industry, organizations are to abide by the fact that their performances are measured through customers' satisfaction. Due to this, human capital has been identified to be one of the key factors in determining the success or failure of a business. Hence, it is crucial for organizations to select the right people with the right personality to represent the organizations. However, individuals in the organization could be as subjective and could not deny the inevitable presence of stress which would cause behavioral change, and in turn may affect their job satisfaction.

A total of 165 employees participated in this study around Kuala Lumpur vicinity. Data were collected through self-administered survey questionnaires. Descriptive statistics, reliability analysis and multiple regressions analyses were used in the data analysis. The regressions analyses of this study revealed that stress mediated the relationship between personality and job satisfaction in which two out of five personality traits used in this study were found to be partially mediated by stress; Openness ($\beta=.32$, $p<0.01$) and extroversion ($\beta=.23$, $p<0.05$). Therefore, it could be concluded that not all personality traits could be affected by stress.

From the study, one can have a greater understanding of to what extent personality types contribute to job stress and how job satisfaction could also be affected. In addition, this study provides a basis especially for the hospitality industry researcher to further test the relationships among these constructs.

Topic: Role of Behavioral Factors in Decision Making By Direct and Indirect (REITs) Investors in Real Estate Properties in Kenya

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Abstract

The rational theory of finance is based on the assumption that investors are rational in nature and that they are self-oriented in their decision making with the ultimate objective being to obtain optimum returns for a given level of risk. However, advocates of behavioral finance argue that human behavior may influence investors to divert from rational expectations, the same of which may have resulted in sup-optimal decisions while in other studies these behavioral factors have facilitated simplicity in decision making and resulted into beneficial investment decisions. In the recent past a number of studies have been undertaken on social, cognitive and emotional factors that influence decision making by diverse categories of equity investors in stocks of listed companies. The study shall build on previous research which have examined behavioral factors that influence decision making by investors in properties sector, such as Parker (2014) who proposed a model for determining behavioral factors that influence indirect property investors, who are those who invest in Real Estate Investments Trusts (REITs) and Waweru, (2008) whose study was on investor who undertake direct property investments. Thus this conceptual paper is championing for a study that shall attempt to move further by taking a holistic approach which incorporates investors who deal with both direct and indirect investment in real estate properties in Kenya. The study therefore shall lay the ground for studies that examine behavioral factors that influence decision making by all categories of investors in real estate properties and thus shall contribute to the growth of studies in behavioral finance in Kenya, a field that has scanty research given that most behavioral studies have been undertaken in developed economies (Mwangi 2011; Waweru, 2008). It's encouraged that Finance scholars' subject the proposed model to empirical studies in diverse contexts for comparison and further critique all of which aimed enhancing behavioral finance theory.

Board Independence, Ethnic Composition and Financial Performance of Companies Listed At the Nairobi Securities Exchange

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Abstract

Recent global events concerning high-profile corporate failures such as Enron in the US have intensified debate on the efficacy of board composition as a means of increasing corporate financial performance. The main objective of the study was to establish the effect of board composition on financial performance of companies listed in Nairobi Securities Exchange. The target population constituted all listed companies quoted at the NSE for the period of five years from 2008 to 2012. Secondary financial data sources were also used in the study. The findings showed that board independence significantly, however ethnicity seemed to have less impact on financial performance. The study observed that all the variables were positively skewed. Kurtosis values indicated that all variables have platy-kurtic distribution. The study recommends that board composition should be based on independence to steer managerial functions as opposed to ethnicity.

Keywords: Board Independence, Ethnic Composition, Financial Performance

Determining the differences in Expenditure between Domestic and international Tourists

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Abstract

The purpose of this research was to establish differences in expenditure between domestic and international tourists visiting the coastal region of Kenya. Survey design was employed, while self-administered questionnaires were used to collect information from the respondents. Systematic sampling method was used to identify a total of 302 international tourists and 65 domestic tourists. Analysis of data was done using student t-test which in overall indicated a significant difference in expenditure between domestic and international tourists with the latter being found to spend more. The study recommends that the government needs to come with policies together with tourist practitioners on encouraging Kenyans to travel more especially during the low season in order to ensure hotels remain booked throughout the year. Tour agency should also be encouraged to come up with friendly packages which would encourage domestic tourism.

Effect of User Perception on the Relationship between Organizational Context and Adoption of Cloud Computing: Evidence from SMEs in Nairobi County, Kenya

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Abstract

Often, SMEs' top management, technology readiness and firm size affect their adoption of cloud computing. This paper argues that despite an increased awareness on the benefits accruing from adopting cloud computing, SMEs seem to lag behind in exploiting the opportunities of new IT applications. In addition, research results on the link between organizational context and cloud computing adoption has been inconsistent. To address this inconsistency, this paper introduces the mediating role of user perception as a pertinent agent in cloud computing adoption. The discussions in this paper are anchored on a study that sampled 398 respondents from Nairobi County, Kenya. Data was collected through questionnaires and analyzed using a multiple regression model. The authors shed light on the link between organizational context, user perception and adoption of cloud computing among SMEs and call for the need for stakeholders to note that cloud computing adoption goes hand-in-hand with user perception.

Keywords: Organizational Context, Top Management Support, Technology Readiness, Firm Size, Cloud Computing Adoption, Perceived Ease of Use (PEOU), Perceived Usefulness (PU)

Environmental Context, User Perception and Adoption of Cloud Computing Among Small and Medium Enterprises in Nairobi County, Kenya

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Abstract

Small Medium Enterprises are the drivers of an economy and technology is an enabler, the avenue into achieving a competitive edge. Therefore, it's imperative that SMEs harness their resources by embracing cloud computing. However, SMEs have not exhaustively tapped their resources. To enable SMEs to be at par with their counterparts and especially the blue chip firms to enhance growth, competition must be on a level ground. Cloud computing provides a launch pad towards business liberty useful as a low cost alternative to the company's internal IT costs. The discussions in this paper are thus premised on a study that sought to investigate the relationship between environmental contexts, user perception on cloud computing adoption in SMEs in Nairobi County, Kenya. The author thus recommends that policy makers and service providers should not overlook the fact that user perception Environmental context pressures are guided by the convictions potential clients form towards adopting an innovation

Keywords: Environmental Context, Competitive Pressure, Trading Partners Pressure, Cloud Computing Adoption, User Perception

Effect of Eco-Commitment on Ecopreneurial Performance among Ecopreneurial Ventures in Western Kenya

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Abstract

The purpose of this study was to investigate the effect of eco-commitment on ecopreneurial performance among ecopreneurial ventures in western Kenya. The study targeted sampling frame of 2,675, a sample of 359 was selected using multi-stage sampling design. Closed ended questionnaires were physically administered during data collection.. Cronbach's Alpha (α) was determined for the items in the questionnaire besides an exploratory factor analysis to confirm the dimensions of study variables. The quantitative data collected were edited, coded and entered for descriptive statistics analyses where the mean, standard deviation, skewness and kurtosis were determined. From regression results eco-commitment strongly and positively affected ecopreneurial performance. Therefore eco-commitment influenced ecopreneurial performance of eco-ventures in Kenya.

Keywords: eco-commitment, ecopreneurial performance, ecopreneurial ventures

Materialization of Sustianopreneurship and Performance in Kenyan Eco-Ventures

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Abstract

Purpose: The purpose of this study was to analyze the effect of sustainopreneurial materialization on sustainopreneurial performance in Kenyan eco-ventures.

Methodology: The unit of analysis for the study was individual sustainopreneurs operating in urban areas in Kenya. From a sampling frame of 2,675, a sample of 359 was selected using multi-stage sampling design. Closed ended questionnaires were physically administered during data collection. The quantitative data collected were edited, coded and entered for descriptive and inferential statistical analyses where the mean, standard deviation, skewness and kurtosis were determined. Hypotheses were tested using multiple regression analyses. The analyses were done at a significant level of 95% ($\alpha = 0.05$) and the results presented in form of tables and analytical models.

Findings: The findings established that materialization of sustainopreneurship comprising eco-opportunity and eco-innovation strongly and positively affected sustainopreneurial performance ($R=0.79$, $R^2=0.63$, and $F \text{ change} = 169.14^*$).

Implication: Therefore materialization of sustainopreneurship influenced the performance of eco-ventures in Kenya. Eco-innovation also encourages generation of new innovations which have made it possible for eco-firms to have a competitive edge. With reference to eco-opportunity, firms have made use of green initiatives to attract new market opportunities

Keywords: sustainopreneurial Materialization; sustainopreneurial Performance; Eco-Ventures; Eco-Opportunity; Eco-Innovation.

Efficacy of Reward Strategy on Employee Retention. A case of Commercial Banks in Eldoret Town, Kenya. School of Business and Economics, Moi University, Kenya

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Abstract

Purpose – Effective employee motivation and rewarding of staff has increasingly become an important issue within organizations today. However, despite over 50 years of organizational research that demonstrates that employees are motivated by more than just money alone, many organizations continue to rely solely on financial rewards. It is perhaps understandable for organizations to make simplistic assumptions about the ability of financial rewards strategy to influence employee motivation (Gratton, 2004). The purpose of this paper is to determine the effects of monetary rewards on employee retention. Nineteen commercial banks in Eldoret town were purposely sampled.

Design/Methodology/approach - The study adopted explanatory research design and systematic sampling technique. Data was analyzed using descriptive and inferential statistical tools.

Findings- Use of monetary rewards to retain employees was not significant. Measure of the monetary reward strategy revealed no significance effect to employee retention at 5% ($p = 0.348$; $t = 0.941$). The study concludes that there is need for reward strategies used by commercial banks to be strengthened to reduce turnover but achieve planned objectives.

Effect of Knowledge Management on Firm Competitive Advantage among Commercial Banks in Kenya

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Abstract

We examined the effect of knowledge management on firms' competitive advantage among commercial banks in Kenya. Using multiple regression analysis, we found support for the proposition that knowledge acquisition, knowledge dissemination and responsiveness to knowledge enhanced firms' competitive advantage. Given the increasingly critical role of Knowledge management in connection with firm competitiveness in today's dynamic market place organizations are encouraged to pursue effective knowledge management to ensure they have a sustained competitive advantage.

Keywords: Firm competitive advantage, knowledge acquisition, knowledge dissemination and responsiveness to knowledge

Corporate Governance in Emerging Nations: The Impact of Corruption and broader Ethical Failure

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Abstract

Public sector Corruption is viewed as the major obstacle to economic development. It reduces both public and private sector efficiency by making people assume positions of power through patronage rather than ability. Productive resources are left idle or employed in less productive ventures and consumers may be cheated with cheap imports through dumping of counterfeit goods. This study analyzed the impact of corruption and ethical failure on the development of emerging economies. The objectives of this study were to determine the causes and impact of corruption on emerging economies. From the discussion, it is evident that one side of the argument proves that corruption is strongly unfavorable to economic growth through malfunctioning of government institutions which are obstacle to investment, entrepreneurship, and innovation. However, on the other hand, corruption can facilitate growth if the government is indifferent or hostile to development or has other priorities than growth. However, the negative impacts of corruption outweigh the positive impact. The study has proved that corruption has negative effects on the development which is attributed to weak and poorly enforced legislation and poverty among others.

Keywords: Corruption, Development, Ethical failure, Emerging economies, Global financial integrity.

The Role Played By Financial Disclosures in Corporate Governance in Emerging Nations

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Abstract

The purpose of this study was to investigate the role of financial disclosures in corporate governance in emerging nations. Financial disclosure is aimed at providing high quality accounting information and a commitment to a transparent information environment. Higher quality financial reporting is essential to decrease the severity of information asymmetry between managers and market participants. It is a channel through which existing and potential shareholders obtain valuation information about the firm thereby enhancing corporate transparency. Corporate transparency and information disclosure are important elements of corporate governance, investors' confidence and investment flows. Increased transparency and higher quality financial reporting can enhance the efficiency of contracting and governance mechanisms and potentially reduce agency conflicts between managers and shareholders. Financial reports with credible, timely, and relevant information are important means of communication with other parties, such as Independent directors.. This was mainly a desktop research relying mainly on secondary review of past studies and publications. The study established that financial disclosures will guarantee good corporate governance even in most emerging economies. However, its applicability is not absolute and there is need to analyse its applicability as in some economies, some prevailing situations may not guarantee its effectiveness as was in the United Arab Emirates when the world economic crisis made the whole economy to crumble. The legal structure in some emerging economies is not strong enough to support the practice of good corporate governance, the agency cost will still remain a challenge like is the case in Kenya where listed firms like Kenya Airways, and Mumias Sugar almost went under due to the misreporting of the financial position of the firms' performance. In another arrangement like is the case of India where most of the firms are family owned, the financial disclosure may be incentive or disincentive.

Keywords: corporate governance, financial disclosures, emerging nations, corporate transparency.

Investigating the Efficacy of Techniques Affecting Information Exchange in Virtual Teams

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Abstract

The benefits of information sharing on a team's performance have been well documented. Information sharing helps individual members in a team overcome their individual biases thereby leading to better decisions. Despite such perceived advantages, it's still a challenge to get team members to share information with one another, especially the tacit part and even more so in the case of virtual teams. In this study, we posit that one of the primary reasons for the lack of information exchange /sharing might be the difficulty of a team member in eliciting their tacit knowledge/information itself-in most cases referring to the unique component of information. This study attempts to address this issue by examining the efficacy of two cognitive based techniques: Delphi and RepGrid in eliciting such unique information. Our results indicate that RepGrid is a better technique for information elicitation especially when dealing with complex tasks and could permit more information exchange/sharing than the Delphi when used in a virtual team context.

Antecedents and Loyalty of International Tourists toward National Parks in Thailand: A Structural Analysis

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Abstract

A tourism industry is an important service sector of many countries in the world, including Thailand. It contributes to a large percentage of the Thai gross domestic product (GDP). This study developed a model to examine the relationship among destination image, service quality, customer satisfaction that affect the loyalty of foreign tourists. Constructed model is derived from an extensive literature review of previous empirical research articles on tourism and eco-tourism. By using multi stage sampling technique, 500 foreigner tourists were sampled. Structural Equation Modeling (SEM) was applied to test the goodness of the proposed hypothesized model. The empirical results of this study confirmed that the proposed model is acceptable. Findings revealed a positive relationship between destination images, service quality and customer satisfaction to the loyalty of foreign tourists statistically significant. Consequently, the eco-tourism providers should design an appropriate marketing mix to attract them by establishing a good image of destination, creating a high service quality and satisfaction in order to sustain destination competitiveness.

Keywords: Thai eco-tourism, Foreign tourist's loyalty, Destination image, Service quality, Customer satisfaction

Model of Building Brand Identity of Canned and Processed Seafood Industry in Thailand

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Abstract

This research aim to explore the personal characteristics of processed seafood's consumers in Thailand to explore their attitude toward Packaging factor, Perceived quality factor, Perceived value factor, Brand preference factor, and Brand Identity factor which contribute to analyses the relationship and influence among factors to find the suitable model for building brand Identity of canned and processed seafood industry in Thailand

The research method used in this study is quantitative methods and the population of this study are consumers of canned and processed seafood industry in Thailand using Purposive method to conduct sampling. The sample size is 400 consumers within the industry. The descriptive statistics express the percentage, standard deviations, skewness and kurtosis as well as the inferential statistics were confirmatory factor analysis path analysis and structural equation modeling (SEM).

The results of this study show the observed variables used to measure the latent variables as acceptable value and Attitude toward packaging had positive effects on Brand preference, Perceived Quality and Perceived Value. Only Brand preference express positive effects on Brand Identity.

Keywords: Attitude toward packaging, Perceived Quality, Perceived Value, Brand Preference, Brand Identity, Seafood industry, Thai consumers of processed seafood

Malaysian Case Law on Abandoned Housing Projects Involving Bay' Bithaman Al-Ajil (Bba) Islamic Home Finance: A Disclosure of the Prevailing Issues

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Abstract

Islamic Banking has been established since 1980s in Malaysia. Various Islamic Home Finance products have been introduced and practiced in Malaysia. However, these products have been tainted with the issue of their inadequacy to deal with the issues of abandoned housing projects. This paper aims to study the case law dealing with abandoned housing projects involving Bay' Bithaman Al-Ajil (BBA) Islamic Home Finance. This paper used Shariah (Islamic Law), legal doctrinal, qualitative social and textual analysis research methodologies. This paper finds that the case law reveals weaknesses of the BBA in face of the problems of abandoned housing projects. The outcome of this paper will improve the theory and practice of Islamic Home Finance products in dealing with the issue of abandoned housing projects in Malaysia.

Keywords: Islamic Home Finance Products; Malaysia; abandoned housing projects; Bay' Bithaman al-Ajil (BBA); justice.

Training Needs Identification and Individual Development Plan in Entrepreneurship

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Abstract

Purpose: With swift developments in technologies and societies, organizations are prone to changes. Hence, the organizations use trainings to introduce their employees to such upcoming trends and new skills. The biggest challenging factor in this process lies in identifying the appropriate training to be provided to the employees.

Methodology: Any training programme becomes successful only if the training needs of the employees are assessed properly. The study identifies the training needs of the employees ranging from executive to general manager at Head Office and Marketing departments of the Shriram Pistons and Rings Ltd. The primary data was collected through questionnaire technique. The sample size was 95 employees. They were asked to suggest training topics as per the level based training basket of the organization.

Furthermore, IDPs or the individual development plans were prepared for 10 high potential employees of trade sales department of the company. IDP is a tool used for developing skills to help achieve career objectives (long term) and enhancing current performance (short term). IDP identifies the current strengths and offer insights for the areas of development.

Keywords: Training need identification, Level based trainings, IDP, High potential.

Determinants of Consumers' Attitudes towards Global Luxury Car Brands: A Sri Lankan Perspective

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Abstract

Consumers' purchase of luxury brands is a reflection of their lifestyle, personality and mindset rooted in their financial power, individual values, and social status. A number of previous scholarly studies about the luxury brand consumption across the rich western world have attempted to analyze the behavioral outcomes of the consumers in terms of their hedonism, prestige, uniqueness, quality and conspicuous consumption of luxury brands. However, these dimensions have not tested and analyzed consumer behavior from the standpoint of an emerging country/ island nation (Sri Lanka) where new wealth creation (thanks to globalization) has created a new segment within the society (a new class of "rich and famous" consumers) who wish to enjoy the luxurious living of westernized rich and famous by owning luxurious car brands such as Rolls Royce, Bentley, Porch, Lamborghini, and Ranger Rover. This study uses empirical and theoretical evidences in order to develop a model of consumer behavior for a small island nation (Sri Lanka) where luxury is being redefined by the new wealth generated by business elites through globalization.

Keywords: Global Branding, Luxury Car Branding, Attitudes, Luxuriousness, Brand Personality, Lifestyle, Psychographic, Hedonism, Conspicuous Consumption, Sri Lanka.

An Empirical Study of Financial Performance of Icici Bank

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Abstract

Today a large section of people, who have minimal financial literacy, are keen to know the financial performance status of the banks where their deposits are entrusted. They may be as an investor, manager, employee, owner, lender, customer, government and public at large. Financial performance is not airily available from the records and files in any organization. It has to be derived by the usage of financial statement analysis techniques. The selection and usage of technique is subject to the option of the user. Some of the important and commonly used techniques are: Ratio Analysis, Cross section analysis Comparative statement analysis, Time series analysis, Common size analysis, and DuPont Analysis. The usefulness of ratios depends on skillful interpretation and intelligence of the user. The present study is devoted to analyze the financial performance of ICICI Bank by using ratio analysis with a view to give meaningful interpretations for the stakeholders of the selected company. Financial performance analysis is the process of identifying the financial strengths and weaknesses of the firm by properly establishing the RELATIONSHIP between the items of balance sheet and profit and loss account. It also helps in short-term and long term forecasting and growth can be identified with the help of financial performance analysis. The dictionary meaning of 'analysis' is to resolve or separate a thing in to its element or components parts for tracing their relation to the things as whole and to each other. The analysis of financial statement is a process of evaluating the relationship between the component parts of financial statement to obtain a better understanding of the firm's position and performance. This analysis can be undertaken by management of the firm or by parties outside the namely, owners, creditors, investors

Keywords: Ratio Analysis, Cross section analysis Comparative statement analysis, Time series analysis, Common size analysis

Potential of Curriculum in Imparting Entrepreneurial Skills among Hospitality Students in TIVET Institutions, Kenya: A Review of Literature

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Abstract

This study presents a review of literature on the potential of curriculum in imparting entrepreneurial skills among hospitality students in TIVET institutions in Kenya. Specifically, the study examines the course objectives, methods of delivery, course description and duration and methods of assessment and evaluation in imparting entrepreneurial skills. The study utilizes secondary data. It is based on the analysis of a diploma curriculum in food and beverage production, sales and service management offered by the Kenya National Examination Council in TIVET institutions in Kenya. Based on review of existent literature and analysis the curriculum, this paper argues that hospitality curriculum has the potential to drive entrepreneurial skills among TIVET students. The course objectives, methods of delivery, duration and description of course and methods of assessment and evaluation have may produce an effective outcome for entrepreneurial knowledge and provided an entrepreneurial environment, venturing awareness, and venturing readiness skills and knowledge. This study contributes to the lengthy debate on whether entrepreneurship skills can be imparted through formal training. The findings of this study may help curriculum developers and implementers to develop and or review curricular which meet the rigors of academia whilst keeping a reality-based focus on the dynamic economic climate in Kenya. Besides, it may contribute to the promotion of entrepreneurship as a prime driver to the realization of the economic and social pillars of vision 2030. The study makes recommendations to relevant stakeholders to invoke policy formulation and strengthen its enforcement with the aim of promoting entrepreneurship education in TIVET institutions in Kenya.

Keywords: Curriculum; Entrepreneurial skills; Technical, Industrial, Vocational and Entrepreneurship Training.

Endogenous Innovation Barriers and Proactive Work Behaviour in Selected Hotels in Nairobi, Kenya

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Abstract

Proactive behavior is crucial as it may trigger positive changes at a workplace that may lead to improved quality products, increased efficiency, reduced costs and a greater market share. Despite these benefits, hotels struggle to be proactive due to innovation barriers. The barriers stifle employees' personal initiative, ability to take charge, sell their issues and voice their views in the organization. The purpose of this study was to examine the relationship between endogenous innovation barriers and proactive work behaviour in the hotel industry. The study employed a co-relational research design. From a population of 190 permanent front line employees, 127 formed the sample. Purposive sampling was used to select three international chain hotels in Nairobi, employees were stratified into primary and support departments, systematic sampling was used to select the respondents. Primary data was gathered from employees by use of administered questionnaires. Reliability of data was tested using Cronbach's Alpha. Factor analysis was used for data reduction while linear regression was employed to analyze relationships between variables. Results of the study indicate a relationship between endogenous innovation barriers and proactive work behavior ($t=-3.617$, $p=0.011$). The study recommends that hotels focus on creating an enabling work environment that promotes proactive work behavior.

Keywords: Endogenous barriers, Innovation, Proactive work behaviour,

Nature and Magnitude of Tourist Harassment: An Exploratory Study in Sri Lanka

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Abstract

The purpose of this study is to assess the nature and magnitude of tourist harassments in Sri Lanka during the period of 2011-2016 with a view to provide information and recommendation for better tourism policy. The study is an exploratory and interpretative qualitative study with a phenomenological approach. Unstructured, open, qualitative interviews were conducted with both male and female tourists of different age groups, from different parts of the world, beach boys, both authorized and unauthorized guides, travel agencies, hoteliers, police officers, academics, government officials involved in tourism, touts and street vendors, and owners of indirectly related businesses. The interviews were conducted in English and Sinhala and most of them were tape-recorded, then transcribed and analyzed. Themes and categories that emerged from the data are augmented with literature.

The study finds that around 25% percent of tourists arriving to Sri Lanka would encounter some sort of harassment though the majority of them are minor in nature and substance.

The experience of harassment makes most of tourists cautious of visiting local markets, going out alone, and going out at night. The majority of interviewees are in the opinion that their vacation was not affected by harassment. The common type of harassment is pestering to buy goods and services. The highest number of complaints made to police was in the category of theft. Elderly tourists are more subject to harassment. Beaches are found to be the hotspots for harassment. It is found that all the harassments are not reported due to some or other reasons. Competition among service providers such as curio sellers, vendors, beach boys, guides made a big impact on tourist harassment.

Keywords: Tourism, Harassment, Tourists, Complaints

Sales Promotional Strategies: Analysis of Their Effectiveness and Ethical Implications – Nigerian Experience

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Abstract

In business, promotion simply means the transfer of commercial information from sellers to buyers with the aim of informing, educating, and persuading the buyers to buy some specified products or services. Promotional mix consists of promo tools through which promotion achieves its objectives.

Sales promotion is one of the most important tools of promotion and its application is highly gaining recognition in the market as both offensive and defensive weapon of marketing strategy as we can see today especially in Nigeria. While the popularity of sales promotion in the market is not in doubt, the question that disturbs researchers and the general public is about the effectiveness and ethical implications of these sales promotion activities in Nigeria. It is the attempt to find answer(s) to this crucial question that prompted this research.

In pursuant of this noble objective of finding out the effectiveness and ethical implications of sales promotion in Nigeria, the researcher has offered as necessary background a contextual explanation of what promotion is. The researcher also offered a tight review of the historical and other trends in the practice of sales promotion not only in Nigeria but the world over. In all these, however, the two key questions the research sets out to answer remained: How effective and how ethical are sales promotion campaigns in Nigeria.

At the end of it all, the researcher was able to conclude from the facts available that sales promotion is definitely an effective and reliable tool of marketing not only in Nigeria but all over the world. It was also discovered that when properly planned and executed, sales promotion efforts can always justify whatever amounts of money invested in them by contributing significantly towards the achievement of stated marketing or sales objectives which usually include profit maximization. Unfortunately, it was equally realized from the facts available, that sales promotion campaigns in Nigeria have not passed the ethical test and so cannot be said to be quite ethical. Happily, the facts uncovered in the research also showed that companies that engage in sales promotion campaigns in Nigeria are aware of this unfortunate trend and are already taking measures to rectify the situation. The researcher equally suggested additional measures that should be taken at the government, intra-professional and consumer levels to further ensure the maintenance of ethical standards in sales promotion campaigns in Nigeria.

Finally, the researcher suggested that for the continued effectiveness of sales promotion campaign in Nigeria, companies that use it as part of their marketing strategy must adopt the integrated marketing communications approach. This will help them to always remember and appreciate the fact that too heavy reliance on sales promotion is as misguided as too heavy reliance on conventional advertising.

Keywords: Promotion, Sales promotion, Analysis, Effectiveness, Ethical.

Use of School Based Teacher Development (SBTD) and Quality of Education: A Case of Sri Lanka

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Abstract

SBTD is considered as an effective tool of improving teaching learning as it is based on real needs of teachers at school level. Education Sector Development Framework and Program (ESDFP) 2012- 2016 introduced by the Ministry of Education identify SBTD as an essential component of improving school performance. As a result required guidelines are given to schools whereby SBTD activities are necessarily be included in school Annual Implementation Plan (AIPs).

This research is carried out with an objective of assessing whether SBTD has become an effective tool in the education system and how best teachers, principals and provincial authorities understand the concept there of. A mixed research approach is adopted with descriptive statistics to interpret findings. Sample comprises provincial education authorities, teachers and school principals. Data is collected through questionnaire based interviews and discussions.

The study finds that all 10,184 schools in the country have established SBTD and 235,819 teachers are directly benefited from it. Awareness and understanding of SBTD among respondents are varying. Most of teachers and principals have perceived SBTD as an isolated activity included in AIPs. Further, it is found that, schools have been practicing some of the SBTD aspects even before introducing SBTD without knowing that they are SBTD. The key role to be played by the school principal in developing SBTD culture is not identified. Common modes of SBTD activities are found to be peer observation, peer coaching, discussions, mentoring and forming quality circles.

Use of IT and social media for SBTD is seen to be very negligible and reluctance of teachers to share knowledge is also highlighted. Need assessment of SBTD reveals that teachers always come out with common needs of IT knowledge, English Language skills and other administrative matters. Teachers hardly understand that SBTD should work as a continuous system. It is evident that SBTD has improved teachers' quality and students' performance over time but there is no assurance that it would continue independently as a system unless it is monitored. Lots of changes including convergence of understanding SBTD among different players and making SBTD as a teaching learning practice are required in order to make SBTD a part of teaching learning culture in schools in Sri Lanka.

Keywords: SBTD, Training, Education, Teaching and Learning, Teachers, Schools

An Exploratory Study of Fast-Food Brand Communities from Social Media to the Egyptian Context

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Abstract

Purpose- The purpose of this article is to explore the outcomes and effects of fast-food chains marketing efforts through fan pages on Facebook on young consumers. Based on focus groups discussion with young Facebook users, advertising on Facebook by fast-food chains and consumers' engagement with fast-food fan pages had a positive effect on consumers' emotional attachment to brands; in addition to that it has some favorable outcomes for the fast-food chains including consumers' participation in online and offline brand activities, consumers' purchase intention, word of mouth and resilience to negative information.

Originality/Value-Today, due to the rise and popularity of social networks among consumers especially the young generation, many companies including fast-food chains are starting to adopt social media networks extensively in their marketing and communication efforts. Since advertising on social media networks is considered a relatively new marketing practice worldwide in general and in Egypt in particular, there is still a limitation in understanding its effect and outcomes on consumers' behavior. This research paper provides useful insights for brand managers who are searching for innovative and new media for brand building and brand differentiation.

A Role of Leadership in Enhancing Employee Engagement

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Abstract

Despite the existing body of literature devoted to the topic of work engagement, this study examined the effect of some important variables, such as transformational and transactional leadership styles, on work engagement. In addition, it examined the mediating impact of organizational justice on the said relationships. Data was collected from the employees of telecommunication companies in Malaysia using a survey questionnaire. Structural equation modelling by AMOS was then employed to examine the model. The results provided strong evidence for the positive significant effect of transformational and transactional leadership and organizational justice on work engagement. More importantly, while organizational justice was found to mediate the relationship between transformational leadership and work engagement, its mediating effect on the transactional leadership-work engagement relationship was not confirmed. This study enriches the current literature on work engagement by relating it to crucial factors such as leadership styles and organizational justice and provides empirical evidence.

How Do Acquisitions Affect CEO Compensation? A Comparison of International and Domestic Deals

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Abstract

Agency theory suggests that a primary motivation for acquisitions is empire-building, implying that post-acquisition CEO compensation should be higher. Stewardship theory suggests that CEOs manage corporate resources for the long-term interest of the firm, and acquisitions should not necessarily increase CEO compensation. We examine these conflicting views and report that CEO compensation increases following both domestic and international acquisitions of US firms, consistent with the agency theory. However, the expectation that international acquisitions lead to higher CEO compensation than domestic acquisitions due to greater complexity was not borne out. Moreover, both domestic and international acquisitions lead to more incentive-based compensation. Unrelated acquisitions are associated with higher CEO compensation than related acquisitions due to the cost of industry diversification.

Keywords: CEO compensation, international acquisitions, corporate complexity, stewardship theory, agency theory, corporate diversification.

Creating Competitive Tourism Industry in Ethiopia: Challenges Ahead

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Abstract

The tourism industry generates substantial economic benefits. The industry now accounts for one in 11 jobs on the planet and covers 5.4% of world exports (WEF, 2015). Currently, Ethiopia's share is 800,000. Ethiopian government uses tourism as a tool to promote its economy and to maintain understandings among the public. Relevant data was gathered and systematically analyzed. The major challenges identified on competitiveness are limited use of ICT and domination of the tourism businesses by few people in rural Ethiopia. Moreover, the early derogatory history of Ethiopia influences potential visitors to be shaped by stories of wars, drought & famine crisis. Recently, hotel standardizations is practiced. Even though, yet, in many competitiveness parameters, Ethiopia is far behind Kenya and Tanzania. Yet, focusing on ICT use is vital to ensure the nation's overall destination competitiveness.

Keywords: Tourism development, Competitiveness, Sustainability

Earnings Management Practices In Commercial Banks Listed At the Colombo Stock Exchange:
Evidence from Sri Lanka

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Abstract

The issue of Earnings Management (EM) has continued to be problematic in the financial reporting context. It has proved to be an important topic that concerns a wide range of stakeholders including auditors, managers, accountants, regulators and shareholders. Many of the previous studies have proven that most of the business sectors in many of the countries are engaging in EM practices to get undue advantages for their businesses. Hence, this study attempted to investigate whether there are adequate factors that can be used by potential stakeholders to see whether banking sector of Sri Lanka practice any EM techniques. This study is predominantly quantitative in nature. A conceptual framework which comprised of various factors affecting EM practices developed based on a previous research. Further, the study attempted to observe mainly the awareness of managers, auditors and shareholders regarding EM practices of listed banks in the Colombo stock exchange (CSE). SPSS 20.0 and Excel 2010 were employed as data analyzing software packages.

Keywords: Earnings Management, Commercial Banks, Sri Lanka, Financial Reporting, Operating Assets

ICT Enabled Goat Farming – A Sustainable Development Model For Farmers: A Case Study Of Siddharaj Farms

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Abstract

From Stone Age when the civic society actually was getting a basic shape, the first animal who was supposedly became friendly was the goat (as per research work of various evolution of human thesis). Indeed goats, their management and utilization of goats was the most ancient skill that human beings have achieved without formal education.

Goat farming is not a new enterprise. Rearing goats is considered as profitable business. Goat rearing has been practiced since the time immemorial. Generally goat farming means rearing goats for the purpose of harvesting milk, meat and fiber. At present, goat farming has become a profitable business and it requires a very low investment because of its multi-functional utility. Commercial goat farming business is contributing greatly to the economy and nutrition of a country.

Looking at the business dynamics many multinational companies are currently looking at this business as new avenue for business. But only specific class is getting a good return of investment wherein most of the class who is handling livestock are not getting the required share of income – This is simply because of two factors 1. In spite of knowing in and out of this business no innovation/ technology is used 2. Lack of upliftment with latest trend, development in the market

The idea is also to create a good and sustainable model for those people who would like to have a side income if their main income (farming) is not in a favorable conditions due to natural or manmade issues which leads to negativity in life turning out to be one more addition in suicide case. So far the experiment in this litmus test had shown great result and the same model if implemented on larger scale can give tremendous uplift in farmers / low land bank holders.

This paper, discusses a case study of Siddharaj Farms, through which the authors intend to highlight the existing setup and propose new setup aided with technology which is most important. This business needs to grow horizontally with maximum participation in masses rather than copying one another's models, which will help create a sustainable and favorable market conditions.

With the usage of technology, this agricultural supported business can actually result in best possible low cost investment with multifold assured return business model. The only requirement is to have touch of technology to thought process of right people.

Keywords: Goat farming, sustainable agriculture, ICT enabled Goat Farming, technology in agriculture, rural upliftment, livestock management, and export oriented livestock management.

Islamic Banking and Finance Development in Germany--- Challenging and Supporting Issues

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Abstract

This study aims to trace the path Islamic banking and finance development in Germany. Three main research questions proposed to be answer through this study. First, how does Islamic banking and finance (IBF) develop in Germany? Second, what model of Islamic banking finance does develop in Germany? Third, what are challenging and supporting issues behind the development of IBF in Germany? The research relied mainly on two modes of data, primary and secondary data. The former gained through interviews or focused discussion with the key informants while second type gained through documents in the forms of working papers, market surveys and other online researches, and data available through the conducted research papers as well as authorized publications and online sources. The result of the study reveals that although Islamic finance in Germany grows slowly but certainty to answer the problem of Muslim population in their economic and financial need under the light of their religious teaching. Model of Islamic finance which developed formerly was Islamic insurance followed by sukuk, a new instrument that previously used to Islamic bonds and Islamic bank, KT bank AG as the intermediary institution was established in 2015 and currently it is developing widely in some strategic areas in Germany. The fast development of Islamic finance in that country is faced with the by two contradictory supporting and challenging issues such as Secular vs Shariah Security and Anti-Terrorism Issues Public Perception of Islam

Keywords: Islamic Banking, Germany

Potency and Prospect of Halal Market in Global Industry: An Empirical Comparative Analysis of Indonesia and United Kingdom

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Abstract

This research aim to describe and prove the correlation and influence between market potency and market prospect to determine the appropriate strategy and policy for halal product market development in Indonesia compared with United Kingdom. The object of this research are total of potential consumer, percentage of buying consumer, average selling price, total of annual average consumption rate, profit estimation, and sales estimation of halal product market in each countries. This research use quantitative and qualitative method, which is in quantitative method using estimation of GMM system and the validity examined by AR and Hansen test. The result of this research finds that sales in UK and RI are heavily dependent on changes in time and period in each country indicated by PER_EFFECT, even though this analysis has used a fixed effect method approach to eliminate that impact. Potentials and Prospects in the United Kingdom and the Republic of Indonesia have a positive and significant influence on Halal market and both countries have the same potential and prospective behavior toward the Halal Market, although differing individual country and time or period.

Keywords: Halal market, Comparative Analysis

Determinants of Library Service Quality: A Sri Lankan Marketing Perspective

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Abstract

In the modern world, the concept of library is evolving significantly with the dynamic demands by the users who are recognized as customers. Today, meeting and exceeding their satisfaction has been a key challenge for organizations globally. Marketing enables academics, administrators and policy makers to look into the organizational objectives identifying and anticipating the customer needs and their satisfaction levels. Along with the growing Middle Class, Globalization, Information and Communication Technology and Education, libraries in Sri Lanka too need to be user friendly and customer oriented focusing on the loyalty in order to foster a Knowledge Based Society. Therefore, Service Quality has been a major theme discussed in the academia over the years and it has been discussed heavily in the face of technology as well. This paper discusses the major theories discussed in service quality literature in academia relevant to the management of libraries in Sri Lanka from the Marketing perspective. The review was conducted through numerous sources such as books, internet, virtual physical library, academic journals, conference proceedings, government reports and journal databases etc. This review of literature will help to identify the existing literature gaps and conceptualize the concept of Service Quality in libraries in Sri Lanka from a marketing perspective.

Keywords: SERVQUAL, service quality, library marketing, customer, satisfaction, quality management, services marketing, library service, Sri Lanka

Exploring the Interface of Relationship Marketing and Export Performance: The Role of Trust and Commitment as Mediating Variables: A Conceptual Perspective

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Abstract

In addition to traditional theories, a relational perspective has drawn the attention of global scholars in the export marketing field, because firms have increasingly relied on relationships with customers to cope with intense competition. In the export marketing literature, relational variables that affect export performance have been identified. However, the findings concerning these variables are still inconclusive, and there is no consensus on how they interact with each other in terms of their effects on export performance. Our study has developed a framework about relational variables impacting export performance. In our proposed model, relational outcome variables mediate the effect of relational contextual variables on export performance. The implications of the proposed model and directions for future research are analyzed.

Keywords: Relationship, export, trust, commitment, adaptation, communication, cooperation

Demographic Factors, Financial Literacy and Tolerance Levels of Financial Risk: A Study of Potential Investors in Indonesia

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Abstract

The level of financial literacy in Indonesian society is still very low at 22%, varying among different financial sectors. The lowest levels of financial literacy is found at the capital market sector with only 4% and levels at capital market products only 0,1%. The Indonesian government through Authority of Financial Services (OJK) has a responsibility to educate and cultivate awareness for potential investors. OJK targets the national financial literacy levels to increase to 27.8% by 2016. Studies on the benefits of financial literacy programs remain controversial: the factors being researched are financial literacy and demographic factors. Furthermore this study also investigate the role of demographic factors in making more apparent the role of financial literacy towards the risk tolerance in relation to the behavior of investment in the capital market by potential investors. Number of respondents are 192 people. The data is collected using a questionnaire. The analysis method used is the Moderated Regression Analysis (MRA). This study support that demographic factors are a significant determinant of the level of tolerance towards risk, meanwhile the benefit of financial literacy is still inconsistent as a determinant of level of tolerance towards risk. However the role of demographic factors is not strong enough to improve the influence of financial literacy to the level of risk tolerance. The advice for further research is to develop similar research in the future to resolve the flaws of this research, by incorporating the behavioral and psychological factors as factors which influence investor in making their decision to invest.

Keywords: Financial Literacy, Demographics, Financial Risk Tolerance

Corporate Social Responsibility (CSR) Reporting In Emerging Economies: A Survey of Listed Companies in Sri Lanka

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Abstract

The overall research objective of this thesis is to identify the prominent features of CSR practices and the pattern of growth of CSR engagement as expected by Carroll (2000) at the beginning of the ‘new millennium’. Sixteen companies were selected as the sample for the content analysis and data were collected for a 5-year period covering 2011/2012 to 2015/2016. The annual reports of the sample were considered as the data source. The contents of annual reports of those companies were fully analyzed for five years. Both qualitative and quantitative data on the CSR reporting were collected from those integrated annual reports. A content analysis focusing on the number of pages, number of words used, number of images shown, number of tables used, and number of charts/figures used was carried out. These annual data were used to uncover the trend in CSR disclosure over the 5 years. The trend was identified quantitatively (number-wise) and qualitatively. Although the analysis showed a quantitative progress in CSR reporting, it also found that many irrelevant: images, tables, and charts were used in annual reports. Many images in the reports included politicians, linking them with company activities. Carroll (2015) expects a rapid growth in CSR in developing economies. It seems that underlying qualitative progress in CSR reporting is at a low level, when compared with the quantitative progress reported. This is not what Carroll (2000) expected at the beginning of “the new millennium” the 21st century.

Keywords: Corporate Social Responsibility, Sri Lanka, CSR reporting

Perceptions of Leadership Style and their Effect on Job Satisfaction and Productivity in Saudi Arabia

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Abstract

The competitiveness of companies is affected by employee productivity and satisfaction, which in turn are affected the type of leadership that is practiced by immediate supervisors and senior management. In an increasingly challenging business environment and under pressure to successfully implement the tasks formulated in Vision 2030, the Kingdom of Saudi Arabia will have to put a greater emphasis on the competitiveness of its firms. This is especially important since some research has shown that companies operating in an Arab environment are found to be less productive than others, while also exhibiting lower and rates of job satisfaction among employees. This current study assessed the importance of perceived leadership style on satisfaction and productivity in the context of an Arab country. The results confirmed that Arab employees exhibited lower levels of satisfaction with the perceived leadership style and the importance of perceived leadership style on satisfaction and productivity. The study recommends that in order to remain globally competitive, leaders in companies operating in Saudi Arabia have to modify their leadership styles and engage in transformational or transactional approaches, providing increased empowerment, improved rewards, and a shared vision to their employees.

The Effect of Professional Background on Perceived Performance of Saudi Healthcare Administrators

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Abstract

The purpose of this study was to determine the perceived effectiveness of medically trained healthcare administrators versus non-medically trained healthcare administrator in the strategic management of two key domains in healthcare facilities: patient care and administrative functions. The issue is critical to the successful operation of a healthcare facility as incorrect strategic managerial structures have shown to lead to problematic issues caused by negligence, inadequacy in terms of provision, and a deficiency in leadership. A systematic review of the literature led to the main research question covering: (1) five facets of healthcare administration (facilities, staff, management, services, and work); and (2) three facets of patient care (treatment, healthcare and needs). The findings of the study suggest that non-medically trained healthcare administrator are perceived to be more cognizant of the administrative functions of the healthcare facility, and exhibiting a degree of negligence towards the quality of patient care provision, whereas a medically trained healthcare administrative is perceived to be more concerned about the quality of patient care provided. Medically trained healthcare administrators are viewed as the individuals who are most effective in the strategic management of the healthcare facility within the domain of patient care, are perceived to possess superior knowledge to build interdisciplinary teams in an effort to ensure that the healthcare facility operates efficiently. Suggestions on how to improve incorrect perceptions are provided.

An Empirical Investigation Of The Twin Deficit Hypothesis: Evidence From Nigeria (1986-2015)

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Abstract

The paper examines the twin deficits hypothesis in Nigeria using quarterly data covering the period from 1985 to 2015. In contrast to previous studies on Nigeria, the existence of twin deficits is investigated through autoregressive distributed lag (ARDL) model. Our results suggest that fiscal deficit improves the current account deficit. In other words, the paper provides evidence for the twin divergence hypothesis and therefore, adds to demonstrate that the twin deficits hypothesis should not necessarily gain universal acceptability over the twin divergence counterpart. The dynamics between the current account and budget account variables are also affected by macroeconomic activity. However, given the implications fiscal and current account deficits have for economic prosperity of developing countries, the paper concludes that policy makers should focus on addressing the impact of current account deficit on net employment (i.e. the difference between jobs lost from trade deficit and jobs created from foreign capital inflows). This is crucial as the net employment effect may not favor the Nigerian economy which is import dependent.

Keywords: current account deficit, fiscal deficit, twin deficits hypothesis, ARDL approach, Nigeria

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Emerging Issues in Halal Consumerism

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Abstract

Halal Consumerism or Consumerism in Islam refers to a person who obtains such goods or services to fulfill their needs while achieving legitimate purposes should be in accordance with the Islamic law or Shariah (Karim and Hamid, 2009). Consumerism is perceived as an essential component of the Islamic economic system that brings together the elements of material or *maknawi*. It also take into account the benefits or *maslahat* of individuals or groups. Islam emphasizes the value of quality and consumer's rights. Quality of the goods sold shall be guaranteed, satisfactory and meet the needs of consumers in return for the price paid. Therefore, in discussing the issue of consumerism, halal (lawful) or haram (unlawful) status of a product or service is very important to Muslim consumers as it relates to these religious claims (halal or haram) (Afifi et al. 2014).

Now, the Halal Industry in Malaysia is no longer confined only to food and food related products. It has expanded to other sector such as pharmaceuticals, cosmetics, health products, toiletries and medical devices (Pacific, 2010). These industries also include the services sector like the logistics, marketing, print and electronic media, packaging, branding, and financing (Pacific 2010).

Muslims represent an estimated 23% of the global population or about 1.8 billion consumers with an average growth rate of 3% per annum.(Dar, Azmi et al.2013). This market provides huge potential for companies, organizations and others, from the west and from Muslim countries, and is on a steep growth path. The global Muslim population is expected to grow by about 35 percent over the next 20 years, rising from 1.6 billion in 2010 to 2.2 billion by 2030, or 26.4 percent of the world's total projected population of 8.3 billion. By 2050, the Muslim population could grow to 2.6 billion and represent nearly 30 percent of the global projected population.(Fleishman Hillard Majlis 2011)

In recent years, with the increase in the number of affluent Muslims, the halal industry has expanded further into lifestyle offerings including halal travel and hospitality services as well as fashion. This development has been triggered by the change in the mind set of Muslim consumers as well as ethical consumer trends worldwide. The halal market is non-exclusive to Muslims, and has gained increasing acceptance among non-Muslim consumers who associate

halal with ethical consumerism. As such, the values promoted by halal - social responsibility, stewardship of the earth, economic and social justice, animal welfare and ethical investment - have gathered interest beyond its religious compliance. The popularity of, and demand for, halal certified products among non-Muslim consumers have been on the rise as more consumers are looking for high quality, safe and ethical products.

No longer a mere religious obligation or observance for Muslims, halal (which means “lawful” or “allowable”) has become a powerful market force, becoming increasingly a world-wide market phenomenon for both Muslims and non-Muslims alike. Whenever the word Halal is mentioned, it indirectly relates to consumerism issues. Consumerism is an important issue that should be addressed by all nations, how they can best look after the welfare and well-being of their people is reflected through the policies and law they enacted and enforced. There are several issues that appear in Halal consumerism such as Deceptive/False Advertising, Deceptive Packaging, Subliminal advertising, Unfair Pricing, Product Adulteration, Inadequate enforcement, False Halal Logo, Istihalah (Transformation), “Pork and Alcohol Free” and Slaughter method

Green Supply Chain Practices in Malaysia

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Abstract

Purpose- The purpose of this study is to provide empirical evidence to establish the relationship between green supply chain management practices (GSCMP) and manufacturing firms' performances (MFP) in Malaysia.

Design/methodology/approach- Based on comprehensive literature review, a set of GSCMP has been identified and selected to develop a conceptual model. This study utilized the quantitative method with survey questionnaires that have been developed based on literature. The questionnaires were mailed out to manufacturing firms in Malaysia. The collected data was then analyzed with partial least squares technique using SmartPLS 3.0.

Findings- The study consolidated relationships between the GSCM and MFP. The results showed that supply chains with the incorporation of green practices, such as green purchasing, supply selection and evaluation, investment recovery, eco-design and packaging, reverse logistic, and cooperation with customers could provide useful perspectives for managers, suppliers and buyers who wish to cultivate stronger manufacturing performances throughout the entire supply chain.

Practical implications – By ascertaining the practices used in GSCM, manufacturers in Malaysia would be able to successfully encourage the application of green practices across supply chain process. In this regard, manufacturers can modify their strategies and development in a way which fosters green practices among Malaysian manufacturing industries. Practitioners should also incorporate the dimensions of GSCM into their production strategy in the long run for better manufacturing performance.

Originality/value- The empirical results of this study provide evidence to indicate that GSCM practices do have significant effects towards MFP. To the authors' best knowledge, this study is likely the first to assess the impact of GSCM on Malaysian manufacturing performances in a single setting, utilizing SmartPLS3.0.

Keywords: Green supply chain management practices, Manufacturing firms' performance, Green practices, Manufacturing

Marketing Channel Conduct and Marketing Margin on Marketing Performance of Soft Drink Distributors across Nigeria

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Ooi Yeng Keat

Abstract

This study investigates the causal relationship between soft drinks marketing channel conduct and margin on the performance of distributors in Maiduguri. Specifically, the study focuses on the different channels involved, power relationship and margin determinant on the general performance in terms of profitability, sales output, and customer attraction. Structured questionnaires was used to collect data from 120 Soft Drink marketers (comprising of producers, wholesalers and retailers) using purposive and simple random sampling technique from markets and Distributors in Maiduguri metropolis. Analytical tools used were descriptive statistics, market margin and multiple regression analysis. The result showed a margin of 39.8% which could be attributed to the marketing functions. The study identified a decentralized distribution channel in the area. Findings of the regression analysis revealed an R² value of 63.8%, F-value of 8.93 and a very low standard error of 0.38889. The result further revealed that initial capital, cooling cost and handling costs were positive and significant at different levels indicating that they were the major determinants of profitability, sales output, and customer attraction in the area. It is recommended that marketers should form a strong co-operative society in the area. There is also a need for government intervention by reducing tax and providing license to increase the number of micro-credit finance institutions.

Keywords: Marketing channel, Market margin, Marketing performance, Soft drink, Nigeria

An Exploration of Global Five Star Hotel Branding:
A Sri Lankan Perspective

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Abstract

Although branding has attracted considerable attention from marketing academics in recent years, most of this interest has been associated with physical goods, rather than global five star hotel industry. Very few researchers have explicitly explored the branding of services from the standpoint of global five star hotel industry. This lack of research does not seem to be indicative of the less importance of branding to global hospitality industry. However, Brand Development is crucial in hospitality services, and may be even more important to global hospitality services than to products. The intrinsic characteristics of global hospitality services pose particular challenges to marketers and require an adaptation of the branding and marketing techniques usually employed for physical goods.

Using a multi-method approach, this research explores the dynamics of global five star hotel industry branding by addressing the following questions: (1) How do global tourists and local Sri Lankan consumers perceive five star hotel brands? (2) What determines their preference for five star hotel brands? (3) How does the type of five star hospitality services associated with a five star hotel brand influence those consumer preferences?

This paper contributes a theoretically - and empirically -based model of global five star hotel industry brand preference to the literature providing academicians and brand managers a useful framework for understanding the relationship between global five star hotel industry brand associations, service type, and five star hotel services brand preference. By outlining these fundamental aspects of five star hotel services branding, this proposed model and research will hopefully expand and generate academic interest in this rather unexplored area in the literature.

Keywords: Global Branding, Global Five Star Hotel Industry, Global Hospitality Industry, Global Tourism Industry, Sri Lanka

Role of Teachers and Quality of Teaching Learning Process Schools in Sri Lanka

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Abstract

More than four million students study in 10162 schools in Sri Lanka with a student teacher ratio of 17.82. However, the public expenditure on education is trivial. One of the objectives of the education policy is to produce competent and skillful citizens who fit to face the challenges of ever changing world. Hence, the quality of teaching learning process and contribution of teachers are major underpinnings of education success. It is argued that teachers' role can be vibrant factor in improving the quality of education despite fact that resource allocations to schools face practical challenges.

The objective of the study is to assess the level of effectiveness of teaching learning process with reference to resources allocated to schools and the role of teachers. Units of analysis consists randomly selected 20 schools. Primary data collected from 20 principals, 20 deputy principals, 100 teachers, 100 students and 30 parents through a structured questionnaire directing questions on teaching engagement, time management and involvement in co-curricular activities. In addition, observations on teaching and learning process are also carried out. Secondary data is extracted from school censuses maintained by the Ministry of Education of Sri Lanka.

The study finds financial and physical resources are not key drivers to improve the quality of teaching learning process to deliver the roles of teachers effectively at schools. It further, finds that there is no significant correlation between effectiveness of teaching learning process and school type, school size and the structure of administration. Effectiveness is found to have positively associated with active engagement of teachers in teaching learning process and their competencies and teaching skills. Absenteeism of teachers and student performance are negatively correlated whereas teachers are found to have been struggling to manage time for teaching learning specially owing administrative work which have been made compulsory. Co-curricular activities are found to have no relation to effective academic improvements.

Keywords: Teaching Learning Process, Teachers, Education, quality of education, Resource allocation

Developing a Hierarchical Model Based on Quality Dimensions to Enhance Business Excellence in Hotel Industry of Bangladesh

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Abstract

This study develops a model based on Malcolm Baldrige National Quality Award (MBNQA) that enables ranking of the quality dimensions for achieving business excellence in the hotel industry of Bangladesh. The study adopted a sequential mix method approach. Semi structured interviews with 24 participants were initially conducted to identify the quality dimensions. Subsequently, a questionnaire survey was carried out on 40 respondents to prioritise the identified elements, and 32 respondents were further surveyed to evaluate a selected number of hotels in Bangladesh. Data for all three phases were collected from different stakeholders ranging from policy makers, quality management experts, experienced hotel guests, and top and middle-level hotel executives. Thematic analysis was used during the qualitative stage. Subsequently, the relative measurement of Analytic Hierarchy Process (AHP) and the absolute measurement of AHP were applied in the second and third phases of data collection and analysis. The study uncovered eight criteria namely: top management commitment and leadership, strategic planning, service process management, employee focus, customer/guest focus, quality management, communication, and business results during the qualitative stage together with their corresponding sub-criteria. Hotel Radisson Blu of Chittagong was identified as the best performing hotel among the selected hotels. The study did not stop by developing the model only but it has also shown how this model can be applied in practice. The business excellence model developed for hotel industry can be used by Bangladeshi practitioners to measure performance of hotels. Moreover, the model is generic enough that can be applied to measure performance of hotels in other countries with minor modifications in the model framework.

Keywords: Business Excellence Model, Malcolm Baldrige National Quality Award, Quality Dimensions, Hotel Industry, Analytic Hierarchy Process.

Pilot-Testing the Measures of HPWS and Firm Performance

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Abstract

Measurement of high-performance work system (HPWS) and firm performance are replete with inconsistencies, and configuration of HPWS are many-sided involving many approaches. However, this study, based on extensive literature survey, highlighted that HPWS should be context-specific, HPWS for SMEs should be employee-oriented, and firm performance should be measured via financial and non-financial indicators. Additionally, this research tested the reliability and validity of the components and instruments that make up HPWS and SME performance. Data were collected from a sample of 100 SME managers in Nigeria, and pilot test was done via a face validity test and factor analysis. The face validity test was conducted by presenting the survey to the experts to ensure completeness and clarity of the measures, and factor analysis was conducted using Partial Least Squares Method (PLS) algorithm technique. The overall result indicated a good validity and reliability of the constructs' measures. All the values for average variance extracted (AVE), composite reliability, discriminant and convergent validity and factor loadings met and exceeded the minimum threshold. Therefore, the measures and instruments are recommended for adaptation and application in the related research. Lastly, the implications, limitations and suggestions for future research were discussed.

Keywords: SME performance, HPWS, pilot test, reliability, validity.

A Process Situational Approach to Support Development of E-Health System: An Analytical Study on UNRWA Health System

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Abstract

A situation analysis was conducted on health processes and systems to identify problems with the current health information system at UNRWA. Health service inside clinics is relying on a labour intensive system of handwritten patient records, prescriptions and registers. This is creating negative impacts on the beneficiaries in terms of service delivery or keeping an updatable health record for every refugee patient. A health reform strategy was promoted in this paper that could strengthen both the quality and efficiency of health services provided by UNRWA. This reform consists of developing e-Health vision while focusing on two equally important aspects: functionalities and impacts of Health Information System (HIC) and Clinic Information System (CIS). Such an integrated ICT system will streamline and automate statistical gathering processes, consolidate all statistical health data into a single repository and automate all clinical operations that are practical and interfacing with HIS.

Keywords: E-Health, UNRWA, Health Reforms, Health Clinics Operations, Health Information System, Clinic Information System

Economic Burden on Households with People with Non-Communicable Diseases with Special Reference to Cancer: Priorities for Policy Options Pertaining to the Sri Lankan Context

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Abstract

Non-communicable diseases have become the leading cause of deaths globally, surpassing deaths due to all other causes combined. Non-communicable diseases have not only posed a heavy economic burden on national economies, but also on individual households. The objective of the study is to identify the economic burden on individual households with people with non-communicable diseases, with special reference to cancer. This research is based on the quantitative method and primary data was gathered from a sample of four hundred respondents, through a semi structured questionnaire. Additionally, secondary data was used in the analysis. The cost of illness method was used for the calculation of economic burden. The results indicated that the higher cost arrived from the direct costs compared to other types of costs caused a heavier burden. This finding prompted the study to suggest number of policy options for governments to prioritize its effort to reduce the economic burden on households with cancer patients.

Keywords: non-communicable diseases, cancer, economic burden, cost of illness

Validating the Relationship between HR Practices and Employee Performance in Nigeria

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Abstract

Firm performance hinges on human resource because it has the skills, knowledge and competencies required for the execution of organizational strategy and planning. Considerable numbers of HRM research have indicated positive effect of HR practices on employee performance. Nevertheless, some other studies indicate the otherwise. This suggests that findings of the extant research are seemingly inconclusive. Thus, this study investigates the effect of HR practices involving recruitment and selection, training and development, compensation, performance appraisal, and succession planning on employee performance. Cross sectional survey approach was used in which data were collected from 450 employees of state-owned Polytechnics in Nigeria. Partial Least Squares Method (PLS) algorithm and bootstrapping techniques were used to test the study's hypotheses. The results provided support for all the hypothesized relationships, except compensation-employee performance relationship and performance appraisal-employee performance relationship. The overall findings signified positive effect of recruitment and selection, training and development, and succession planning on employee performance. This indicates that effective HR practices (recruitment and selection, training and development, and succession planning) enhance employee performance and thus organizations should entrench such HR practices in an effective manner. However, caution should be exercised while applying HR practices because HR practices can be destructive or helpful because failure or success of HR practices depends on internal and external boundary conditions, and the environment in which organization operates determine to a large extent the HR policies and practices. Suggestion for future research was also discussed.

Keywords: Employee Performance, HR Practices, Recruitment and Selection, Training and Development, Compensation, performance appraisal, succession planning.

Factors Influencing Investment Decision On Computerized Accounting System- Special Reference to Small and Medium Enterprises

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Abstract

The purpose of the study is to examine factors influencing on capital investment decision on computerized accounting systems by small and Medium Sector Enterprises (SMEs). Embracing technology is seen everywhere and it is argued that computerized accounting systems can improve the efficiency and quality of financial information for decision making. One of the failure factors in SMEs is lack of effective information systems. Manual information processing for accounting consumes lots of time and leaves a high probability for misstatements and errors as well. Computerized accounting systems are relative costly at the beginning and decisions on such an investment cannot be simply taken by SMEs as the decision is influenced by many financial and non-financial factors.

The study is carried out based on four variables which are highly likely to influence such capital investment decisions by SMEs. Sample is selected from SMEs that have already implemented computerized accounting systems in Polonnaruwa District in Sri Lanka. Mainly quantitative analyses by using SPSS are carried out. Study finds that size of investment, influence from auditors and accountants, perceived benefits of use of information technology, past bad experiences of manual information processing, the need for submitting financial reports on time significantly influence capital investment decision on computer based accounting systems by SMEs.

Keywords: Computerized Accounting System, SMEs, Investment Decision, Information

Impact of Relationship Marketing Practices on Customer Loyalty: A Case Study of Awash Bank Dire Dawa, Ethiopia

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Abstract

Today in fast paced global environment marketing practitioners around the globe are agree that acquiring the new customers alone are not more fruitful for long term success, but to keep current customer ensure long term success. So often, pragmatic relationship marketing practice resulting on effective customer loyalty for banks as it is way for sustaining and increasing profits and sales. Therefore, this research was examined how Awash Bank in Dire Dawa uses relationship marketing as a competitive mechanism to gain customer loyalty. The main objective of this research was to examine customer's perceptions and to investigate relationship marketing practice in its key components (trust, communication, commitment and bonding) by taking Awash Bank of Dire Dawa, Ethiopia as a case of study. Descriptive cross sectional study was employed. The study was conducted in Awash bank of Dire Dawa. The study population was 384 who are customer in Awash bank in Dire Dawa. The findings of this research suggest that banks which desire to have a good quality relationship with customers should insist that their managers and staff act trustworthily, show strong commitment to service, communicate efficiently and reliably, pay much attention to existing bonding. (193 words)

Originality/value: This paper associates a significant body of literature within a customized research unifying practical framework and Impact of Relationship Marketing Practices on Customer Loyalty: A Case Study of Awash Bank Dire Dawa, Ethiopia

Keywords: Trust, Commitment, Bonding, Loyalty, Relationships. Communication.

A Comparative Study of Network Marketing Companies: An Indian Perspective

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Abstract

Network Marketing has been expanding rapidly worldwide over the past few years. The rapid increase in the amount of goods and services sold through Network Marketing globally provides some testimony of the growing importance of the industrial sector. Unsurprisingly, there has been a surge of interest in network marketing across India. Network marketing has the potential to improve standard of living of Indian consumers by converting unproductive time of housewives, unemployed, physically challenged, retired people and students into productive time either on part-time or on full-time basis. The success of network marketing companies is largely dependent on the performance of its distributors who play a vital role of ensuring that goods and services reach the target market promptly. Arguably, satisfied network distributors are more likely to perform their job well. The factors that influence network distributors' satisfaction across India are not fully known. Consequently, the main aim of our study has been to investigate factors that influence distributors' satisfaction with Network Marketing Companies in India.

A structured questionnaire was used to gather data for the study. 1032 questionnaires were distributed to distributors of two major network marketing companies in Greater Hyderabad, India, using convenience sampling. 602 responses were received, that were analyzed using IBM-PASW version of 21 data analytical software.

This study has uncovered a number of factors that influence distributor satisfaction with Network Marketing companies across India. These are 'Regular usage of products', 'Regular Contact with customers', 'Guiding Down line in product selling activities', 'Recruitment of new members', 'Continuous Contact with distributors of other Networks', 'Contribution for Development of Network Activities', 'Continuous Contact with Network Marketing Office Personnel' and 'Referring Network Products to Acquaintances'. Moreover, our study has also revealed that distributors characteristics differed significantly between Network Marketing companies along demographic variables such as 'Gender', 'Marital Status', 'Occupation', 'Education' and 'Monthly Income'. The findings of this study could help Network Marketing Companies in selecting right distributors and keeping them motivated.

Keywords: Network Marketing, Satisfaction, Network Marketing Distributors Amway India, Hindustan Unilever Network, and Greater Hyderabad.

Network Marketing format of Entrepreneurship Development – An Empirical Analysis

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Abstract

Network Marketing (NM) is Marketers increasingly believe that the efficient way of using social networks for marketing relies on harnessing WOM by analyzing the network of members' connections. By selling products to end users, customers get opportunity to become distributors of NM products. These products are sold in Non-store retail i.e. from the distributor's residences.

The study was conducted by survey using 'Snowball' sampling technique on a sample of 600 Network marketing distributors in Hyderabad, Telangana State, India with structured questionnaire and data was analyzed using Predictive Analytics Software (SPSS) Version 23.0.

The aim of this paper is to describe the analysis of data and to reveal the results of the survey. The results were obtained by using 'Descriptive' and 'Inferential' statistics on the basis of responses collected from the distributors of selected Network marketing companies through questionnaire survey method. 'Inferential' statistical tools like Chi Square (χ^2), Phi Cramer's V Test etc were applied.

Keywords: Network Marketing, Amway India, Multilevel Marketing, Hindustan Unilever Network, Empirical Analysis.

Effect of Tobacco Laws on Smoking Intention: A Case Study of Central Riftvally Counties of Uasin Gishu, Elgeyo Marakwet and Nandi

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Abstract

Smokers are now an endangered group, because of a tough new law banning smoking in many public and private places across the country. The main purpose of the study was to examine the effects of tobacco laws on smoking intention. The study objectives were; to examine the effect of marketing on smoking intention, to investigate how restriction on place of smoking affect smoking intention and to examine how health warnings affects smoking intentions The study was guided by the problem behaviour theory, social impact theory and theory of planned. The study employed exploratory research design. The target population for this study constituted 2017237 respondents. The study applied both stratified and simple random sampling procedures. A sample size of 400 respondents was selected for the purpose of the study. The main data collection instruments included the questionnaires, interview schedule and observation. Quantitative and qualitative approaches were used for data analysis. Quantitative data from the questionnaire was coded and entered into the computer for computation of descriptive statistics such as frequency and percentages so as to present the quantitative data in form of frequency tables and graphs. The inferential statistics multiple regression model was used to test the hypothesis and verify on the variables. The study found out that there was a positive significant relationship between marketing, restrictions on place of smoking and health warnings and smoking intention.

Keywords: Tobacco Laws, Smoking Intentions, Tobacco Advertisement, Tobacco Policy, Health Warnings, Place of Smoking and Smoking

Creating Real life through Belief systems

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Abstract

Being the captain of our life's vehicle. Human's beings are the creator of all the worldview, events, success and failures emerging and showing –up in their journey of life. Being the most sophisticated Machine on the planet “HUMAN'S” are self-programmed for all creations, coming in their vision. Breakthroughs and Breakdowns are the ultimate outcomes within the confined focus of our “belief system” “Exploring our limiting beliefs and acknowledging their hidden unseen shield towards life. It seems past experience, informative learning is the true access that drives our life and emerging strong belief systems to play in limited frame .But at the fulcrum is getting present to the limiting beliefs and acknowledging the hidden realm of unlimited beliefs. An attempt has made to acknowledge the source of our belief system, which give us a limited, confined access to outer world to view. the belief system which is further our strong points or traits to achieve certain success in life , but same time a big hurdle for our extraordinary life and success in life.

To explore possible access not only to acknowledge the rigid belief system, but get an practical distinction to move beyond the limiting belief systems and create anything and everything in any situation . On ontological level, getting deep in one's belief system and perception patterns to know our self-created frame for our self and execute life from that frame.

Keywords: Belief's, Belief system, creation, real life, ontological level

The Art of Start-Ups: A Case Study of International Entrepreneurship

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Abstract

Purpose: In recent years entrepreneurship has become a global dream for lots of people all over the world, but only very few understand the importance of entrepreneurship and dare to turn their dreams into reality. Though starting a new business from a scratch requires certain personal traits, as passion, self-belief, high self-motivation and courage, which are sometimes hard to develop, and high level of devotion as making your own business work takes a lot of time, in exchange it provides dozens of benefits.

The main aim of the research paper is to understand the art of start-ups and growth of International Entrepreneurship. The main objective of the paper is to analyse through a case study on how learning the art of growth cycle of start-ups helps in cross border entrepreneurship and creating a model for building cross border entrepreneurship.

Methodology: The research methodology adopted in the research is secondary data collection. A case study method is used to study the approach.

Findings: Cross-border entrepreneurship or International Entrepreneurship has become a more widespread phenomenon in the past decades. One feature of today's globalizing economy is that a growing number of firms are undertaking international activities and this includes not only large firms, but also (and increasingly) small and new ventures. Another feature of the current globalizing economy is that firms, even small and new ventures, are internationalizing at a faster pace.

Implications: Through international entrepreneurship model, the countries can generate the business and jobs creation within the country. Also it is needed that the countries can develop cordial international relationship for facilitating the International entrepreneurship.

Keywords: Start-up, International entrepreneurship, Globalization

Building Predictive Selection Screening and Turnover System Based On Individual Differences for Indian Software Engineers Using Artificial Neural Networks

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Abstract

Although India with large talent pool is a preferred IT outsourcing hub for MNCs; the sector is suffering from high turnover rates, quality concerns and retention issues. This research therefore, focuses on application of HR analytics (ANN) to predict the characteristics of the software engineers who (i) have intention to leave the firm, and (ii) who are satisfied with their current job, and thus can aid in building a predictive turnover prediction and selection screening system respectively. Survey instrument used is Questionnaire constructed using standardized scales for six individual characteristics namely Self-Esteem, Self-Efficacy, Integrity, Resilience, Intellectual Humility and Personality; and three work outcomes – Person Organization Fit, Intention to Quit and Job Satisfaction. Respondents are software engineers working in tier 1 IT firms in India (TCS and Infosys). Artificial Neural Networks in SQL Server 2012 have been used to classify the characteristics of each cadre of engineers. The study confirms that there are specific individual traits which impact the work outcome of each cadre of engineers.

Keywords: ANN, HR Analytics, IT, Software Engineers, Turnover, Selection, Predictive Analytics, Individual Differences

Economic Determinants of Exchange Rate Volatility in Kenya

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Abstract

Exchange rate volatility is the focus in determining the economic performance of any particular country. Therefore, there is need in understanding of the concept of exchange rates, extend of the causality of exchange rate volatility and their operations in domestic and foreign currencies exchange. Despite abundant empirical literature on the effects of exchange rate volatility on macroeconomic variables, such as, economic growth in many developing open economies like Latin America and Asia, few studies have investigated the determinants of exchange rate volatility. This study therefore analyzed the effects of interest rate and inflation rate differentials on the exchange rate volatility of Kenya Shillings relative to the USA dollar. The study employed an explanatory approach using time series data, collected monthly for 175 months from January 2000 to July 2014. The data consisted of KSH/USD Exchange rate, 3-month Treasury bills and inflations rates of US and Kenya. Regression analysis revealed that interest rate differential ($\beta = 0.826$) and inflation rate differential ($\beta = 0.05$) had a significant and positive effects on the exchange rate. The results implied that higher interest rates in the country cause a depreciation of the Kenya shillings, which was contrary to interest rate parity (IRP) theory. In addition, the study found that an increase in inflation rate differential causes an increase in exchange rate, which was found to be in agreement with the purchasing power parity (PPP) theory. This study therefore recommends the adoption of suitable policies that seek to control interest rates, inflation rates and associated pressures to safeguard volatile exchange rate movement.

Keywords: Exchange Rate Volatility, Economic performance, Inflation rate differentials

Marketing opportunities to position Kenya as a destination of choice for the USA leisure market: case of Inbound Tour Operators

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Abstract

Kenya is a popular tourism destination in Africa with abundant tourism resources and activities. However, to the Americans who are among the world's top spenders in outbound international travel, Kenya is still not a popular destination. This study sought to identify the marketing opportunities available to inbound tour operators to position the country as a destination of

choice for American tourists. 40 respondents were targeted from selected ITOs based in Nairobi using questionnaires mainly on 5-point Likert scale. The study revealed that American tourists were attracted by abundant wildlife and safari (score 5). The company website (score 5), and social media (score 4.6) were the most popular sources of information on destination Kenya and booked their trips online (score 5). However, insecurity, and travel time between the two countries were the major obstacles (score 5). In conclusion, Kenya has diversity of tourism resources and activities that can appeal to and be consumed by large number of tourists from the USA. However, for successful tourism consumer education in the USA leisure market, the Government has a big role to play in policy formulation and implementation in the provision of security and safety, development of infrastructure that conforms to the USA standards for direct flights, and provide incentives to the private sector (ITOs) to engage the Kenyan Diaspora, invest more in technology, training, environmental conservation, and products/services provision and diversification to respond to the needs and wants of the USA leisure market.

Keywords: Inbound Tour Operators, American tourists, tourism resources/activities, marketing, opportunities, destination of choice

Supply Chain Linkages and Its Effect on Supply Chain Performance in Kenyan Listed Flower Firms

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Abstract

Supply chain performance in floriculture is crucial for the overall performance of flowers firms which in turn contribute highly to the growth of economy specifically by increasing the employment rate. The general objective of the study was to determine the effect of supply chain linkages on supply chain performance among listed flower firms in Kenya and specifically focusing on the effect of customer, supplier and internal linkages on supply chain performance. Resource based view theory was used to ground the study. Pearson correlation coefficient and multiple regression model were used to analyze the data in order to test the hypotheses for the study. Purposive sampling technique was used to obtain a sample size of 306 respondents from a population of 102 flower firms listed by the Kenya Flowers Council (KFC). The findings concluded that customer linkages, supplier linkages and internal linkages have a positive and significant effect on supply chain performance. Therefore, customer linkages, supplier linkages and internal linkages are key determinants of supply chain performance and the study emphasizes on the need for firm managers to understand and find ways to effectively manage these interactions. Suppliers should also be allowed to contribute product ideas and participate in the design phase of the firms' product for the purpose of product improvement. Further, there is need for firms to integrate their systems so that they can have information flow within the firm.

Keywords: customer linkages, supplier linkage, internal linkages, supply chain performance

Financial Idiosyncratic Deals, Interactional Perceived Organizational Justice and Innovative Work Behavior among Tied Life Insurance Agents in Kenya

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Abstract

Purpose: The main purpose of the paper was to determine the moderating effect of interactional perceived organizational justice (IPOJ) on the relationship between financial idiosyncratic deals (I-deals) and innovative work behaviour (IWB) among tied life insurance sales agents in Kenya.

Methodology: The study is grounded on equity theory. Explanatory research design was employed with a target of 1954 tied life insurance agents from life insurance firms in Kenya. Simple random and stratified samplings were used to select 498 tied life insurance agents. Primary data was collected from structured questionnaires. Hierarchical moderated multiple regression was used to test the hypotheses.

Findings: The study findings showed a positive relationship between financial I-deals and IWB ($\beta = 0.476$, $p < 0.05$). Subsequently, when financial I-deals were moderated with IPOJ the findings indicated that there was a significant effect of financial I-deals ($\beta = 0.272$, $p = 0.02$) interactions with IPOJ, hence presence of moderating effects on the same variables on IWB.

Implication: The study recommends that life insurance firms should be fair in motivating their employees through granting financial incentives I-deals to enhance IWB. Further research should focus on the moderating effect of POJ on the relationship between task and development I-deals and IWB.

Keywords: Financial Idiosyncratic Deals, Organizational Justice, Innovative Work Behavior.

Analysis of Socio-economic Factors Influencing the Adoption of Breeding Technologies among Dairy Farmers in the North Rift Region of Kenya

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Abstract

In many third world countries today, Kenya included, adoption of agricultural technologies plays a big role in agricultural production especially due to the need to increase production for food security and income. North Rift is one of the regions in Kenya where the dairy sub-sector is the second largest income contributor. This sector employs 50% of agricultural labour force and provides substantial amount of raw materials for local meat and milk processing industries. Though the region is one of the high potential agricultural areas in Kenya, the total annual milk output lately does not match the region's potential. North Rift region is endowed with a lot of livestock and thus is expected that dairy output in the region should be high yet this is not so. Despite the government's plans to develop the livestock sector through the introduction of various technologies such as breeding the local farmers hardly implement this technology. This has resulted in low milk production in the region. This study therefore, sought to determine and analyze the socio-economic factors that affect the adoption of breeding technologies among the dairy farmers in the region. The study was undertaken in Nandi, Uasin-Gishu and Trans-Nzoia counties of the North Rift region. A survey research design was used. The target population was all dairy farmers in the three counties of the region. Purposive, multistage, simple random and systematic sampling techniques were used to get 360 respondents for the study. Data was collected by use of structured questionnaires and analyzed using descriptive and inferential statistics. Dairy farming households were used as units for analysis. Descriptive analysis and the Logit model were used to analyze data in order to answer the study objectives. The results showed that the age, gender and education level of the farmer, size of dairy land, cost of AI and frequency of visits by the extension personnel significantly influenced the adoption of breeding technologies by the farmers. There is need for the government to revive and expand adult literacy classes to enhance level of education of farmers and hence adoption of technology. The results also showed that the cost of the selected technology was the biggest predictor of changes in odds ratios and also had high marginal effects. The government should therefore introduce cost sharing programmes on AI services; employ more extension personnel and improve their mobility through provision of means of transport so as to enhance access to information by farmers. It is also recommended that land fragmentation be discouraged. Policies geared at improving education system, empowering women, strengthening extension services, appropriate land policy reforms and providing financial support to farmers will help a lot in promoting adoption of breeding dairy technologies in the North Rift region.

Keywords: North Rift region, Dairy Farmers, breeding technology, Innovations, Household, Adoption, Food security, livestock productivity

Influence of Employee Engagement on Knowledge Creation

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Abstract

Purpose – The purpose of this paper is to examine the influence of employee engagement on knowledge creation in Technical Institutions in selected Counties in Kenya.

Methodology– The paper adopted explanatory research design and regression model.

Findings –The study findings revealed that employee engagement has a significant influence on knowledge creation ($\beta = .264$; $t = 4.837$; $p < .05$).

Limitations/implications– Given that the study looked at employee engagement and knowledge creation in Technical Institutions in selected Counties in Kenya and the study recommends a study covering all Counties in Kenya to provide more insights on the study variables.

Theoretical implications - The study contributes to theory by analyzing empirically the extent of the relationship between employee engagement and knowledge creation.

Originality/value – This is the first study that focuses on testing the influence of employee engagement on knowledge creation in Technical Institutions in selected Counties in Kenya. The study provides new data.

Keywords: Employee engagement, Knowledge creation, Technical Institutions

Contribution of Ecotourism towards Sustainable Livelihood of the Communities Living On Wasini Island, Kwale County, Kenya

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Abstract

Ecotourism has traditionally been viewed as a panacea concept for developing countries to stimulate the economy, as well as, directly provide support for conservation efforts. This study examined the concept of ecotourism for a relatively sustainable, single activity within an established tourism destination of Wasini Island in Kwale County. The purpose of the study was to assess the contribution of ecotourism initiatives to the livelihoods of the local community, guided by the following objectives; establish the relationship between ecotourism initiatives and the sustainable livelihood activities undertaken by communities living on Wasini Island. Descriptive survey research was adopted for the study. The target population included all ecotourism entrepreneurs, conservationists, Community Based Organizations (CBO's) and tour Operators based in Wasini Island. Systematic random sampling was used to select 320 respondents. Primary data was collected by use of structured questionnaires while secondary data was obtained through critical examination of public and private recorded documents related to the study. Data was analyzed using techniques which included frequencies, means, modes and percentages. Ecotourism initiatives in the study area have significantly contributed to job creation and financial empowerment to the local people. Ecotourism in the study area has contributed on the acquisition of both human (education) and physical assets owned by the local community. Environmental conservation has also been achieved through ecotourism initiatives. In the face of joblessness, residents of Wasini need to be capacitated to venture into ecotourism projects as it has the potential of improving livelihoods.

The Financial Effect of the Patient Protection and Affordable Care Act on For-Profit-Hospitals in the United States

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Abstract

The Patient Protection and Affordable Care Act is one of the most contentious and debated pieces of legislative Acts in the US during the past decade. Notwithstanding arguments that it would drive for-profit-hospitals out of business, no study, to the best of my knowledge, has examined empirically the effect of the legislation on for-profit hospitals. This study contributes to the debate by using the event study technique to evaluate the financial effect of the Act on for-profit hospitals. The results show that abnormal returns to shares of profit-hospitals increased, on average, by nearly 10% on the days that decisions were made to implement the Act. This result, which represents the consensus of market participants, is statistically significant at 0.001% with a z-value of 3.56 serves as evidence that for profit-hospitals will benefit instead of suffer from the Act's enactment.

Network Capability and Performance: Link in Trivial Event Management Ventures in Kenya

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Abstract

In the dynamically growing hospitality industry, trivial firms stand little chance of survival given heightened competition. Attaining a competitive edge could be from key inter-firm networks and upholding network alliances. This paper examines the link between network capability (NC) and performance for trivial Event Management Ventures in Kenya. The study sampled 271 entrepreneurs concerned with event planning. Analysis of Moment Structures (AMOS 18) software was used for analyzing data. Results indicated that NC significantly predicted performance ($\beta=0.86$, $p<0.001$) thus, NC is facilitative of Venture Performance. Entrepreneurs should participate in networking activities and form associations to manage relationships within the network.

Keywords: Event Management, Kenya, Network Capability, Performance

Effects of Smallholders' On-Farm Water Application Methods on Tomato Yields in Baringo County, Kenya

Kosgei, David K.

Abstract

Baringo County experiences frequent rainfall failures, resulting in crop failures. This requires requisite on-farm water management. However, few empirical studies in the country have looked at the relationship between various on-farm water application methods and crop yields. This study therefore examined the effects of various water application methods on tomato, *Solanum lycopersicum*, yields of small-scale farmers in Baringo County, a rural and marginal area of the country. The study employed a descriptive survey design to collect data from the farmers. The target population was all the 672 household heads living within 10km of Marigat Town. Stratified random sampling was used to select the 180 respondents. Farmers in the county were found to grow tomatoes using water from rainfall or irrigation, supplied by gravity or lifting devices (mainly manual or motor pumps). Gross margins were highest in motor pump (Kshs 383,176.7), followed by manual pump (Kshs 327,925.1), gravity (Kshs 260,568), and lastly, in rain fed (Kshs 132,241.5), suggesting that all forms of irrigation were more profitable than rain fed agriculture in the farming of maize. Semi log functions revealed that lift ($\beta = .10$), gravity ($\beta = .07$), seeds ($\beta = .00003$), DAP ($\beta = .009$), CAN ($\beta = .005$), and labour ($\beta = .003$) had a significant and positive effects (at $p < .05$) on tomato yields. However, the quantity of chemicals was not significantly ($t = -0.99$, $p = .327$) related to yield. The results suggested that the best on-farm water application regimen was the lift system, followed by the gravity system, while rain fed was the worst. The study concludes that all forms of irrigation are profitable. This study therefore recommends the adoption of appropriate irrigation systems by farmers in areas with plentiful supply of water.

Keywords: Tomato, irrigation, rain-fed, yield, Baringo.

Does Strategic Conformity matter in Financial Distress? Evidence from listed firms in Nairobi Securities Exchange

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Abstract

The main purpose of this study was to determine the relationship between strategic conformity and financial distress among listed firms in Kenya. The study employed panel analysis for a period covering ten years from 2006-2015 for all 64 listed firms in Nairobi Securities Exchange. Findings from random effects multiple regression analysis showed that inventory levels has a positive and significant effect on financial distress ($\beta = 0.678$; $p < 0.05$) while plant and equipment newness had a negative and significant effect ($\beta = -0.580$; $p < 0.05$) on financial distress. This study recommends that firms should ensure that they have policies that regulate inventory levels as this has a positive significant effect on financial distress, while adequate project appraisal should be done to inform acquisition of new plant and equipment.

Keywords: Inventory Levels, Financial Distress, Plant and Equipment Newness, Listed Firms

Assessment of Benefits and Support of MKIS in Medium Scale Textile Industries

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Abstract

Firms strive hard to sustain competitive edge; most of the value- addition in Medium Scale Textile industries is retained by their knowledge based service activities. In today's mounting competitiveness indicative towards activities like market research and customer satisfaction, the global economy shifts extensively to re-engineer and as well re-sculpt with innovation paving how competitors are likely to leverage theirs is running scenario. This paper aims to assess and establish the support levels and the components of the marketing information systems in the medium scale textile industries. As a core part of the study, the primary data was collected from the selectively of elected firms in using marketing information systems with the help of a survey questionnaire. The data analysis that was performed using cumulative weighted average technique concludes highly moderate support levels of information systems existence and average ability of attainment of benefits. In continuation of study, based on an upcoming digital growth and suggests improvement to value addition in all perspectives.

Keywords: Marketing Information, India, MKIS, IS, Marketing management, Customer relation.

³ © Dr. Bhavannarayana K

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Choice Between Of Personal Life and Education & Career: An Inquiry on the Question of Domestic Duty Vs. Self Interest of Learning and Career Based From Female Postgraduate Students of Asian Institute of Technology, Thailand

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Abstract

The purpose of this paper is to examine epistemological perception of women and reasons for women to choose between professional career development and confining to a housewife. Role of women in the process of human capital development is heavily discussed and researched and it is considered to be influential for economic growth. How socially constructed marriage has been institutionalized and interfaced with education and career development is explained and examined.

Traditional responsibilities of a woman as a housewife are confronting with choices of women to continue with career development.

Interpretive research design is used as it could produce in-depth explanations. Therefore, qualitative interviews based on a semi-structured questionnaire are conducted with 10 female postgraduate students of Asian Institute of Technology (AIT) representing China, India, Bangladesh, Sri Lanka, Bhutan and Pakistan. In addition to individual interviews, a focused group discussion is held with five different graduate students.

Study finds that most participants prefer to choose marriage life over career and continuation of education though they are perceived as important aspects of life. However, a duality in women on marriage life and career development is seen. Biological, psychological and cultural reasons including tradition, fear of being ejected from society, religious beliefs, influence of family members, epistemological perception favoring marriage, are seen to have associated with women's decisions.

Keywords: Women, Marriage, Family Life, Culture, Education, Career Development.

Accrual Accounting in Public Institutions as a Contemporary Issue; Evidence from Developed Countries

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Abstract

The accrual accounting provides useful financial information to users to enhance knowledgeable decision-making. The move from cash accounting in the New Public Management reforms has seen the public sector shift to accrual accounting since it increases efficiency in governmental entities. The performance of the public sector can be evaluated in terms of accomplishments, efficiency, and service cost if accrual accounting is adopted. Accrual accounting is useful since it provides better information that facilitates accountability and decision-making by shifting the way executives operate and think. This paper examines accrual accounting in public institutions as a contemporary issue. The main objective is to analyze the challenges that hinder the implementation by the public institutions of accrual-based accounting. The literature review was guided by positive accounting theory and the institutional theory. The findings indicate that some of the challenges that hinder the public sector from embracing the accrual accounting include the inconsistency in the government activities, lack of conceptual clarity of the underlying reforms, and the use of a business model by the public sector in their accrual-based accounting.

Keywords: Accrual accounting; Public sector; New public management; and Financial management reforms

Innovation Types and Performance of Manufacturing Firms in Kenya

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Abstract

The concept of innovation has been a subject of research since it was introduced in the 1930s and it has been identified as an important influence on firm performance. This paper extends previous studies on firm performance impact of innovations by analyzing firm characteristics and their effects in manufacturing firms. The study used the resource based view approach and adopted a causal research design. Data from a random sample of 134 managers of manufacturing companies in Kenya is used. Descriptive statistics as well as inferential statistics and regression analysis was used. Our findings shows that product and process innovation yields stronger performance gains than product innovation alone, and large firms reap greater performance benefits from innovation than small firms do. We build on these findings to bring focus to areas in which managers may improve performance gains from innovation, and highlight additional areas that can be informed by future research. The findings of the research adds new understanding to the literature on innovation and firm performance and the sustainability of firms in a developing countries.

Keywords: Innovation, product innovation, process innovation and firm performance

Factors Affecting the Trust of Global Airline Passengers

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Abstract

This research aim to explore the personal characteristics of global airline passengers to explore the relationship and influence between Customer Relationship Management, Perceived quality, Perceived risk as well as Satisfaction and Trust, furthermore to find a suitable model improve loyal and trust among of global airline passengers. The sample for this research comprised 506 passengers from World's top 10 Airlines.

The research method is purposive sampling through questionnaires in Suvarnabhumi airport in Bangkok, Thailand. The statistical data analysis performed using percentages, means, standard deviations and Structural Equation Modeling (SEM). Furthermore the research results express that Customer Relationship Management, Perceived quality and Perceived risk directly influenced the Satisfaction and Perceived quality which lead to Satisfaction and Perceived risk directly influenced the Trust among global airline passengers.

Keywords: Customer Relationship Management, Perceived quality, perceived risk, Satisfaction, Trust and Global airline passengers, Thailand

Dynamics of Outsourcing in India's Service Sector

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Abstract

The basic theme of this research paper is to enlighten the significant role played by the Outsourcing in the development of service sector. The service sector contributes significantly for the growth of national economy in various forms. The service sector is inclusive of many organizations like public utility services e.g., airline, banking, BPO etc. The present study has aimed to assess those areas known as critical areas in a BPO where potentiality exists for faster growth of the BPO organizations. The strategic decisions of the airline management has indicated that certain areas could be outsourced, which brings the overall enhancement in productivity.

Keywords: Outsourcing, Service Sector, QWL, BPO Hyderabad

Working Paper (Research-In-Progress) On Determinants of Leapfrogging, Consumer Knowledge and the Intention to Leapfrog in the Cellphone Industry in Kenya

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Abstract

When firms conduct new product development they are concerned about the determinants of consumer behavior. There is existing literature on consumer intention to purchase however, little is known about the decision-making process consumers in developing countries undertake when choosing to leapfrog. Thus this study seeks to fill this void by evaluating the moderating effect of consumer knowledge on the relationship between the determinants of leapfrogging and the intention to leapfrog in the cellphone industry in Kenya. The specific objectives are to determine the effect of quality of product, switching cost, urgency to replace on the intention to leapfrog in the cellphone industry in Kenya and to establish the moderating effect of consumer knowledge on the relationship between the determinants of leapfrogging and intention to leapfrog in the cellphone industry in Kenya. The study will utilize the Theory of Planned Behavior (TPB) and the Unified Theory of Acceptance and Use of Technology (UTAUT).

Effect of Supplier Relationship Management on the Effectiveness of Supply Chain Management in Nigerian Public Sector

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Abstract

The main objective of the study was to assess factors affecting the effectiveness of supply chain management practices in Nigerian public sector case of Ministry of Finance with the aim of assessing the effect of supplier relationship on the effectiveness of supply chain management practices. The study adopted a descriptive case research design with study population of 120 management staff working at the Ministry of finances' procurement, finance and administration departments from which a sample size of 60 respondents was drawn. Questionnaires were used for data collection and descriptive statistics data analysis method was applied to analyze data aided by Statistical Package for Social Sciences. The study identified that lack of supplier relationship management strategies downed the effectiveness of supply chain management functions. The study recommended application of supplier collaboration strategies.

Effective Total Quality Management Systems and Performance in Kenyan Universities

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Abstract

Purposes: The overall objective of this paper is to highlight the general principles of Total Quality Management (TQM) involvement and how this approach has been and can be used to improve performance of Kenyan Universities and hence attempts to theoretically conceptualize TQM in higher education in Kenyan Universities.

Methodology: This paper uses seven (7) Principles of ISO 9001 (QMS) and articulates how these principles can be used to enhance quality services and improve performance in academia.

Originality and value: The paper develops from theory, a framework for evaluating the tools and principals used for continual improvement on total quality service management in Kenyan University.

Conclusion: Paper concludes that effective TQM is inevitably common factor that will shape the strategies of higher educational institutions in their attempt to satisfy various stakeholders including: students, parents, industry and society as a whole.

Keywords: Quality, Total Quality Management, Performances, higher education

An Evaluation of a Long-Term Human-Elephant Conflict Mitigation Project by Local Communities in the Mara Ecosystem, Kenya

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Abstract

The Maasai Mara National Reserve elephant dispersal areas support a high elephant population whose interaction with local people causes serious Human-Elephant Conflict (HEC). Lack of tourism benefits has driven the local people to farming, a land use type that is not compatible with elephant conservation. Because of crop damage and other conflicts, the local community has developed a negative attitude towards elephant conservation. To address this, a conflict mitigation initiative was started to change the local community from aggression to supporting elephant conservation. In this paper, we analyze the impact of HEC mitigation initiatives on the attitudes of the local community towards elephant conservation and tourism development. For comparative analysis, two adjacent target populations were purposively selected - the benefiting (Lemek-Aitong) and the non-benefiting (Lemek-Morijoi) communities. Using a questionnaire survey, 200 respondents were randomly selected using stratified sampling technique based on where the mitigation initiatives were ongoing and tourism activities. Descriptive and inferential statistics including chi-square and ANOVA tests were used to analyze the data using Statistical Package for Social Sciences (SPSS). The findings of the study indicated that mitigation initiatives and tourism benefits have positively influenced the local community's attitudes towards elephant conservation and tourism development. Further, the local community was generally aware of the mitigation initiatives and was willing to adopt them to reduce HEC. This paper recommends that short, medium and long-term conflict mitigation initiatives be formulated and implemented with the involvement of the local community to conserve elephants and secure their range for sustainable tourism development in the Mara ecosystem.

Keywords: Human-Elephant Conflict, Mitigation Initiatives, Local Community, Maasai Mara

Reverse Service Quality Gap of 3PL (Third Party Logistics) Market in Sri Lanka

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Abstract

Third Party Logistics (3PL) plays a vital role in supply chain management. In supply chain each and every party is important and there should be an effective collaboration with each other to become successful. According to the famous SERVQUAL model, five service quality gaps have been identified but all are forward gaps. Therefore, in this research it is argued that not only forward gap but also reverse gaps are important for successful supply chain and the study was conducted using 3PL companies and their respective customers in Sri Lanka. Data collected using qualitative method and data analyzed using thematic approach. It is revealed that there are many reasons for forward quality gaps in 3PL market in Sri Lanka, as well as reverse quality gaps also plays a major role in effective operation of 3PL companies.

Keywords: 3PL, Supply Chain, SERVQUAL Model, Quality Gap

A Comparative Study of Safari Tourism in Africa-Working Paper (Research-in-Progress)

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Abstract

This paper examines eight African countries popular for safari tourism. We first divide the countries in three clusters based on the level of economic development and geographical proximity. We then provide a brief description of unique game animals and safari experiences offered by each country in various clusters. We proposed to expand the research presented in this work-in-progress paper by applying the Tourism Attractions-Basics-Context, TABC, model (Manrai & Manrai, 1993, Manrai et al., 2017) of destination competitiveness. Beyond the tourist attractions discussed in this paper, we will also include tourism basics, that is, tourism necessities and tourism context, that is, tourism environment.

Keywords: Safari Tourism, African Safari, Destination Competitiveness, Tourist Attraction, Tourism Basics, Tourism Context

Enhancing Competitive Advantage through Innovation Capability: The Dimension of Market Orientation and Innovation Strategy

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Abstract

Innovation capability is a precious element for Thai manufacturing firms in order to transform from traditional operation to be an innovation drive enterprises. This research aims to investigate a structural model of the innovation capability that enhance firm's competitive advantage in the dimension of market orientation and innovation strategy. Quantitative analysis was conducted through a questionnaire-based survey and the obtained data were collected from 288 managers in Thai manufacturing firms. The structural equation modeling technique was employed to test the hypothesis. The results indicated that market orientation significantly affected on both innovation strategy and innovation capability of firms. There's also an indirect relationship between market orientation and innovation capability through innovation strategy. Likewise, the finding highlight on the mediating role of innovation capability on competitive advantage. Finally, this paper provides some suggestions for helping an enterprise to expand their innovation capability by increasing activity that relates to market orientation and well-managing firm's innovation strategy.

Keywords: Innovative Capability, Market Orientation, Firm's Innovation Strategy, Competitive Advantage, Structural Equation Modeling

Does humanistic culture mediate the relationship between charismatic leadership and job satisfaction in national schools in Kenya?

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Abstract

Purpose –The purpose of this study was to investigate the mediating effect of humanistic organizational culture in the relationship between charismatic leadership style and job satisfaction in national secondary schools in Kenya.

Design/methodology/approach- A sample of 367 teachers was selected using proportionate and systematic sampling systems. Data was collected using drop off and pick up system.

Findings- The results demonstrated that humanistic culture partially mediates the relationship between charismatic leadership and job satisfaction.

Practical implications- Since employees are the human capital of organizations, deliberate efforts should be made by the leadership to establish a participative, supportive and person-centered culture in the schools for enhanced job satisfaction.

Originality/value- The study provides empirical evidence from a unique context which is all national secondary schools in Kenya.

Keywords: Humanistic Orientation, Charismatic leadership style, Job Satisfaction, Kenya

Charismatic leadership, Achievement Culture and Job Satisfaction: Testing for Mediation

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Abstract

Previous studies have demonstrated a positive association between charismatic leadership and job satisfaction. This paper tries to find an answer to the question: does achievement organizational culture mediate this relationship? A survey of 367 secondary school teachers using three kinds of questionnaires was done. The null hypotheses were tested using correlation and regression analyses. The results demonstrated that achievement organizational culture partially mediates the relationship. This implies that leaders should create a conducive organizational culture that values its followers who set ambitious goals and give them room to pursue their goals for the mutual benefit of the followers and the organization.

This paper contributes to the debate on the mediating effect of achievement culture in the relationship between charismatic leadership and job satisfaction by providing empirical evidence in an area with few studies.

Keywords: Charismatic leadership, Job Satisfaction, Achievement culture, Organizational Culture, Kenya.

Effect of Government Effectiveness, Rule of Law and Corruption Control On Tax Payment Compliance

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Abstract

Good government governance is a key factor for obedient tax payers. It means that the obedient tax payers who are willing to pay taxes depends on the good governance. Therefore, this research objective is to investigate the effect of good government governance, measured by government effectiveness index, regulatory compliance, and corruption control on tax payment compliance, measured by tax ratio. Using 30 countries representing all continent is as the sample unit by implementing purposive random sampling technique in the year of 2011-2016. By implementing data panel model, the result shows that tax payers who will obey to pay the amount of taxes, are determined by government control on corruption perpetrators and law enforcement by government. This result contribute to the policy of tax payment that implies if the country needs high tax income, they have a policy to handle low corruption levels, and to empower high law enforcement.

Keywords: Government Effectiveness, Rule of Law, Control of Corruption, Tax Ratio

Effect of Online Vat Returns On Vat Productivity in Kenya

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Abstract

Value Added Tax (VAT) was introduced in Kenya in 1990 in replacement of the sales tax which was in place since 1971. A lot of reforms have been initiated and implemented with the objective of transforming VAT to be a major source of revenue. Such reforms were initiated in order to enhance VAT productivity in terms of revenue collected by the Kenya Revenue Authority (KRA). The responsiveness of VAT to reforms has been poor. In 2006, VAT reported the lowest elasticity indices- suggesting that it is the most rigid tax. This study established the effect of Online VAT returns on value added tax productivity in Kenya between 2007 and 2015; with specific objectives being to determine effect of tax education, number of ETR users, online VAT returns and increase in number of taxable items on VAT productivity in Kenya. The study adopted a descriptive and explanatory research design, to determine the effect of the independent variables on VAT productivity. Secondary data was collected from KRA, KNBS and Treasury for the period 2007-2015. The analysis revealed that there was a strong positive correlation between training, online VAT returns, increase in number of taxable items and VAT productivity. This implies that by bringing more items under tax net and embracing online VAT returns will increase VAT productivity. The studies recommend a critical review of the number of taxable Items and consider broadening tax net of taxable items which will have positive effect on VAT productivity. Further the study recommends that the Government should sensitize and encourage tax payers to embrace online VAT returns. However, this would be more appropriate when the Government steps up the relevant KRA IT systems.

Keywords: VAT Productivity, Online VAT Returns, Tax Education and ETR Machines.

Employee Performance Measurement and Management in African Public Sector

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Abstract

Purpose: This article addresses nexus between employee performance measurement and management in African public sector

Methodology: This article reviews the different performance measurement system design processes and creates a framework for comparing alternative approaches.

Findings: Though the African public service is under pressure to become more efficient and effective, evaluation studies show that many attempts to introduce results-based management in the public sector in African public sectors are still unsuccessful.

Originality/value: The paper develops from theory, a framework for analyzing the implementation of a performance measurement system and uses this framework to propose adoption of more appropriate employee performance measurements.

Conclusion: This article concludes that specific processes are required to continuously align performance measurement systems with outcomes-based performance management.

Keywords: Employees, performance measurements, performance management, performance measures, African Public Sector.

Managing Strategic Knowledge, Technology and Innovation in Business Firms In Africa

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Abstract

Purpose: This article seeks to establish the nexus between strategic knowledge, innovation and technology in business organisations in Africa.

Methodology: This article reviews literature on interactive relationship between dominant knowledge types, creation and transfer and the impact in business organization performance.

Findings: Organizations in Africa are yet to embrace the strategic importance of strategic knowledge, innovation and technology for creating value and enhancing competitiveness and innovation. The understanding of the link between strategic knowledge and organization performance in Africa is vague and starved of relevant literature.

Originality/value: This article develops from theory, a framework to propose adoption of more appropriate techniques of knowledge utilization, transfer and security in business organisations in Africa.

Conclusion: This article has followed an integrative approach between strategic knowledge and organization performance in Africa by contributing this body of knowledge.

Keywords: strategic knowledge, knowledge transfer, innovation, technology, Africa.

Stakeholder Policies Influencing the Choice of Conference Destinations in Malawi: The Case of Resorts at Senga Bay

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Abstract

Conferences are an emerging and most lucrative sector of tourism. In Malawi, conferences were predominantly held in the cities. However, recently, organisations prefer lakeshore resorts for their conferences. Nevertheless, no study has been conducted on policies influencing the choice of the resorts for conferences. Relatively, it can be difficult to develop well-defined policies for promoting the conference for the lakeshore resorts. This study therefore examined the influence of stakeholder policies on the choice of the resorts. Qualitative research method was used. Data was collected from 30 respondents using purposive and snowball sampling techniques, semi-structured interviews and focus group discussions and thematically analyzed. The study found that policies adopted by government, resorts, conference groups and conference sponsors influence the choice of the resorts. The study recommended that resorts should adapt their policies in line with their conference market. Government should support the resorts through destination marketing and enforcement of regulations.

Keywords: Conference business, conference destination choice, stakeholders' policies

Media and Education: Domestic Tourists' Perspective

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Abstract

This paper analyses media and education focusing on domestic tourists' perspectives. The paper specifically analyzed the relationship between media content and education levels of domestic tourists. The study area is Udzungwa, Ruaha and Kitulo National Parks located in Tanzania. A quantitative approach was used with semi structured questionnaires to a sample size of 315. Descriptive statistics, Chi-square test, Phi and Cramer's V were applied as tools of analysis. Results revealed that there is a statistically significant relationship between media content and education levels of domestic tourists. The outcome of this study can assist stakeholders and business entities in the tourism sector to improve content related to TV when conveying information about attractions to domestic tourists. The selected media for this study was television. Future researchers can explore social media content and education levels of domestic tourists.

Keywords: media, education, domestic tourists

Role of Finance Intermediaries on Deepening of Financial Inclusion and Profitability: A Case Study of Selected Commercial Banks in Kisii County, Kenya

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Abstract

Financial inclusion and financial deepening have an important role to play in promoting economic growth and reducing poverty and inequality, while mitigating systematic risk and maintaining financial stability. Financial inclusion for inclusive growth is significant and relevant in establishment of the growth in enhancing role of bank-based financial intermediation through empirical evidence. Access to finance empirical evidence. Access to finance by the poor is a pre-requisite for poverty reduction in order to achieve inclusive growth and sustainable economic Development .The study will evaluate, using appropriate statistical techniques , the impact of financial inclusion efforts on the inclusive growth in the case of developing economy like Kenya by considering reliable data for the period from 2011 – 2015 .The perceived benefits of financial include higher and better productivity , faster growth in economy, global admiration and recognition , reduction in poverty, likely increase in National income, increase in employment , something consumption , buffer against avoidable expenditure, better incomes , rational utilization of saving, increase in risk taking ability , improved self-esteem and sense of elevation. This study seeks to determine the following, the relationship between quick ration and profitability of commercial banks in Kisii county, relationship between current ratio and profitability of commercial banks in Kisii, county and to establish the relationship between returns on assets and profitability of commercial banks in Kisii county as measured by Return on Assets (ROA) The research will adopt quantitative research design .The population will consist of all commercial banks in Kisii county that make up the industrial/ Domestic products. The sampling technique to be adopted will be “non-probability sampling technique of the 21 selected commercial banks. Secondary source of data will be utilized in the entirety of the study. In the form of the Annual Reports and Accounts of the selected commercial banks. Simple correlation analysis will be used to test the hypothesis at 10% level of significance.

Quality of Financial Reporting on Shareholders Satisfaction: A Case of Commercial Banks Listed at The Nairobi Securities Exchange

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Abstract

This study seeks to examine the Influence of Quality of financial reporting on the satisfaction of shareholders of commercial banks listed at the Nairobi Securities Exchange. The variables of this study are Relevance, Faithful representation, Understandability and Comparability. The satisfaction indexes used were ROA and EPS. The study outcome is expected to find use among the shareholders, management, account officers, policy makers and future researchers. The study was anchored on the information and accounting theories. The researcher adopted a longitudinal - descriptive research design, while available data was used to determine the satisfaction of the shareholders of KCB, Equity and Cooperative Banks. The data was obtained from the financial reports of the three commercial banks for the years 2012 and 2015 and their earnings per share and return on assets for the subsequent years. The collected Data was analyzed using Statistical Package for Social Sciences (SPSS), and inferential statistics were used to measure the influence of Quality of financial reporting on the satisfaction of shareholders. The findings were; there is a strong positive correlation between the quality of financial reports and EPS of an ($r = 0.64$), and a moderate correlation with ROA of ($r = 0.52$). The researcher recommend that firms should improve on Relevance, Faithful representation, Understandability and Comparability of their financial reports to increase shareholder's satisfaction. There is also need for commercial banks to adopt fair financial reporting practices, while limiting the use of earnings management to increase their earnings.

Keywords: Faithful representation, relevance, understandability, comparability, shareholders satisfaction.

Exploratory and Confirmatory Analysis for the Jakarta's Customer Decision Toward Product and Services of Islamic Banks

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Abstract

This study is exploratory some initial research that test a theoretical hypothesis and confirming more previous empirical study of customer decision. Based on the uniqueness of Islamic banking, the decision-making factors of its customers have been explored beforehand for both explorative and confirmative way of manner. Thus, it is quite critical to ask question does it exploratory factors meet confirmatory factors in the way to influence decision of customer and what factors that influence more to convince them utilizing the product and it services?. 200 samples from Jakarta citizen took a place to be verified and to generate useful insight completing theories. Besides six exploratory factors resulted, the research also found that testing the model specification confirms the best fit of the model specification that influences the customer's decision is by excluding the sharia factor.

Keywords: Exploratory Factor analysis [EFA], Confirmatory Factor analysis [CFA], product and services, customer, and Islamic Bank.

Entrepreneurial Orientation and Performance of Small & Micro Enterprises in Kenya

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Abstract

Purpose

Entrepreneurial Orientation is a firm's level posture, tendency to operate in ways that emphasize innovativeness, Pro-activeness, risk taking, autonomy and competitive aggressiveness. Small and Micro enterprises plays a pivotal role in the Kenyan economy for instance employment, wealth creation, income distribution, accumulation of technological capabilities and spreading of available resources The purpose of this paper is to examine the relationship between Entrepreneurial orientation (EO) and Small and Micro Enterprises performance outcomes in Kenya.

Methodology

Psychological, Social entrepreneurship and performance Theories and models informs the framework of this paper. Explanatory survey design is utilized. Using multistage sampling method, 420 small and micro enterprises and their owners/managers are selected for inclusion in this paper.

Findings

The findings indicated the true predictors of Entrepreneurial Orientation are unidimensional and Entrepreneurial Orientation affects performance outcomes in small and Micro Enterprises in Kenya.

Implications

This paper advises managers and policy makers on Entrepreneurial orientations to be practiced and supported to maximize on their performance outcomes.

Keywords: Entrepreneurial Orientation, innovativeness, Pro-activeness, risk taking, autonomy and competitive aggressiveness, Small and Micro Enterprise, performance theories

Impact of subjective norm on the purchase intention of counterfeit mobile phones in Kenya

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Abstract

Trade in counterfeit goods is considered a big threat to most of the industries. The trade in imitation products is no longer confined to branded luxury goods and final markets as has been always assumed. Counterfeit and imitation goods are increasingly getting into other sectors, including the fast-moving consumer goods, business to business industries as input as well as in automotive industries with very severe consequences to the consumers, population and brand owners in the areas where consumption of such items happens.

Attitudes are formed through interactions with others (Kiecolt, 1988). Those whose referents (relatives or friends) approve of their decision to buy counterfeit products hold more favourable attitudes (Ajzen, 1991). This Subjective norm is believed to have a relationship with attitudes towards counterfeit goods.

This study sought to investigate the effect of subjective norm on the purchase intention of mobile phone counterfeits in Kenya.

Attitude towards counterfeits in Kenya: A threat to fair trade and future development

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Abstract

Purpose – This paper sets out to highlight the impact of consumption of counterfeits and other illicit products in emerging market economies and elucidate the effects of counterfeits and intellectual property abuse on development in less developed and developing countries. The issue of counterfeiting is of importance given the role trade plays in economic development worldwide and especially in developing countries. Consumption of counterfeits has been found to be a threat to development since it curtails demand of the nascent industries and thus slows down economic growth for the countries where such industries are located.

Despite the knowledge about the effect of counterfeits in the world development, the demand for the same continues to grow. Thus, it is in the interest of academic researchers and marketers to understand consumers and counterfeits and intellectual property rights (IPRs).

The paper explains the effects of counterfeiting on a countries' development and how a country that does not respect intellectual property and subsequent IPR does not enjoy desirable rates of economic growth.

Design/methodology/approach

The paper provides an overview of the links between counterfeiting, intellectual property rights and the pace of development of nations.

Factors Affecting Students' Attitudes towards Use of Cloud Computing

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Abstract

Cloud computing is becoming a prominent technology among individuals with its exclusive characteristics and usage of remote resources through the Internet. This research investigated the factors affecting to the university students' attitudes towards the use of cloud computing with special reference of lately established universities in Sri Lanka. The researcher developed structured questionnaire and data were collected from 150 respondents by using purposive sampling technique. A research model was developed and five hypotheses were tested using Pearson Correlation and Regression analysis coefficients. The findings of this study have shown that Perceived Usefulness is the most Important variable to improve the students' attitudes to use the cloud computing and the other factors Perceived Ease of Use, Perceived Security, Perceived Ease of Access and Social Influences also affect to the students' attitudes towards the use of cloud computing. The university administrators and academics could influence to students to use of cloud computing since the cloud computing is very useful tool for their academic achievements.

Keywords: Ease of use, Usefulness, Security, Ease of Access and Social influences

Technology Advancing and Financial Performance of Commercial Banks in East African Community Partner States

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Abstract

The main purpose of this study was to assess the effect of Technology advancing on financial performance of Commercial Banks in East African community partner States, specifically; The study was guided by the following specific objectives: the role of Mobile advancing; the importance of Internet advancing; the impact of Electronic Card advancing both on financial performance of Commercial Banks in East African community partner States. Different methods and methodologies were used during this study. The Stratum sample size strategy has been used to determine which number of banks per States member of East African Countries should be obtains Data; with Stratum sample size mathematic formula, equally EAC States members provided their financial Institutions (Banks) accordingly such as 3 out of 12 Commercial Banks in Rwanda; 10 out of 48 Commercial Banks in Kenya; 8/35 Commercial Banks of Tanzania; 6 out of 25 Commercial Banks in Uganda; 5 out of /22 Commercial Banks in South Sudan and finally 2 out of 10 Commercial Banks in Burundi with the total Commercial Banks of 34 out of 152 were visited with an error of 15% and confidence coefficient of 85%.

In this Study, the researchers brought out different interrogations on the Public part that providing additional energy to upkeep environment understanding on the level contributes technology advancing on achieving the expected customers and Banks Profitability and satisfaction; growing of Capital adequacy; availability of the Asset quality; customer and Banks Liquidity services and Risk management control of Commercial Banks.

In the results found, 100% of the respondents confirmed that all the Commercial Banks in East African Community partner States are using mobile advancing system and more than majority 76% demonstrated that technology advancing system are contributing a lot on the Financial performance of Commercial Banks and a model on the best practices of using technology advancing in enhancing financial performance was determined by researchers that will continue being refer in East African community partner States.

Keywords: Mobile advancing; e-commerce advancing and banking Instruments advancing

Participation in extraction of forest products by the rural households in the peripherals of Mt. Kenya forest: an economic analysis

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Abstract

Forest products are timber and non-timber products that have a perceived economic or consumption value sufficient to encourage their collection from the forest. These products play a vital role in the livelihood of people in and around the forests. Kenya's indigenous forests are home to many communities whose livelihoods depend on the natural resource, especially the poor who rely more on forest resource extraction for income and subsistence. On the other hand, the sustainability of the forest and its resources highly depends on this interaction. This study performed an economic analysis towards understanding the level of participation in extraction of forest products by rural host communities of Mt. Kenya forest. This was actualized by testing the hypothesis that there is no significant relationship between the economic characteristics of the rural households and participation in extraction of forest products based on the theory of tragedy of the commons. Household economic factors considered were income, occupation, land size and economic activities. Using cross-sectional survey research design and multistage sampling, the study collected primary data from 378 households living within 10 kilometers radius of the forest. Data was analyzed using logistic regression analysis. Main extraction activities were found to be firewood collection, cultivation, charcoal burning and lumbering. The study also found that income, occupation, land acreage and economic activities are significant on participation in extraction of forest products (p value $0.0000 < 0.05$). Income and land acreage were however negatively correlated to participation. Results have further shown that when a household has a better occupation the chance of participating in extraction of forest products reduces by 20.6 percent. The study recommends that policy makers consider providing or revamping alternative means of earning income to the host households which will go a long way in reducing household participation in extraction of forest products.

Keywords: Forest products, Participation, Extraction, Economic analysis

Suggested Research Area on Improving Efficiency of the Road Freight Border Crossing Process in the East Africa Community

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Abstract

Facilitating cross-border freight movements is one of the most significant transportation challenges facing African countries today (Naudé & Marianne, 2007, p. 2). This challenge is manifested in the prohibitive costs of trade – that is, the cost of transporting and getting the goods across borders – which is a major hindrance to improved Africa trade performance (Portugal-Perez & John, 2008, p.4). Anderson and Van Wincoop (2004, p.2) broadly defined trade costs to include all costs incurred in getting goods to the final user other than the marginal cost of producing the good itself. They divide the trade cost into transport costs (both freight and time costs), policy barriers (tariff and non-tariff barriers), information cost, contract cost, cost associated with the use of different currencies, legal and regulation costs, and local distribution costs.

Determinants of Factors Influencing Customer Loyalty: A Study for Thai Sea Freight Forwarders

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Abstract

Currently, Thailand has been one of the world's most significant production bases. Sea transportation is the most cost effective way to transporting Thai goods in global supply chain. However, sea freight is necessary to continuously develop the service quality for competitive advantage. Hence, the study presented here is guided by the findings stemming from an exhaustive literature review, which provides the conceptual framework based on the key antecedent factors that influence customer loyalty through service quality, customer satisfaction. The study find increase the current understanding of Thai customer loyalty, particularly in the service of Thai Sea Freight Forwarders. This information is expected to help Sea Freight Forwarders to achieve a full implementation of the service quality, thus improving shipping services. Moreover, the findings might also benefit Sea Freight Forwarders in the countries, such as those pertaining to similar conditions in Thailand.

Keywords: service quality, relationship quality, customer satisfaction, customer loyalty, sea freight forwarders in Thailand.

Entrepreneurial Competencies and Livelihood Improvement: The Moderating Role of Gender

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Abstract

This paper examined the interactive effective of gender on the relationship between entrepreneurial competencies and livelihood improvement. A survey approach was used to collect data from small enterprise owners in western Kenya. A matched sample of 101 male and female respondents were generated. The respondents had three of entrepreneurial experience. Data were collected through questionnaires. The findings reveal that the moderation results supported the hypotheses, for attitudinal, behavioral and managerial competencies (b,-.07, 95% CI [-.27, t= -.67, .13], $P>.005$; b,-.02, 95% CI [-.41, .37], $t = -.09$, $P>.005$; b,-.78, 95% CI [-.27, .13], $t = -.67$, $P>.005$) respectively. Practical implications, paper identifies gender as a critical influence and suggests that the relationship between gender and development of entrepreneurial competencies be addressed through supportive policies entrepreneurial competencies for livelihood improvement. The methodological framework used enhances an understanding gender on the relationship between entrepreneurial competencies and livelihood improvement.

Keywords: Entrepreneurial Competencies, Gender, Livelihood improvement, Moderation, Western Kenya.

Entrepreneurs' Experience and Firm Innovativeness: The Mediating Role of Entrepreneurial Competencies

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Abstract

This paper examined the mediating effect of attitudinal competencies in the relationship between the entrepreneurs' experience and innovativeness. A cross sectional survey approach was used to collect data in the study. Data was collected through questionnaires administered by researchers. Findings reveal that entrepreneurial attitudinal competences had a mediating effect in the relationship between entrepreneurs' experience and innovativeness. Equally the direct effect of entrepreneurial experience on the level of innovativeness was significant. This paper identifies entrepreneurial attitudinal competencies as a critical input in enhancing the entrepreneurs' innovativeness hence, should be enhanced through appropriate policies and support programmes. The resultant effect is an entrepreneur's enhanced innovative capacity which can be translated into improved livelihoods. This study adopted a multivariate methodological approach hence constitutes originality.

Keywords: Attitudinal competencies, Innovativeness, Entrepreneurial experience, Mediation, Western Kenya.

Financial Inclusion: Mediator of Managerial Competencies and Access to Financial Services in Uganda

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Abstract

The study examines how managerial competencies influences access to financial services in the Microfinance industry in Uganda. The major focus of the study was to examine the mediating role of financial inclusion in the relationship between managerial competencies and access to financial services in Uganda's Microfinance (MFI) industry. This study was motivated by escalating limited access to financial services by the marginalized communities in the MFI industry that has generated endless debates, which hardly yielded solutions. Earlier studies conducted in the same industry have produced mixed results. An initiative was, therefore, made to establish the mediating effect of financial inclusion in the relationship between managerial competencies and access to financial services. To test the hypotheses, cross-sectional design was, therefore, found more appropriate for the study. Quantitative research paradigm was employed to collect data from the clients of the 92 MFIs that are registered with the Association of Microfinance Institutions in Uganda (AMFIU). Data analysis involved a series of correlation and regression tests and models such MedGraph-excel version Program. The study found that managerial competencies have a positive and significant relationship with access to financial services. The mediation tests conducted established that financial inclusion indeed mediates the relationship between managerial competencies and access to financial services. The main managerial implication of the study is that MFIs to appreciate the importance of financial inclusion towards enabling clients of MFIs to access financial services in the MFI industry of Uganda.

Keywords: Managerial Competencies, Fi

Assessing the Integration of Entrepreneurial Factors on SME Promotion in Kenya

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Abstract

Entrepreneurship is a powerful force that many strive to harness. Countries around the world aspire to make their economies more competitive by boosting entrepreneurship. Yet in most countries entrepreneurs still struggle with the basics of operating and growing their businesses because the attention and resources devoted to entrepreneurship promotion tend to focus on singular interventions, not systemic change. KolCo's (2014) indicate that strategy for entrepreneurship development rests on the premise that no single factor alone moves entrepreneurship forward. Rather, entrepreneurs thrive when multiple sectors and actors consciously work together to develop a supportive environment for entrepreneurship. Having understood the times we are in not only in Kenya but world at large it is indispensable to rethink on ways to curb the very problematic issue that affect our economic growth and sustainability. The rate of poverty, unemployment and insecurity is a source of concern to policy makers, scholars, state and non-state actors, including NGOS, social groups and the poor themselves (Duze, Mohammed and Kiyawa 2008). KolCo's indicate that the strategy for entrepreneurship development rests on the premise that no single factor alone moves entrepreneurship forward. Rather, entrepreneurs thrive when multiple sectors and actors consciously work together to develop a supportive environment for entrepreneurship. It is upon this premise that the study sought to assess the integration of entrepreneurial factors in promoting SMES in Kenya. The study used exploratory descriptive design taking both qualitative and quantitative approach. The data was analyzed using descriptive statistics. The study established that SMES in Kenya suffer lack of a number of variables that can promote their development and sustainability. It was evident that the inclusion of entrepreneurial education to SME was not accompanied with other factors in play. This makes the SME venerable to change and competition jeopardizing their survival.

Keywords: Integration; Entrepreneurial factors; SMEs; Kenya

Customer Relationship Management Technology effect on Performance of Selected Hotels in Kenya: Moderation Approach

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Abstract

The main objective of the paper was to establish the moderating effect of competitive intensity on the relationship between CRM technology and performance of selected hotels in Kenya. The study was informed by Resource-Based View and used explanatory research design with a sample size of 330. Data was collected using a structured questionnaire with items anchored on a five-point Likert scale. Hierarchical regression model was used to test the research hypotheses at 0.05 confidence level. The study findings indicated that competitive intensity had a moderating effect on the relationship between CRM technology ($\beta_1=0.39$, $\rho<0.05$) and hotel performance. Thus, the study concludes that adoption of CRM technology would enhance hotel performance. Additionally, with introduction of competitive intensity, effect of CRM technology is strengthened. The study recommends that hotels should increase utilization of CRM technology to do well in a competitive business environment.

Keywords: Customer Relationship Management, CRM technology, performance, competitive intensity

Effect of Board Size, Board Independence on Corporate Social Responsibility of Firms Listed in Nairobi Security Exchange in Kenya

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Abstract

CSR has become part of a firm strategic plan it is a tool that increases the firm's reputation which helps the firm gain social cooperation and support from their stakeholders. Board characteristics is seen as potential determinants of CSR but have not been fully explored in developing countries like Kenya. The research was to find out whether board size and board independence have an effect on corporate social responsibility of firms listed in Nairobi security exchange in Kenya. The specific objectives for this study were to determine the effect of board size and board independence on corporate social responsibility. The study was guided by upper echelon theory. The study employed explanatory research design. The research utilized secondary data derived from companies' annual reports. The study targeted 65 firms listed on the Nairobi Securities Exchange (N.S.E) for the period ranging from 2005 to 2015. The study utilized data from 11 companies. The study adopted descriptive statistics, correlation analysis, fixed effects (F.E) and Random effects regression models. Hausman test was carried out and Random effect model was found to be the best model for predicting the change in CSR. Study findings indicate that board independence had a negative significant effect on CSR, (-0.34173, $p = 0.004$), board size has a positive significant effect on CSR (0.171523, $p = 0.047$), In conclusion the study found out that appropriate board size leads to the elimination of problems and enables the members of the board to deliver in social responsibility actions. Furthermore having a large proportion of independent directors on board lead the organizations to expand its CSR. Therefore the study recommends organizations to have a balanced board size-one that is not too small or too large so that there is no time wastage and will better CSR performance. It also recommends that it is utmost necessary to have a balanced board composition because this will enhance CSR.

Keywords: Board Size, Board Independence, Corporate social Responsibility (CSR)

Topic: Mediating Effects of Behaviour Intentions on the Facilitation Conditions and User Acceptance of E-Health Adoption among Nurses in Public Hospitals, Kenya

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Abstract

The Government of Kenya and development partners have heavily invested in information technology to facilitate the operations and efficiency in all public sectors. However, it is not clear what facilitating Conditions has on the health workers' acceptance of technology and use in public hospitals particularly in developing countries like Kenya. The purpose of this study was to establish if Facilitating Conditions has effects on the user acceptance model on E-health systems adoption among nurses in the public hospitals in Kenya. The objectives of the study were to determine the effects of Facilitating Conditions on the E-health systems and adoptions by nurses in public hospitals, the second objective was to determine the mediating effects of behaviour intentions between the facilitation Condition and adoption by nurses in public hospital. The two hypothesis were facilitating conditions have no significant relationship with the E-health systems adoption (behaviour usage). The second hypothesis was Behaviour intentions mediates the relationship between Facilitating Condition and E-health systems adoptions (behaviour usage). The study used the advance theory of Unified Theory of Acceptance and Use of Technology. The study adopted explanatory survey design targeting all nurses enrolled through Africa Medical Research Foundation (AMREF) Training and working in Kiambu, Nakuru and Nairobi County public hospitals, in Kenya. Purposive sampling was used to select the nurses who were undergoing the Africa Medical Research Foundation (AMREF) training programme within the three Counties. The data collection instruments that were used were structured and semi structured questionnaires. The instrument was tested for reliability and validity before full data collection was done. The data processing, data screening and data analysis was done. The test for the assumption of the study was done on the multi-collinearity, normal data, linearity and heteroscedasticity. Multiple linear regressions were used to test the posited hypotheses. The first hypothesis was rejected and the second was accepted. The conceptual model fitted well within the conventional goodness of fit statistics. The regression results indicated that facilitating condition ($\beta=0.414$, $p>0.05$). The behaviour intention as a mediating variable from the study had no effect. Recommendation made from the study were that the government and development partner could still allocate more resources for the improvement of the public hospitals. The behaviour intentions of the nurses would not influence the adoption of E-health in public hospitals. Recommendation for further research could be done with adoption of E-health systems by the patients, medical administrative staff and doctors in public hospitals.

Strategic Orientation, Entrepreneurial Innovativeness and of Women-Owned Small and Medium Enterprises in North Rift Economic Block, Kenya

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Abstract

Access to and use of financial services, commonly referred to as financial inclusion among the entrepreneurs is an important determinant of entrepreneurial success. Indeed, financial inclusion among women entrepreneurs is lower as compared to male counterparts despite the higher percentage of women engaged in entrepreneurship. Statistics drawn from the African continent indicate that women account for only 20% of the banked population as compared to 27% for men. This variance is attributed to socio-cultural barriers and inefficiencies in legal and regulatory frameworks. Despite efforts for financial inclusion, there is scanty evidence on how strategic orientation of entrepreneurs influences financial inclusion and yet there is growing use of technology in access to financial services. Further, there is reason to believe that entrepreneurial innovativeness would moderate the relationship between strategic orientation and financial inclusion because it would encourage the use of new technological advances in access to financial services. The advance in technology in relation to access to finance such as use of Mpesa, Mshwari, among others is a testimony that technology enhances financial inclusion. Further, there is reason to believe that entrepreneur innovativeness would moderate the relationship between strategic orientation and financial inclusion because it would encourage the use of new technological advances in access to financial services.

The main purpose of this study was to determine the relationship between strategic orientation of women-owned SMEs and financial inclusion. Secondly, the study also sought to determine the moderating role of entrepreneurial innovativeness on the relationship between strategic orientation and financial inclusion of the women owned SME's. A conceptual model was designed and hypothesis constructed. In order to test the hypothesis, hierarchical multiple regression model was performed on data collected from 656 women-owned enterprises in the North Rift economic block counties. Random sampling was employed to select women from each county and structured questionnaires were administered to them. The reliability of the data collection instrument was tested using Cronbach Alpha while factor analysis was used to validate the instrument. Pearson's correlation coefficient was used to determine the relationship between the independent and the dependent variables.

The results revealed that Learning Orientation, Market Orientation and Technology orientation significantly influences the level of financial inclusion ($\beta = 0.235$, $P < 0.01$; $\beta = 0.231$, $P < 0.01$;

$\beta = 0.172, P < 0.01$ respectively). Additionally, the findings confirmed embracing innovativeness has a significant positive impact to level of financial inclusion for entrepreneurs who are market and technologically oriented ($\beta = 0.348, P < 0.01$; $\beta = 0.017, P < 0.01$). Notably, the presence of entrepreneur innovativeness moderate the relationship between learning orientation and financial inclusion negatively significantly ($\beta = -0.092, P < 0.01$). Thus, Learning Orientation, Market

Orientation and Technology orientation are key contributor to financial inclusion. In addition, entrepreneur innovativeness improves effect of strategic orientation on financial inclusion. The study therefore, recommends that women entrepreneurs should engage in technological financial innovation, make use of market information and have ability to learn more on entrepreneurship to enhance financial inclusion. However, in presence of entrepreneurial innovativeness, they should only emphasize on the learning and Technology orientation only.

Keywords: Strategic orientation, financial inclusion, Entrepreneurial innovativeness, women entrepreneurs.

Factors Influencing Customer Orientation of Frontline Employees in Public Universities: A Case of Kenyatta University

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Abstract

The factors that influence customer orientation of frontline service employees of service industries such as hotels, travel agencies, restaurants and financial institutions are known. However, these factors and their interactions are unknown in the educational sector service providing institutions such as the public universities, and especially in Kenyatta University. In the context of service organizations, the fulfilment of customer needs and wishes by customer-contact employees is important for an institution to gain a high degree of customer orientation and have a competitive advantage over its competitors. The aim of this study was therefore to establish the factors that influence customer orientation of frontline employees of Kenyatta University. In addition, the interaction of these factors was also investigated. This was a descriptive cross-sectional study design involving 37 frontline employees of Kenyatta University. The study used five dimensional constructs in a self-administered questionnaire covering supervisor customer orientation, team service climate (team support and team customer orientation), employee empowerment, organizational identification and self-efficacy. The study found that: all the five factors together accounted for 51.2% of customer orientation of frontline employees of Kenyatta University; supervisor customer orientation, and team service climate significantly contribute to customer orientation of frontline employees of Kenyatta University. In addition, the study found a negative interaction between supervisor customer orientation and team service climate, and a positive interaction between team service climate and employee empowerment would predict customer orientation of frontline employees of Kenyatta University. The two factors that significantly influence customer orientation of service employees in Kenyatta University can be used by Kenyatta University management to develop programmes and policies to be used in improving employees' satisfaction, productivity and retention. This will lead to an increased service quality offered to customers, leading to their satisfaction and retention, and attraction of new ones. This will in turn lead to an increase in institutional productivity and profitability/survival.

The Moderating Effect of Store Image on the Indirect Relationship between Emotional Experience and Purchase Intention via Social Value

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Abstract

The purpose of this study was to examine the indirect effect of emotional experience on purchase intention via social value in retail settings. In addition, the moderating effect of store image on the indirect effect and the entire proposed model is investigated. This study is based on a conceptual model showing the interactions of emotional experience, social value and store image and purchase intention. A sample of 420 respondents was selected from three Nairobi based retail stores, each from the three leading tier one retail chains in Kenya. Stratified, proportionate and purposive sampling techniques were used to select the sample using store intercept approach. The study finds that emotional experience significantly relates to both social value and purchase intention. Moreover, social value emerged as a significant mediator in this relationship. The moderating effect of store image on the indirect effect and the entire model is established.

Keywords: Emotional Experience, Social Value, Purchase Intention, Store Image

Effect of Board Capital on Firm Innovativeness in the Banking Industry in Kenya

Nthama, Nzau

Abstract

Extant literature shows that human and social capital held by top management teams helps firm performance but does not explore impact of board capital on firm innovativeness. Anchored on agency, resource dependence, human and social capital theories, this study sought to determine impact of board capital i.e. human and social capital on innovativeness in commercial banks.

Kenya has experienced significant innovations in the banking sector driven primarily by mobile technologies. Examples of innovative products in the banking sector include M-Pesa, M-Kesho M-Shwari, M-Kopa and Pesalink. On this basis, scope of the study was banking sector in Kenya. Empirical research has mixed findings, some showing board human and social capital positively affects innovativeness, with others showing it either has negative or no effect.

Consistent with logic, the study hypothesized that board capital positively impacts firm innovativeness. Independent variables conceptualized under this study were directors' educational qualifications, experience and functional diversity under board human capital. With regard to board social capital, director interlocks, status and prestige of the directors and presence of personal or other affiliations between the directors and the bank or chief executive were included as the independent variables. Constructs to be measured were operationalized.

Two control variables were added, to mitigate against their confounding effect on the dependent variable, bank innovativeness. Six hypotheses were postulated under this study. A causal research design was selected to focus on specific research hypotheses aimed at generating managerially actionable results. Under the study, purposive sampling was undertaken. A questionnaire was developed and reviewed by two university faculty as well as two bank directors. Feedback obtained from the reviews was incorporated before sending questionnaires to the managing directors of the 43 banks, the commercial bank universe in Kenya. The questionnaire included six 5-point Likert questions measuring independent and dependent variables. Unit of analysis was boards of the commercial banks. The researcher prioritized to obtain responses from managing directors in the absence of which either the respective board chairmen or chief finance officers were requested to complete the questionnaires instead of their managing directors. Either officer was deemed to be knowledgeable on the subject matters. In the end, 32 questionnaires were returned, constituting a response rate of 74%. Data was reviewed and analyzed using statistical software, SPSS. Assumptions made for data were tested. Robustness tests were undertaken. Descriptive and inferential statistics were computed.

Pearson's correlation coefficients were calculated. Multiple regression was undertaken. The study found that there was statistically significant relationship between directors' educational qualifications, experience, functional diversity, director interlocks, status and prestige of the directors and innovativeness of banks. This study helped resolve disagreement in extant research, by concluding that educational qualifications, board experience, functional diversity drive innovativeness. Board interlocks and board status and prestige were also found to drive innovativeness. There was no statistically significant relationship between presence of personal or other affiliations between the directors and the bank or chief executive and bank

innovativeness. This study concluded that personal or other affiliations between the directors and the bank or chief executive have no impact on innovativeness. This study can benefit management, in providing a selection criteria for directors where the entity has innovativeness as a principal focus area. Policy makers, in promulgating corporate governance guidelines can also benefit from this study, by suggesting a selection criteria for directors. Limitations of the study include a narrow focus on banking industry, yet future research can widen this to service sector to enhance generalizability. A second limitation is use of board as unit of analysis, rather than role played by individual directors in innovativeness, for which future research is also recommended.

Usage Intention in E-Banking: Indonesian Perspective

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Abstract

The evolution of Information Technology quickly moves forward, so all activities adapt this evolution, such as in product development of Banking Industry, implementing Internet Banking, known as E-Banking product. This banking product development is created to offer and deliver the high quality service to the customers in order the banking customers can achieve and access banking service easily, rapidly, and rightly without mistaken service, or safety transaction, and also manage timeless. Also, through delivering E-banking, bank industry could get the efficiency of the operational cost, because of minimizing the amount of ATM investment. Unfortunately, not many customers, especially in Indonesia, uses E-Banking service. It is hypothesized because of a lack of E-Banking product knowledge and perceived risk of no safety transaction by the customers. Therefore, this research objective is to analyze whether customers' usage intention of E-Banking in Indonesia are determined by E-banking product knowledge, but moderated by perceived risk and level of education. To achieve this objective, this research will apply purposive sampling technique and 300 samples, with Structural Equation Modeling analysis.

Keywords: Product Knowledge, Perceived Risk, Level of Education, and Usage Intention

Why Sustainability of Business in the Developing Countries is in Doubt? - An Empirical Study of Kenyan Scenario

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Abstract

This study investigated the reasons why business sustainability in developing countries is in doubt particularly Kenyan scenario. The purpose of the study was to determine the different factors that contribute greatly to business failure to sustain its continuation in developing countries, with particular reference to Kenya. The researcher adopted the following specific objectives: to determine the influence of economic factors on business continuity, and to examine the role of cultural practices on the continuity of a business. This was a desk research whereby data was sought from various existing literature, publications and also from business persons whose work are either in the internet or books. Then, the collected data was processed and presented as percentages.. At the end of the study, it was noted that the major forces affecting business sustainability are the legal and regulatory factors, economic forces and cultural practices. The findings of the study depicted an inverse relationship between business continuity and legal and regulatory policies. More often, when legal and regulatory policies are made friendly, they facilitate the growth and continuity of business enterprises. The study endeavored to conclude that legal and regulatory environment does not only scare away the potential investors but also affect the sustainability of operating business, and in addition, economic factors are key for the success or failure of business continuation and that culture of a country contributes either negatively or positively for business sustainability. The recommendation reached was that the government should create a friendly and conducive environment by lowering that tax on businesses and also control the rate of fines and stabilize the economic conditions by monitoring the inflation rate and interest rates.

Keywords: Business, Sustainability, Developing countries, Business practices.

Sustainability Agenda: Financial Sector Players The Role of Leadership Behaviour

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Abstract

The financial and economic crises that have been witnessed in many parts of the globe over the last decade, coupled with climatic and environmental changes, have necessitated new and innovative approaches by financial services sector players to create a better future. This paper addresses the missing link between corporate social responsibility, green internal processes and green product development on the one hand; and economic, social and environmental sustainability on the other. The paper reviews extant literature on progress already achieved and proposes a new conceptual framework to guide modeling and measurement of sustainability and its predictor variables, going forward. Leadership behavior is introduced as a moderator in the mediated relationship between corporate social responsibility, green internal processes and green product development; and sustainability. In conclusion, the paper discusses the impact of leadership behavior proposes empirical studies in order to escalate the sustainability agenda from a mere theoretical concept, to a practical form.

Keywords: corporate social responsibility, green internal processes, green product development, green finance, economic sustainability, social sustainability, environmental sustainability, leadership behavior

Influence of Internal Equity Financing On Growth of Craft Micro Enterprises in Kenya

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Abstract

The main objective of this study was to establish the influence of internal equity financing on growth of craft micro enterprises in Kenya. The target population for the study was 2334 craft micro enterprises from which a sample of 330 craft micro enterprises was drawn using stratified random sampling technique. Data were gathered data using a semi-structured questionnaire. The findings of the study revealed that, internal equity financing has significant influence on the growth of craft microenterprises. The study recommended that the government should encourage the entrepreneurs to use internal sources of funds because they are cheap sources of finance.

Keywords: Craft, Internal equity, Financing, Growth, Microenterprise, Soapstone

Salesman Compensation Structure and Performance in the Banking Industry

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Abstract

The form and level of the salesperson's compensation is a pressing issue to the management of Kenyan Banks today, in terms of how much and in what form they should be remunerated, noting that perceived compensation fairness influences the retention of Sales persons and their productivity. Salesmen control their own work schedules making direct supervision a challenge. Senior Management of Banks (as principals) need to find a way of aligning the activities of these salesmen (Agents) with the goals of the Bank by extracting discretionary effort from them. The article examines the effect of the Bank's compensation mix like straight pay, commissions and hybrid of both in determining the performance of salesmen by interrogating the Agency and Expectancy theories. Our model presents theoretical proposals on the extent to which Salesmen compensation form affect firm performance. The article identifies gaps in literature and discusses research implications.

Keywords: Agency theory, Compensation policies, performance, Banking, Salesmen compensation fairness, Expectancy theory

The Nexus between Emotional Intelligence, Transformational Leadership and Organization Performance

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Abstract

This paper reviews the relationship between emotional intelligence (EI), transformational leadership styles and organization performance. The study involves a descriptive analysis of literature. The article reviews literature on emotional intelligence, transformational leadership, and their relationship to performance. The review indicates that there are contradicting findings on this area of study and identifies the gaps in knowledge. The difference in findings is likely to border on the difference in sample size among the studies and the unit of analysis. The descriptive analysis also indicated that emotional intelligence and transformational leadership and performance is conceptually supported but a gap exists due to scarcity of studies. It is observed that EI has positive correlation with transformational leadership some studies.

Keywords: Emotional Intelligence, Transformational Leadership, Organizational Performance, Descriptive analysis

Moderating Effect of Entrepreneurial Orientation on the Relationship between East African Community Strategic Levers and Performance of Export Oriented Horticultural SMEs in Kenya

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Abstract

Export oriented horticultural SMEs in East Africa countries and Kenya, in particular, have not fully benefited from the formation of East Africa Community. The current study seeks to establish the moderating effect of entrepreneurial orientation on the relationship between EAC strategic levers and performance of export oriented horticultural SMEs in Kenya. The specific objectives will be to examine the link between EAC strategic levers and performance of export oriented horticultural SMEs in Kenya and to establish the moderating effect of entrepreneurial orientation on the relationship between strategic levers and performance of export oriented horticultural SMEs in Kenya. The study reviews the theories of regional integration and entrepreneurial orientation, the concept of strategic levers and their relationship with the performance of businesses. The research will adopt quantitative research design and the target population will be 20,000 export oriented SMEs in Kenya. Stratified random sampling will be used in selecting respondents. Data will be analyzed using SPSS version 22 where descriptive and inferential statistical analysis will be carried out.

Key words: Entrepreneurship Business Strategy, Small-and-Medium-Sized-Enterprises (SMEs), Regional Integration, Export oriented, Horticultural, Strategic levers, East African Community (EAC), Firm Performance, Common Market Protocols

Role of Accessibility to Markets in Influencing Performance of Export Oriented Horticultural SMEs in East African Community: A Case of Kenyan Businesses

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Abstract

The formation of East African Community regional economic block came with a lot of expectations especially for export oriented horticultural SMEs in east African countries. The study seeks to establish the effect of access to market through East Africa Community on the performance of export oriented horticultural SMEs in Kenya. The specific objective of this study will be to assess the effect of access to markets on the performance of export oriented horticultural SMEs in Kenya. The study reviews the concepts of access to market and how they affect the performance of export oriented horticultural SMEs in Kenya. The study will adopt quantitative research design and the target population will be 20,000 exports oriented horticultural SMEs in Kenya. Stratified random sampling will be used in selecting respondents. Data will be analyzed using SPSS where descriptive and inferential statistical analysis will be carried out.

Keywords: Economic Integration, Small-and-Medium Sized Enterprises (SMEs), Market Orientation, International Trade Theory, Globalization Market Integrations, Economic Growth, East African Community (EAC), Horticultural, Business Performance

Exploring Procurement Compliance Challenges and Remedies in Educational Public Institutions:
Evidence From Makerere University

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Abstract

The overall aim of this study was to find out the greatest procurement compliance challenges faced by public institutions in the procurement function. According to Public Procurement and Disposal Authority report, 2006/07 some institutions do not follow prescribed procurement procedures and there is evidence of lack of comprehensive procurement plans as a result most procurements are done outside the prescribed procurement procedures.

A cross-sectional research design and quantitative approach were used to collect a sample of 96 staff from user departments of Makerere University using structured questionnaires. Results obtained from the descriptive statistics using SPSS software indicated that lack of procurement professionalism, lack of familiarity with existing procurement guidelines, The staffs in the procurement department have limited understanding of their roles, Due to little/no knowledge of the procurement rules, there is influence peddling at Makerere University, Evaluation committees are not constituted according to set guidelines, During the bidding process, procurement rules are abused by procurement officers.

The strategies for improving compliance a include capacity building in order to improve compliance with public procurement regulations, uniform, accessible and accurate information sharing, training of the user departments and other key stake holders on existing procurement laws and regulations, strengthening the function of procurement audits, involving stake holders during the review of procurement rules and regulations among others.

Therefore it is recommended that there should be adherence to the rules and regulations set out by PPDA in order to improve on procurement compliance at Makerere University.

Key words: Compliance, Principal-Agent Theory, Makerere University.

Keywords: Procurement Compliance Challenges, Remedies. Educational Public Institutions, Makerere University

Relationship between Training on Food Safety Management and Practice of Food Safety Management

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Abstract

The purpose of this study was to establish the relationship between training and practice of food safety management (FSM) among food handlers. This was a cross-sectional descriptive research design involving 90 food handlers from twelve conventional hotels in Eldoret Town, Kenya. Data was collected by use of self-administered questionnaires and observation checklists, after which analysis was done with the aid of Statistical Package for Social Sciences (SPSS) version 21 and Microsoft excel. Descriptive statistics and tables were used to summarize and present data respectively. Chi-square test was carried out to determine the association between various variables under study. The findings showed that there is no association between training and practice of FSM ($p > 0.05$). The study recommends that investment should be made into both training the food handlers on FSM as well as providing the necessary resources to enable food handlers practice FSM effectively.

Keywords: Food safety management, Food handlers, Food safety training

Assessment of Food Handlers' Knowledge on Food Safety Management in Selected Star-Rated Hotels in Eldoret Town, Kenya

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Abstract

Food safety is a critical issue facing the foodservice industry today, affecting both developed and developing countries alike. More than 200 known diseases are transmitted through food and it has been estimated that each year 1.8 million people die as a result of diarrheal diseases, most of which can be attributed to contaminated food or water. Up-to 70% of diarrheal diseases may be caused by contamination through unhygienic food handling practices, infected food handlers and lack of appropriate knowledge on foodborne diseases by food handlers. Therefore food handlers play a major role in food safety management and an understanding of their knowledge on food safety management is of paramount importance. The purpose of this study was to assess food handlers' knowledge on Food Safety Management (FSM). The study adopted a cross-sectional descriptive research design. Eight star-rated hotels were purposively selected and all 90 food handlers in the hotels were recruited into the study through census. Data was collected by use of self-administered structured questionnaires and analyzed with the help of Statistical Package for Social Sciences (SPSS) version 21 and excel and presented in percentages, tables, and figures. The findings of this study revealed that food handlers had adequate knowledge on FSM, especially on personal hygiene. However, knowledge on food contamination, causes of food-borne illness, and temperature control was inadequate. It was concluded that generally there is adequate knowledge on food safety management among the food handlers. The study recommended training on FSM to cover more issues regarding food safety and should target all food handlers at all job levels and a thorough orientation plan on FSM to all new employees who handle food.

Keywords: Food safety management, Food handlers, Star-rated hotels

Mediating Effect of Employee Satisfaction on the Relationship between Organizational Learning Culture and Employee Performance in the Banking sector in Kenya

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Abstract

The Kenyan financial sector has undergone tremendous changes in the last two decades (Hira et al 2012). However, the banking industry has been depicted as exhibiting little market orientation and fulfilling services with little regard to customer needs. Learning is therefore accepted as completely necessary for organizational outcomes and performance which is also driven by employee loyalty and satisfaction. The purpose of this study will be to analyze the influence of organizational learning culture on employee performance. The objective of the study will be to determine the relationship of organizational learning culture and employee performance. The researcher will use goal setting and RBV theories. Explanatory research design will be used while target population will be 530 employees. Purposive sampling technique will be used and questionnaires will be used for data collection. Cronbach Alpha will be used to test reliability. The researcher will use Mplus SEM for analysis. The study will reflect the actual position regarding direct and indirect effect of organizational learning culture and employee performance. This will help the organization to come up with strategies that will enhance employee satisfaction and employee loyalty with learning as a key determinant.

Challenges to Build, Operate, and Transfer Projects to Provide Infrastructure for African Economy

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Abstract

Shortage of physical infrastructure is a top developmental challenge in sub-Saharan Africa (Deloitte 2013). Public facilities known as infrastructure are very important for every country's production and distribution of economic output as well as to its citizens' overall quality of life (IDEP/BADEA 2015; Cheng 2010 Algarni et al. 2007). To this end, many have suggested the need for the public sector to partner with the private sector known as public-private partnership (PPP) to overcome these infrastructural challenges and deficits without further stretching the public purse (Ghanaian National Policy on PPP 2011; Algarni et al. 2007; Hanaoka and Palapus 2012). According to Grimsey and Lewis (2002), PPP is where public sector bodies enter into long-term contractual agreements with private sector entities for the construction or management of public sector infrastructure facilities by the private sector entity, or the provision of services by the private sector entity to the community on behalf of a public sector entity. There are a number of PPP models or delivery systems (Dahiru 2012; Angleoha 2003) of which Build Operate Transfer (BOT) is one. BOT emerged as a viable strategy, and it has been promoted by both developed and developing countries as a way to supply badly needed infrastructure services while under stringent budgetary constraints (Cheng 2010). BOT has established itself as a valid delivery or financing system and the main idea behind it is to alleviate the spending on governments' budgets by seeking capital from external financiers especially on large scale projects (Algarni et al. 2007). In most BOT projects, private capital builds an infrastructure facility, manages it for a period of time when it is expected to cover its costs and agreed returns, and then hand the facility over to public management (Kumaraswamy and Zhang 2001).

While African governments have shown considerable interest in PPP (Ghanaian National Policy on PPP 2011) very few projects have been achieved. It is, therefore, relevant from both a research and management as well as policy point of view, to investigate the obstacles and challenges in the PPP (BOT) system in African countries.

Keywords: Public-private partnership, Build, operate transfer, project business, project marketing, infrastructure, emerging African nations, developing countries

Impact of Reverse Logistics on Perceived Customer Value in Mobile Smart Phone Industry Sri Lanka

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Abstract

Purpose of this study was to examine the nature of relationship between reverse logistics efforts of the smart phone industry and its impact on perceived customer value in Sri Lanka. Research design was based on positivism ontology with the deduction framework. Literature review was done to find out a conceptual framework comprising two dimensions reverse logistics and perceived customer value. Hypotheses were developed consequently to prove correlation among main dimensions. Statistical analysis was based on P value and T-test done through SPSS. Findings of the Study concluded the main form of reverse logistics activities practiced in industry as repairing and refurbishing while recycling and remanufacturing was recorded less than 10 % of total reverse logistics efforts. Study also found out that there is a strong relationship between some reverse logistic activities and perceived customer value. Main limitation was the scope as the mobile penetration is very high in Sri Lanka. Therefore the time and resources were not sufficient to probe all the subcultures across the island. The study was able to prove a conceptual framework on reverse logistics and customer satisfaction. Further, critical success factors on reverse logistics were also diagnosed from the research findings.

Keywords: Mobile phone industry, Repair, perceived value, reverse scheduling, distribution management, Advertising value, consumer behavior

Observing Coworkers' Violations and Managers' Discipline: The Effect of Violation and Punishment Severity on Coworker

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Abstract

Study one was conducted to determine how a coworker's perception of how severe a violation is relates their desire for retributive justice and their attitude towards the violator and to determine what coworkers feel is the appropriate discipline for a given violation. Coworkers' desire for retribution and attitudes towards the violator and their assessment of how severe a punishment should be imposed were found to be directly proportional the how severe they assessed the violation to be. I also obtained information about what levels of punishment for various violations are considered appropriate to serve as anchors for study two. Study two examined how coworkers react when the punishments given by managers are too mild, appropriate or too severe. A more complex relationship was found where the severity of the violation interacted with severity of the punishment. One key finding was that under punishing had a much more pronounced impact on coworkers than did over punishing which was not significantly different than appropriate punishment.

Ensuring Competitive Advantage through Integrating Supply Chain of Oil Palm Industry: SEM Approach

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Abstract

Palm oil as a fuel source is an economic crop in Asia and privatization will add value to the commodity. The purpose of this study is to develop a consistency check for the structural equation model on both direct and indirect influences on supply chain integration that affect the competitive advantage of the Thai palm oil industry. A survey was conducted on a random selection of 150 managers from the Thai palm oil industry. The analysis of the results suggests that knowledge management, supply chain integration and process improvement are key to competitive advantage, to assess the fit between the empirical data and theoretical structural equation model to be defined and significant at the 0.05 level. A research model was developed for use by the industry and government agencies to specify development strategies to enhance sub-regional economic cooperation, promote international trade and investment, increase competition in the global market and reduce transportation costs.

Keywords: competitive advantage; supply chain integration; knowledge management; process improvement; productivity; innovation; oil palm industry

Entrepreneurial marketing readiness indicators in digital transition for Thai SMEs: An exploratory conceptual framework

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Abstract

The digital economy has made it necessary for SMEs to manage their capability for adapting to a new business environment of intense global competition. Lack of marketing skills is the main reason for business failure, especially for SMEs, according to evidence in several previous studies. To overcome this occurrence, SMEs need to identify their entrepreneurial marketing readiness level to allow entrepreneurs to be advised beforehand of any dimensions of the operation that are weak. This research aims to investigate factors and indicators on entrepreneurial marketing and systematic assessment in Thai SMEs. Qualitative research has been undertaken with the interview technique, using semi-structured questions. The results show that most of the indicators employed in the extant literature were strongly recommended by experts, but knowledge management and adaptability were rejected. However, all factors and indicators need to be included in the questionnaires of future research in order to ensure valid and reliable measures.

Organizational Context Role in Shaping Firm Ambidexterity among SMEs Owner-Managers in Malaysia

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Abstract

Ambidexterity influences organizational performance. This paper reports the findings of a study on the effect of organizational context on ambidexterity and consequently on firm performance. Structured questionnaires were used to collect data from 183 managers of SMEs operating in the Klang, Valley in Malaysia. Using partial least square, our result demonstrates that organizational context positively predicts ambidexterity. However, ambidexterity was found to be not critical in enhancing firm performance and does not play a mediating role between organizational context and firm performance.

Keywords: Ambidexterity, Organizational Context, Firm Performance, Small and Medium Enterprises (SMEs)

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Experiments with Email Campaign in Lead Generation

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Abstract

Life Sciences comprising of medical strategies, hospital management, medical trials, telemedicine, medical tourism, health cover and medical tools, has turn into one of India's major sectors, both in terms of employment and income. The Indian life science sector is increasing at a quick speed due to its intensification services, coverage and increasing spending by community as well personal players. This research focusses on how well the digital marketing is used in driving the sales up for the organisations and how efficiently the various digital marketing channels are used in lead nurturing and lead management. The target customers for these Life Science service providers are people at all the three levels of management- i.e. operational, middle and top level management. Corporate follow many approaches while reaching out to customers. However in industrial marketing one of the most effective way of approaching target customer has been Email Marketing in the recent years. This research tries to identify the effectiveness of email campaign in generating leads and turning them into prospective customers. An experimental design was employed with three different email campaigns and sent to the target customers, where various factors are studied. The overall analysis reveals how the product pitching (email designs) impacts the process of lead and prospect generation. The researchers has identified the target customers through data mining of the databases available. The email behaviour of the prospective clients are captured for the three campaigns. The study concludes with analysis of the results of the campaign run revealing the most impactful design that contributes positively for lead generation and customer nurturing.]

Keywords: Experimental Design, Lead Generation, Client Nurturing, Life Sciences, Email Marketing

Thai Government Administration Organization Tourism Promotion Responsibility Effectiveness: An Analysis from the Local Sub-District to the Provincial Level

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Abstract

The study evaluated the effectiveness of Thai government administrative organization tourism promotion responsibility effectiveness, starting at the sub-district (tambon) level, then the municipality level, and finally an investigation at the provincial level. Qualitative research involved in-depth interviews and quantitative data coming from the study's sample of 381 individuals serving at all levels (clerk to chief executive) within the local and provincial Thai government administration organizations. The IPO model of evaluation (input-process-output) was used for evaluation of the interview sample, while content analysis was used for qualitative research, and descriptive analysis for quantitative data. Results from every administrative organization level showed inputs and process factors effectiveness, needs to be improved, whereas output factors for effectiveness are at a moderate level. In conclusion, overall effectiveness needs to be improved.

Keywords: Efficiency Evaluation, Local Administration, Tourism Promotion, IPO model

Determinant Factors of Usage Intention toward Zakat Institution: Indonesian Perspective

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Abstract

The potential amount of Zakat in Indonesia can be collected by the Amil Zakat (Islamic Zakah) Institution, about IDR.217 trillion, based on the research of “Institut Pertanian Bogor”, Badan Amil Zakat Nasional (Baznas)”, and Islamic Development Bank (IDB) in 2011. However, this potential amount cannot be achieved. Only could one percent of that amount be realized (Tempo.com 31/5/2017). It means that potential customers who want to deliver their Zakat money to the targeted society, do not use Zakat Institution. They use their owned way or deliver directly to the targeted societies. It is hypothesized because of a lack of customers’ Trust (Fournier, 1998) toward the Zakat Institution management, as the finding of Handriana (2013), triggered by the Brand Personality. Brand personality could also affect corporate image (Eisend dan Stokburger-Sauer, 2013). Therefore, this research objective is to investigate determinant factor of usage intention toward the Zakat Institution, in Indonesian perspective. To find out this objective, this research will apply the purposive sampling technique with 250 samples and use PLS model analysis.

Keywords: Zakat, Brand Personality, Brand Trust, Corporate Image, and Usage Intention

Brand Loyalty Building through Product and Service Quality in the Indonesian Insurance Industry Perspective

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Abstract

Recently Indonesian government hope all Indonesian society must be healthy for achieving well human being of life. In line with this, Indonesian government offer and deliver health Insurance Service, Known as BPJS (Social Assurance Bureau), as an Indonesian insurance product, since 2011. The government require all Indonesian society to have BPJS, consisted 2 category products, that are product for poor people free payment, and product for non- poor people, full payment required. Unfortunately, so many insurance holders have complaint toward the product and services whenever they need health service in the Hospital, included coming from the product, facilities, doctors, and nurses. Therefore, The objective of this research is to investigate whether product and service quality in hospital by using BPJS could induce the positive impact on satisfaction and loyalty, moderated by different level of product usage, through SEM model analysis implementation; and to determine what kind of the service quality level could bring about satisfaction and commitment level, by implementing Gap Analysis. Survey research design will be implemented with purposive sampling techniques and 350 samples size use.

Keywords: Product and Service Quality in Indonesian Government Insurance, Brand Loyalty

Devising Google Glass Marketing Strategies Using Social Media Analytics

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Abstract

Google glass is a portable computer, which can be put upon the frame of glasses. This project has been closed due to some technological reasons as said by Google. This project is also in controversy due to its cost, looks and some privacy issues. In this paper we try to analyse the perspective of twitter users towards this project. With sentiment analysis done on tweets, the popularity of Google glass is checked, i.e. whether this innovative product is accepted by the people or not. The word cloud of Google glass is formed to predict from the frequently used words. Attractiveness of Google glass is also checked by finding the geolocation of tweets. With the geographical location of tweets it is checked that these are the popular areas, where Google glass is popular. Further the strategies are also discussed to advertise the product when it will be re-launched for commercial use.

A Study of Intergeneration Transmission of Factors among the Women Working in the Unorganized Sector

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Abstract

Purpose: The purpose of the paper is to Study and analyze the role of intergeneration transmission factors among the women working in the unorganized sector. How the factors such as economic condition, their living conditions, basic amenities, reason for work, status in family, working conditions etc. attributes when they worked as a child, as an adult and as an elderly women. The aim of the research paper is to study the difference the working women in unorganized sectors feel or notice when they are working since child, adult and as they grew old. The objective of the paper is to find out the Study the concept of intergeneration transmission of factors and identify the attributes depending on the stage of generation among the working women in unorganized sectors.

Methodology: The research methodology adopted is Primary data collection with the help of a standardized questionnaire. The sample size is 450 women working in the unorganized sector. The sampling technique adopted is simple random sampling technique.

Findings: The findings suggest that there is a difference among the attributes when the women was a girl child, an adult women and an elderly women.

Implications: The research paper has implications for managers and researchers. The paper further focuses on the role of the working women in the unorganized sector and the changes identified among them as they pass through the different stages of generation and further the factors impacting their working patterns through the different stages of generation.

Keywords: Intergeneration transmission factors, unorganized sector, attributes

Small and Medium-Sized Enterprises: Production of Salted Anchovy at Pasaran Island on Lampung Province in Indonesia

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Abstract

Processing of products from the primary sector such as agriculture and fishery becomes one of the important things in increasing the income, through the product value added and durability. This study focuses on the products from the fishery sector, especially anchovy which is attempted on Pasaran Island in Bandar Lampung City. Salted anchovy is a main product of the island and done by most of the population there. In production process they still use traditional equipment and often rely on nature, but some people are tends to produce salted anchovy by considering consumer demand. The aim of this study is to analyze that behavior on creating revenue. Required information was obtained through interviews of 30 people who joined in a certain group.

Keywords: Salted anchovy, small and medium enterprises

Assessment of Benefits and Support of Marketing Information Systems in Medium Scale Textile Industries

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Abstract

Firms strive hard to sustain competitive edge; most of the value-addition in Medium Scale Textile industries (MSTI) is retained by their knowledge based service activities. In today's mounting competitiveness indicative towards activities like market research and customer satisfaction, the global economy shifts extensively to re-engineer and as well re-sculpt with innovation paving how competitors are likely to leverage theirs is running scenario. This paper aims to assess and establish the support levels and the components of the marketing information systems (MkIS) in the MSTI. As a core part, the primary data was collected from the selectively of elected firms in using MkIS with the help of a questionnaire. The data analysis that was performed using cumulative weighted average technique concludes highly moderate support levels of information systems existence and average ability of attainment of benefits. In continuation of study, based on an upcoming digital growth and suggests improvement to value addition in all perspectives. (154 words)

Keywords: MkIS, Marketing Management, Customer Relation, MSTI, India

Religiosity Level as Moderating Variable in Islamic Tourism Usage Commitment: Indonesian Tourism Perspective

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Abstract

Tourism industry today is as an important sector to support the economic growth performance of the country, so that all countries in the world improve high quality tourism service to induce many tourists coming from all over the world. This motivation encourages Indonesian Government to have the destination positioning in the global market place, known as Wonderful Indonesia to achieve sustainable tourism of Indonesia and also to grab high tourism customers growth, as data shown in 2016, recorded 10,46%. Out of 10,46%, it is likely that Islamic tourism recently grow because of increase demand from Islamic Customers. Therefore, this research objective is to investigate whether usage commitment of tourism is affected by quality service of Islamic tourism provider, moderated by religiosity. To find out this investigation, Judgement sampling technique is adopted with 300 sample sizes. PLS model analysis will be implemented through self-administered survey design.

Keywords: Quality Service of Islamic Tourism, Religiosity, and Usage Commitment

Defining and Influencing the Entrepreneurial Mind Set

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Abstract

There is a deliberation as to the origins of the mindset or mental characteristics that set an entrepreneur apart from managers, wage & salary workers, or the general population. Are entrepreneurs born the way they are or did they acquire their mindset through experience. The entrepreneurial mindset is a poorly defined and often based on older theories that may be outdated or inconsistent with current theories and assumptions. This paper presents a conceptual and empirical tie between the entrepreneurial mindset and attitude theory. The model for attitude theory for this paper draws upon the Entrepreneurial Attitude Orientation or (EAO) (Robinson, Stimpson, Huffner, and Hunt, 1992). Engaged learning is explored as a method of influencing the entrepreneurial mindset. Attention is given to engaged learning in terms of both (1) the elements of good engaged learning, and (2) the steps involved in engaging students in the learning process. Two examples of engaged entrepreneurship education are provided and related back to the elements of engaged learning.

The Ogre and the Onion: A Systems Approach To Understanding Entrepreneurship Research

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Abstract

Ogres and Onions represent complex living systems (Miller, 1978) and are used as an analogy for research as a layered system of assumptions, theories, methods, and mechanics that together create knowledge. This paper examines each layer and the critical issues both within and between each layer as they apply to entrepreneurship research. Researchers and reviewers need to focus on more than one layer; good research starts at the most basic levels as a foundation and integrates other higher levels of entrepreneurship. As researchers become aware of the paradigms and assumptions behind the theories and methods used in studying entrepreneurship the quality of research and understanding of the subject will increase.

Effect of Self-Regulation on Employee Performance in Almasi Beverages Limited, Kenya

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Abstract

Self-regulation is an essential factor responsible for determining success in life and psychological wellbeing seems to play an important role in shaping the interaction of employees in their work environment. This study was undertaken to understand the performance level of employees in Almasi Beverages Limited and the study focuses on understanding self-regulation of employees and its link to their performance level on the job. Self-regulation is a crucial factor for organization's performance and growth and plays an important role in performance of today's competitive organizations. Explanatory research design was used with a sample size of 338 employees drawn from the target population of 826 employees of Almasi Beverages Limited. The questionnaires were the research instrument used for gathering primary data and were administered to the respondents directly by the researcher. The data gathered was analyzed through descriptive statistics such as frequency tables and percentages as well as inferential statistics. Multiple regression analysis was used to determine whether independent variable (self-regulation) has an effect on dependent variable (employee performance). The results indicate that there is a relationship between self-regulation and employee performance. ($r = .226$, $p < .001$). It is therefore concluded that self-regulation affects employee performance hence the researcher recommends self-regulation as a tool for policy making, theory development, practice in organizations and further research.

Keywords: employee performance, self-regulation

A Financial Performance Cross-Efficiency Estimation: The Chinese Port System

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Abstract

This paper extends the data envelopment analysis mathematical formulation presented by Ablanedo-Rosas et al. (2010) aimed to estimate the efficiency of the Chinese container ports. The model considers only outputs which are defined by six different financial ratios. The aforementioned model fails to discriminate among efficient decision making units. In this paper, a couple of variants for cross-efficiency assessment are developed. These novel approaches alleviate the weakness of traditional data envelopment analysis models for ranking efficient decision making units, and the multiple optimal solutions when finding weights associated to each decision making unit. The results prove the usefulness and applicability of the developed models.

Keywords: data envelopment analysis, efficiency, cross-efficiency, financial-ratio

Promoting Islamic Values to Encourage Labor Productivity: An Evidence from Some Indonesian Industries

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Abstract

The labour concept developed in Indonesia as a form of ratification of ILO conventions, set forth in most of the rules and regulations that have been made and enforced in accordance with the concept of labour in Islamic perspective. Thus, this study aims to describe Islamic values within labour activities and verify the way of Islamic values and its principles encouraging productivity of the labour. Questionnaire was distributed purposively to 77 respondents. Some companies have implemented Islamic business ethics in their company's operations. However, many are not in line with the values of Islam and even deviate a lot from values. Empirical data shows that Islamic values significantly influences on work ethics. Islamic values and work ethics also positively effects motivation as a mediating variables. Motivation of the labour positively effects on productivity as an endogenous variable.

Keywords: Islamic value, Islamic work ethics, motivation, productivity

How Do Managers in Professional Public Organizations Respond to Environmental Change? The Case of Healthcare Reform in Thailand

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Abstract

In research on organizations, environment changes are hypothesized to lead to changes in organizational strategies that “fit” the changed environment. Changes in strategies are, in turn, hypothesized to lead to changes in an organization’s Management Control Systems (MCS) that “fit” the altered strategies. Managerial Choice theory predicts, managers’ responses such as changes in their organization’s strategies and systems, would depend both on their perceptions of environmental change and the degree of freedom they believed they had to make such changes.

Managers in professional public organizations, such as public hospitals, work under several unique constraints that restrict their choices in making strategic changes in response to environment changes such as sector reforms.

This study develops a model in which nature of reforms, publicness of an organization and dominance of professional values are identified as specific sources of constraints which restrict strategic choices available to managers of public hospitals.

The model was tested in two public hospitals in Thailand using the country’s healthcare reforms as a backdrop. Research design which compares pre and a 12 year post reform period is employed. A combination of research methods including a survey of 131 senior staff, interviews with 23 key staff and reviews of archival data is employed.

The results confirm predictions from our model. Both hospitals were found to have made no change in their strategies in response to what their senior administrators viewed as fundamental changes in their environment. Nature of reforms characterized by limited decentralization and autonomy was partly responsible for the absence of any changes in strategies. Also contributing to the absence of any change in strategy was resistance of professional staff to a more “managerial style” of functioning of the hospitals.

Both hospitals were found to have made significant changes to their MCS. The MCS had become more bureaucratic. Changes in MCS were driven not by managerial choices within the hospitals but by demands of agencies on the outside implementing healthcare reforms.

Overall, managers of public hospitals were found to adopt an approach that is reactive in responding to demands of government agencies driving such reforms. Managers were not found to have made even identify a strategy to “fit” the changed environment.

An Analysis of Corporate Governance and Environmental Disclosures: Evidence from Shariah-Compliant Companies of Bursa Malaysia

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Abstract

The purpose of this study is to further increase the understanding of disclosure practices and the interrelationship between corporate governance (CG) and corporate environmental disclosures (CED) of Shariah-compliant companies on the Main Boards of Bursa Malaysia. The study adopts a quantitative analysis approach by examines the 2012 annual reports of 254 Shariah-compliant companies to determine the amount of environmental disclosure and compared with various corporate governance measures. Regression analysis was used to examine the relationship between CED and independent variables of CG namely independent non-executive directors, Muslim chairman/president of the board and Muslim ownership structures. Analysis found a significant relationship between the extent of environmental disclosure with independent non-executive directors and Muslim chairman/president of the board. In contrast, the extent of CED is insignificant with relation of Muslim ownership structures. The results indicate there have been improvements of CED over the years and could useful to provide the evidence to regulatory bodies to look further and consideration in identifying the elements of corporate governance that will enhance the CED.

Keywords: Corporate governance, corporate environmental disclosure, annual reports, Shariah-compliant companies, Bursa Malaysia

The Moderating Effect of Psychosocial Work Environment on the Relationship between Team Learning and Employee Performance in the Kenyan Islamic Banking Practice

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Abstract

Organizational Learning has been explored in many ways to develop human skills and expertise for the job they do, so as to improve on their performance on a day to day basis. The Banking industry internationally and in Kenya has evolved over the last ten years and banks are now well spread across the country using digital platforms to reach their un-banked clientele. The Islamic banking concept was introduced in Kenya in the year 2007 with 2 fully Shariah compliant banks while many other windows offering the concept were also accessible to the Kenyan public. The growth of the institutions has been remarkable, although not many employees or the Kenyan public are aware of the concept and modalities of how it is practiced. The aim of this study was to determine the moderating effect of psychosocial work environment on the relationship between team learning and employee performance. The explanatory research design was adopted for this study. The target population was considered to be 600 employees and the sample size of 173 was obtained using the proportionate sampling method from three banks offering Islamic Banking products. Data was collected using five point Likert scale. Data was analyzed using multiple regression analysis. The study revealed that team learning ($\beta=0.5576$ p- value 0.00) as an organizational memory tool had a statistically significant effect on employee performance. The study further failed to reject the null hypothesis for the moderating effect of psychosocial work environment on the relationship between team learning and employee performance ($\beta=0.03477$, p-value=0.064. This study concludes that team learning is important for employee performance, however, psychosocial work environments does not affect teams and their performances. It is therefore recommended that Banks practicing Islamic Banking concept should work more in team targets instead of individual employee performance targets to improve on overall organizational performance.

Keywords: Organizational Memory, Organizational Learning, Team Learning, Psychosocial Work Environment, Islamic Banking Practice

Impact of Electronic Word-of-Mouth Communication on Building Brand Equity: An Indonesian Perspective

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Abstract

Purpose

– Our study aims to empirically investigate the relationship between consumer restaurant experience on electronic word of mouth, the impact of country of origin image on electronic word of mouth and country of origin and electronic word of mouth on brand equity in the Indonesian restaurant industry.

Design/methodology/approach

– A survey method approach was used to collect data for our study. A survey of 360 diners was conducted with Likert scale 1-7 responses to statements regarding CREp, eWOM, COO and Brand Equity. Tobit Regression Analysis has been performed to find relations among the variables.

Findings

– Findings include the result that CREp and COO have a significant impact on eWOM, eWOM has a significant impact on Brand Equity and COO has a significant direct impact on Brand Equity as well as a an indirect impact through its impact on eWOM.

Research limitations/implications

– This study suffers from a limitation in that the survey is unable to remove the self-selection bias of the surveyed diners, i.e., diners are more likely to dine at a restaurant of which they already have a positive brand image.

Practical implications

– One practical implication is that restaurants can generate eWOM and improve their Brand Equity by giving customers a good restaurant experience. Another implication is that restaurants

can increase eWOM and improve their Brand Equity by emulating a nationality of which consumers have a positive image.

Social implications

- Our study has reviewed past research that explains the motivation of why consumers engage in eWOM.

Originality/value

– The major contribution of this study is that it is the first study to investigate the impact of CREp, word of mouth and country of origin image on the brand equity in the Indonesian restaurant industry context.

Keywords: Consumers' Restaurant Experience, COO, eWOM, and Brand Equity

Developing Employee Effectiveness with Workplace Social Networks for Working Mothers

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Abstract

Organization leadership often struggles with effectively supporting performance of working parents. This manuscript reports the findings of a social network intervention study for working mothers, aimed at informing scholarship and practice in a wider, more diverse way with the intentions of supporting high performance of dual-role employees. This study presents research using a case study framework, specifically intended at gaining a deeper understanding of how and to what extent social networks for working mothers impact their participants with regard to their perceived effectiveness. Study findings identified effectiveness outcomes in the areas of guidance, confidence, and work-life balance.

Keywords: work-family balance, mentoring, social capital, careers, networking, women

Examining Student Satisfaction with Higher Education Services in the Gulf Cooperation Council Region

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Abstract

Student satisfaction is of strategic importance to any institution of higher education such as a college or university because it is an antecedent to achieving marketing goals of increase market share and profitability, in addition to the generation of positive word-of-mouth. In today's highly competitive market, ability to satisfy students could be the deciding factor that determines which university students would choose to pursue their studies. Evidence suggests an increasing number of students from the Gulf Cooperation Council (GCC) are going overseas (e.g. United Kingdom) to pursue their further studies. This could be an indication that the students from the GCC region are more satisfied with the services offered by overseas universities. The aim of our study was to investigate student satisfaction with a college in Kuwait and to compare our results with those of students in United Kingdom universities.

We employed a survey instrument similar to one used in the Time High Education Student Satisfaction Survey in the United Kingdom. Such an approach provided an opportunity for results from our study to be compared with those of universities in the United Kingdom. The Time High Education Survey instrument conceptualize student satisfaction as comprising 22 attributes. These attributes can be categorized into eight broader dimensions of student satisfactions namely 'Academic Experience', 'Advisory Service', 'Alumni', 'Industry Connection', 'Security', 'Societal Experience', 'Student Welfare' and 'University Facilities'. A structured questionnaire was used to gather data for the study. 740 questionnaires were distributed for the study and 272 responses were received which were analyzed using the IBM-PASW version 21 data analytical software. Our results indicate that GCC students' level of satisfaction with various dimensions of student satisfaction with a local college were broadly comparable to those from United Kingdom. GCC students were most satisfied with the level of on campus 'security' provide by the local college. However, there were some within demographic group differences in the levels of satisfaction with various attributes.

Keywords: Student Satisfaction, Dimensions of Student Satisfaction, Gulf Cooperation Council, Kuwait

Using Paired Adaptive Tests to Reduce Test-taking Anxiety in Business Classes

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Abstract

To reduce test-taking anxiety among business students, a Paired Adaptive Test (PAT) system was developed that allows students two chances to answer exam questions. The first question in the pair is a multiple-choice question and the second one is a short-answer question. The questions are administered using Qualtrics' survey system. In the experiment two online sections of Survey of International Business at Utah Valley University were used, one as a control group and the other as treatment group. The control group received multiple-choice exams only, while the treatment group received exams that used the PAT system. At the end of the semester, students from both classes were asked to complete a survey on test-taking anxiety. The treatment group had ten percent lower test-taking anxiety than the control group.

Tourism and Hospitality Policy Strengths, Weaknesses and its Effectiveness – Lessons from Malawi

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Abstract

This paper discusses tourism and hospitality policy strengths and weaknesses in Malawi and the efforts addressing its effectiveness in contributing to the growth of the industry. Scholars argue for a robust approach to tourism and hospitality policy development and implementation embracing the support of all stakeholders. The findings may help stakeholders to appreciate the importance of embracing strategies informing policy development and implementation leading to vibrant industry. This paper utilised a document analysis of various national policies governing tourism and hospitality, gaining insights into how they are formulated and implemented in various parts of the world. The information gathered has informed the status of the Malawi National Policy formulation and implementation since the sector was elevated as a key economic priority area in alleviating poverty. The paper recommends a thorough investigation of the country's policies to gain more insights into the challenges facing the industry and ways of tackling them.

Keywords: Tourism and Hospitality Policy; Stakeholders; Policy Development and Implementation; Policy Effectiveness

Analyzing Risks in Safety and Security of Food Using GRA Approach

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Abstract

Due to food contamination consumers do not trust in the food products. Food safety and security is a major problem in most of the countries especially, India. Standards and regulations in India regarding food safety and security is not good as developed countries. To attain safety and security in food, many hurdles are there, risks being one of them. Risks are defined as the probability of having hazard in it and how much loss it can cause. Risks were identified by literature survey and expert's opinion and seven risks were selected for the study such as communication risk, storage risk, government policy failure, transportation risk, financial risk, operational risk and health risk. The objective of this study is to analyse the risks in food safety and security to minimize the loss of food. Grey relational analysis is an efficient assessment approach that is globally used in multi criterion decision making (MCDM) problems especially when there is an uncertainty in the decisions. It is based on geometrical mathematics which consist laws of entirety, normality, proximity and symmetry. The projected approach is able to incorporate the knowledge and experience of the experts for collecting their responses which was based on the scale given by experts. After evaluating all the risks in food safety and security, process risk attain the first rank having grey relational grade of 0.330 while economic risk holds the last position with grey relational grade of 0.800. This study helps the higher authorities to take proper decision in order to minimize the loss of food.

Keywords: Food safety, food security, multi criterion decision making, Grey relational analysis, risks

Implications of Rural Market Dynamics on Poverty Incidence in Rano Local Government, Kano State, Nigeria

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Abstract

Rural market setting creates avenue for buyers and sellers to interact for exchange of goods and services which is critical for the sustenance of the society and value chain creation. This exchange leads to many social actions and linkage activities arising from market organizations. This study assesses how rural markets dynamics influence income and poverty levels in Rano rural market of Kano State. The research employs mixed research design using both quantitative instruments of structured questionnaires administered on 50 respondents drawn through simple random sampling and qualitative data sourced through in-depth interview scheduled on 10 market key stakeholders. Logistic regression was used to analyze the data. It was found that savings, reinvestment, by market participants, movements of people to and from the rural market are critical inverse determinants of poverty level. Evidence reveals that missing a market-day exposes market operators to higher poverty incidence. The study recommends adequate provision of infrastructural facilities such as good roads, electricity, market stalls and accessible credit facilities to boost market activities.

Keywords: Rural market, poverty, market dynamics and logistic regression.

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Bank Financing and Industrial Growth: Issues and Considerations

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Abstract

The aim of this paper is to empirically examine the relationship between bank financing and industrial growth in Nigeria between 1981 and 2016. To this end, the multivariate framework based on the Vector Error Correction Model and Johansen Cointegration techniques was adopted. Both the long run and short run estimation established that bank financing has a statistically significant relationship with industrial growth. Furthermore, the result shows that stability through nominal exchange rate and macroeconomic uncertainty anchored on the premise of inflationary pressure are critical constraints to industrial growth in Nigeria. From policy perspective the policy makers need to formulate financial reform policies to ensure a well-functioned financial system that promotes domestic credit, especially to industrial sector in order to meet the quest for industrialization.

Keywords: Bank, Financing, Industrial, Growth

JEL Classification: G21, E43, E44, E51

Sustainable Smart Cities in Developing Countries: Future Role of ICT

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Abstract

Smart city is a concept that can be used to provide alternative solutions to traditional development in urban areas. This incorporates a lot of human capacity and environmental issues. The paper addresses the sustainability of the smart cities and future role of ICT In developing countries. The smart cities will match the globalization needs for the purpose of trade and commerce is treated as a sovereign political entity of the whole world. Through smart city, there is a great potential for the application of ICT in the governance of the change that urban areas will have to undergo in the decades to come in developing countries in Africa. The smart city in developing countries will bring in economic aspects to the expense of more fundamental needs if proper measures are not taken into account (Ferro, 2010). The ICT will shape the future of smart cities and the new digital technologies have created a fully integrated capital market of tremendous scope and substance. Furthermore, technological and financial innovation will continue triggering a demand for more appropriate international exchange and payment systems. Africa, whose working-age population is projected to top that of China and India before 2040, has the most unfilled potential which can be realized through adoption of smart cities and the ICT will act as the catalyst to realize these potential

Keywords: smart cities, sustainability, ICT, innovation, Globalization, Governance

Identification of New Post-Paid Channel Partners for Vodafone

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Abstract

Distribution of products takes place through channels. Channels are sets of interdependent organizations (also called as intermediaries) involved in making the products and services available to the consumers. A channel connects a company's products and services to its customers. In order to expand sales, a company should have multiple channels through which it reaches its customers. It is a challenge for companies to find the right mix of channels that will maximize sales, reduce costs and reach the most customers. A direct distribution channel is where a company sells its products direct to its consumers. Companies needing to cut costs may use direct channels to avoid middlemen mark-ups on their products. Selling agents and sales through Internet are two most prominent types of direct distribution channels. The selling agents work for the company and market their products directly to consumers through mail orders or by some other means. Depending on the industry and product, direct channels have become more prevalent due to the Internet. Actually the Internet has become an easy distribution channel because of the global availability to consumers. An indirect channel is used by a company which does not sell its products directly to its consumers. Distributors, wholesalers and retailers are the primary indirect channels that a company may use when selling its products in the market. A company choose the indirect channel best suited for their product to obtain the best market share. In this paper all the issues related with these concepts are deliberated.

Keywords: Channels, Direct Distribution Channel, Indirect Channel

Factors Affecting the Farmers' Decision towards Contract Farming: An Empirical Study of Indian Punjab

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Abstract

Indian agriculture system is moving through tough challenges due to the changing needs of the Indian population. Urbanization of population and decreasing profit in agriculture can be the two reasons behind the declining interest among farmers in agriculture in these days and that's the sole reason they do not want to indulge their future generation in agriculture. Contract farming seems the only way to bring back the farmers in traditional occupational activities fulfilling their economic and social needs. It has been observed that adopting of contract farming is also not an easy way for farmers as it is also loaded with number of problems. That's why farmers are not showing interest in contract farming. This paper deals with how the concept of contract farming can made famous among farmers so that the farmers of Indian Punjab can be attracted towards contract farming in the state. Farmers' receptiveness, Assured market, Input requirement and Availability of facilities are the main factors affecting the farmers' decision for entering into contract farming with company specific.

Keywords: Contract Farming (CF), Agriculture, Farmers, Contract farming companies, Factor Analysis, Punjab

AN EMPIRICAL STUDY ON FACTORS AFFECTING THE FARMERS' PERCEPTION TOWARDS CONTRACT FARMING IN PUNJAB

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Abstract

Indian agriculture system is moving through tough challenges due to the changing needs of the Indian population. Urbanization of population and decreasing profit in agriculture can be the two reasons behind the declining interest among farmers in agriculture in these days and that's the sole reason they do not want to indulge their future generation in agriculture. Contract farming seems the only way to bring back the farmers in traditional occupational activities fulfilling their economic and social needs. It has been observed that adopting of contract farming is also not an easy way for farmers as it is also loaded with number of problems. That's why farmers are not showing interest in contract farming. This paper deals with how the concept of contract farming can made famous among farmers so that the farmers of Indian Punjab can be attracted towards contract farming in the state. Farmers' receptiveness, Assured market, Input requirement and Availability of facilities are the main factors affecting the farmers' decision for entering into contract farming with company specific.

Keywords: Contract Farming (CF), Agriculture, Farmers, Contract farming companies, Factor Analysis, Punjab.

Theoretical and Empirical Analysis of a Team and its Sponsor: A Case of Indian Premier League

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Abstract

The study has focused on the team Kings XI Punjab (KXIP) of Indian Premier League (IPL) to find out the impact of attendees team association in the form of team-sponsor congruence, team identification and team involvement on their knowledge of the sponsor's brand as well as the impact of the attendees product knowledge on their sponsor image and purchase intentions. For the study, data were collected from the 302 respondents those watched the match of the Kings XI Punjab team on the ground. The result of the study shows that attendee's team association positively impacts their product knowledge of the sponsor's brand which also positively impacts their sponsor image and purchase intention. In the examination of the data, the study found the weak association between the attendee's product knowledge and their purchase intention implying the mediation of sponsor image.

Keywords: Team identification, Team involvement, Team-Sponsor congruence, Sponsor image, Sponsorship, Structural equation modelling

Conceptualization of Store Selection Attributes in Relation To Type of Layout

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Abstract

The purpose of this article was to contribute in the field of importance of layout in retail industry. Layout as part of store atmospherics has been highlighted as significantly important in effecting shopping behaviour. But mostly studies have been done by considering store atmospherics in general and not store layout as individual phenomenon. This aspect was studied in this article by considering three different layouts namely grid, free-form and racetrack which are predominantly applied in retail sector. Ample amount of previous studies regarding store selection criteria were utilized to identify eleven such attributes irrespective of type of layout. Then data regarding importance of these attributes was collected from customers of three different stores each applying a particular type of layout. The comparison of each attribute with regard to type of layout helped in inferring association of certain store selection criteria with particular layout.

Keywords: store selection criteria, grid, free-form and racetrack layout

A Structural Model of the Determinants on Innovation Behavior of Thai Feed Mill Industry

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Abstract

The purpose of this research is to study the relationship of factors that influencing on innovation behavior of the animal feed mill production industry in Thailand. This research used the questionnaires survey by using data from 382 samples of the animal feed mill production manager and the relationships proposed in the framework were tested using confirmatory factor analysis and structural equation modeling with AMOS 21. The results indicated that organizational innovation, innovative climate and external work contacts had positively relationship with innovation behavior (idea exploration, idea generation, idea championing and idea implementation) and founded that organizational innovation had an indirect influence through intrinsic task motivation. Also, it was found that innovative climate and external work contacts had an indirect influence through innovation-stimulating leadership behavior. Furthermore, the innovation has become a potentially valuable way to improve a competitive advantage and organizational performance by costs reducing and increasing the efficiency of the animal feed mill production industry.

Keywords: Innovation behavior, organizational innovation, innovative climate, Thai Feed mill industry

Creating Brand Equity Model for Thai Restaurants Based in U.K

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Abstract

This study examines the antecedents of Thai Select restaurant brand image, perceived quality, brand loyalty, brand awareness, and brand association on overall brand equity. Out of an estimated 1,600 Thai restaurants within the United Kingdom, only 57 have been certified as having the authenticity and quality of Thai Select, which functions as a global branding effort for Thai restaurants by the Thai government.

LISREL 9.1 was used to conduct 1st and 2nd order confirmatory factor analysis, and structural equation modeling to test the nine hypothesized interrelationships effecting overall brand equity. Questionnaires were administered to patrons at lunch and in the evening at 13 UK area restaurants. In total, 774 audited questionnaires were obtained.

Structural equation modeling showed that product image, especially food quality had the greatest impact on Thai Select restaurant brand image in the UK. Authenticity for the UK diner was interpreted to mean atmosphere, not food quality, with a Thai cultural dining ambience weighing heavily on restaurant selection. Perceived quality was food focused, with patrons indicating that superior ingredients, which tasted delicious, with an enticing smell were important as well. UK patrons are also very loyal due to the restaurant's positive image, and have no intention on switching. Brand awareness came from the unique atmosphere, primarily generated by ad recognition and word-of-mouth. Overall brand equity importance came from restaurants continually improving their performance, by increasing their menu food selection and quality.

Keywords: Brand association, Brand awareness, Brand image, Brand loyalty, Oriental food, Restaurant industry, Restaurants, Thai cuisine, Thai food, UK

Influence of Learning Organization and Innovation towards Organizational Performance in the Automotive Parts Industry of Thailand

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Abstract

The Thai automotive parts industry unceasingly builds economic value in the country due to the number of exports for automobiles in ASEAN. The objective of this study was to study the influence of the variables towards organizational performance and to develop the model of the factors affecting the organization performance in Thai's automotive parts industry. This was a quantitative research with sample group consisted of 260. A questionnaire was distributed to samples group from various automotive parts manufacturers. The data analysis used SEM statistics. According to the study, the organization has been developed as a learning organization which will affect its capacity in the building of the highest innovations constituting the process, organization, products, and services. Therefore, organizational performance in the Thai automotive parts industry should become developed in cost reduction, organizational growth, satisfaction building for employees, and the preservation of customers.

Keywords: Learning organization, Innovation, Organizational performance, Automotive parts

An Exploratory Case Study of Malaysian Banks on Market Orientation and Organizational Characteristics of New Service Development

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Abstract

The study is to explore Malaysian banks adaptation to market orientation and organizational characteristics of new service development readiness to address the intensifying competition of economy and also to distinguish the relationship between market orientation and the characteristics of new service development (nsd) and the consequent influence on the frequency and success of the new services.

The multi indicators used in this study do point towards increasing market orientation by the banks. However, the banks have not reached a stage where by market needs dictate operations and particularly the new service development. At best the banks are at the market innovation stage while the model banks appear to have a customer service orientation. The quest to distinguish the bank by providing an efficient and friendly service is the central theme common to all banks. Currently, the low level of market research, lack of strategic influence of marketing in the long-range planning of the bank, and limited and narrow thrust of marketing activities are indicative of the incomplete development of market orientation among Malaysian banks. The empirically addressed outcome of the study would enable to contribute for better understanding on related and significant issues.

Keywords: Market Orientation, New Service Development and Organizational Characteristics

Influencing Factors of Women Social Entrepreneurship

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Abstract

India has a large entrepreneurial potentiality wherein the male participation excels female who are erstwhile seen with reduced participation rate, excessive concentration in the often confined to their traditional roles within their dwellings and approaching out and employed at par with males are not highly encouraged. Though both state and central government has started a number of measures like exceptional concessions, incentives, grants, mechanical and managerial teaching and assistance, yet a vacuum is glimpsed in the participation of women in the entrepreneurial development. Social entrepreneurship has a unique approach in finding solutions to societal and developmental problems that also attracts academic interest. Not like men, women's involvement towards society oriented activities is comparatively high. Several researchers have done research on women social entrepreneurs and few others have given suggestion to undertake WSE study in future. Therefore, it is required to conduct a study about women social entrepreneurship which will be useful for social entrepreneurs and also to the government to device strategies both short term and long term for the development of the nation's economy and society. This study is focused on the influence of various factors on the determinants of women social entrepreneurship. The present study was conducted among 458 women entrepreneurs in a metropolitan city of Tamilnadu, India. The collected data were analyzed and the appropriate findings were derived. Based on the findings, suitable suggestions were given at the end of the article.

Keywords: Entrepreneurship, Social Entrepreneurship, Women Social Entrepreneurship, Social Empowerment, Entrepreneurial Intention

Entrepreneurial Orientation and Innovation Type: Competitive Advantage of Furniture Industry

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Abstract

The influence of entrepreneurial orientation is an important mechanism for create innovation to maintain the competitive advantage to reduce turbulence of competition risk. This study draws on innovativeness, risk taking, pro-activeness, autonomy and competitive aggressive to examine the effect of entrepreneurial orientation. This research aims to identify factors that effect on innovation type also the relevant factors of entrepreneurial orientation affecting competitive advantage of firms in the furniture industry. The analysis was conducted through 450 surveys from top management and executives, CEOs and entrepreneurs in the furniture industry. The research methodologies are applied by both in-depth interviews and questionnaires. Structural Equation Modeling is used for data analysis and the result indicates that the factors entrepreneurial orientation has positively affecting innovation and the factors innovation and entrepreneurial orientation and innovation has positively affect towards competitive advantage with statistical significance. This research applied a structural model of innovation that can be identified and suggested to improve the competitive advantage of firms.

Keywords: Entrepreneurial orientation, Innovation, Competitive advantage, Structural equation modeling, Furniture Industry

HRM Practice Issues of Multinational Service Industry in Thailand after Effects by AEC

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Abstract

This research to ascertain the most HRM practices as well as challenges perceived by Thai Human Resource head, and secondly to determine the most valuable human resource strategies as utilized by international Chain hotel in Thailand after effects by AEC (ASEAN Economic Community). The target hotel of this research is located in Bangkok, Thailand. Hypotheses have been developed that point to possible positive and negative relationships between HRM practices, employee satisfaction as a mediating variables and customer satisfaction as firm performance. A total of 250 HR managers were examined and then empirically tested using SPSS AMOS for Path Analysis. The expectation of research result will be determined whether which the most HRM Practices are effected to customer satisfaction in international chain hotel in Thailand.

Keywords: HRM Practices, Employee satisfaction, International Chain Hotel

A Mediation Analysis on Green Innovation to Identify Its Influencing Mechanism towards Economic Performance of Thai Food Industry

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Abstract

This research aims to conduct a mediation analysis on Green Innovation as intervening variable for Green Supply Chain Integration and Corporate Social Responsibility, to identify its mechanism influencing the causal relationship of variables and the Economic Performance of Thai food industries. The survey data collection was categorized applying Stratified Random Sampling, by which 441 samples were selected from high-ranking management, out of 8,520 industries accredited Green Industry Mark (GIM) under national Green Industry Project. The data analysis was conducted using Structural Equation Model, of which its testing by AMOS program confirmed the validity and reliability of the model fit indices for SEM analysis (GFI = 0.974, AGFI = 0.942, CFI = 0.992 and RMSEA = 0.046). The study expects to provide an analytical modality to determine the influencing mechanism and effect of Green Innovation on the enhancement of economic performance.

Keywords: Corporate Social Responsibility, Food Industry, Green Innovation, Green Supply Chain Integration, Economic Performance

Green Consumer Behaviour, Culture and Sustainability of Manufacturing Firms in Kenya

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Abstract

The manufacturing sector is experiencing major challenge of sustainability. The purpose of this article was to examine the moderating effect of culture on the relationship between green consumer behaviour and sustainability of manufacturing firms in Kenya. The study adopted explanatory research design. The target population was 1066 with sample size of 291 managers. Data collection instruments were standardized by Cronbach Alpha and factor analysis. Multiple hierarchical regressions were used to test the hypotheses. The findings showed that green products ($\beta = 0.737$), green prices ($\beta = 0.736$), purchase decision ($\beta = -0.687$) and culture ($\beta = 0.411$) were significant. Their interaction with culture indicated green prices ($\beta = -0.448$), purchase decision ($\beta = -0.553$) were significant except green products ($\beta = -0.077$) which was insignificant. R² results indicated that green consumer behaviour explained 74% of the sustainability, with moderator culture explaining 75.6 % and interaction improved to 77.3 %. Policy makers must ensure sustainability through green production. Green consumer behavior and culture in the African context plays a vital role in sustainability.

Keywords: Culture, green, consumption, behaviour, sustainability, manufacturing firms

Management of Small and Medium Enterprises in Kenya as a Strategy for National Development: Issues and Challenges

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Abstract

Small and medium enterprises (SMEs) are a household name in most countries given their superiority over large enterprises. As a result, SME sector in Kenya is known for creating employment opportunities to many citizens and positive contribution to the gross domestic product and economy development at large. The sector too enhances innovation and entrepreneurship in the country. This paper examines SMEs in Kenya as a national strategy for national development. The main objective was to evaluate the challenges facing the sector and sustainability reporting as a contemporary issue. Contingency, stakeholder and legitimacy theories guided the review of literature and the secondary data collected and analyzed qualitatively. From the findings, several challenges facing SMEs in Kenya are categorized as finance, management, business and modernization related challenges as well as other externalities. To understand sustainable reporting, the paper is guided by the global reporting initiative, United Nations Division for Sustainable development's guidelines. From the findings, there exist a positive association between sustainable reporting and financial performance of the firms. The study recommends the government of Kenya to address the challenges facing the SME sector while using the respective ministries in the county governments to create awareness of sustainability reporting. In addition, the government needs to identify opportunities arising from regional integrations and other international alliances to promote expansion of her SMEs beyond the national borders. In the long run, SMEs in Kenya will be sustainable by meeting the present needs while taking care of our future generations. Ultimately, the SME sector will be a national strategy to boost the national development agenda.

Keywords: Small and Medium Enterprises, Sustainability, Sustainability Reporting, Green Economy and Green Growth

Culture and Art in Tanzania's Tourism

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Abstract

In an age of insecurity and inequality, the capacity of culture to generate positive impacts seems to be a certainty. Over the past years, an increasing number of studies have analyzed the cultural and art industries realm with the aim to demonstrate that culture and art are good investment not only in terms of social benefits but also in terms of economic and financial returns. Communities tend to appreciate what they consider beneficial to them and as a result of culture and art are fundamental in winning the support of the host communities for tourism development initiatives. However, for the contribution to tourism it is still not well documented or even known. Thus, this study is focused on representing a reflective and uncommon voice that demands to pay attention to specific aspects in order to work closely with ministry of tourism in Tanzania and various stakeholders in developing culture and art in Tanzania.

Keywords: Culture, Art, Tourism

The Implications of Hofstede Dimensions of National Culture for Consumer Behavior in Gulf Countries

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Abstract

This paper examines qualitatively the implications of Hofstede dimensions of national culture for consumer behavior in Gulf countries in the Middle East. Focus groups were formed and the outcomes were analyzed. Results indicated that the national culture in the gulf countries is collectivist and feminine. However, it has a high indulgence and short term orientation contrary to the majority of expatriates who live in gulf countries with long term orientation and restrained style of living. On the other hand, high indulgence is perceived by members of the focus groups as a social problem because it is related to overspending, over consumption and higher tendency to purchase luxury products. Cross communication and educational programs were suggested to elevate the level of awareness of the consumers in gulf council countries (GCC) in relation to the negative consequences of high indulgence. On the other hand, power distance and uncertainty avoidance were assessed. Citizens of gulf countries were described to share a lower power distance and uncertainty avoidance among each other but the national culture of these countries tend to reflect a medium to high levels of power distance and uncertainty avoidance. The potential problems associated to these dimensions were highlighted and solutions were proposed.

Keywords: National culture, power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, consumer behavior, decision making process, low involvement and high involvement purchase process.

The Application of Social and Value Marketing in Performance Management & Human Resource Development: The Case of KAYRA Fashion

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Abstract

This study explores the application of marketing principals to promote universal values and positive behavior in a workplace in order to elevate and manage the performance of employees. KAYRA was chosen as a case study. It is an international fashion company whose core values are tightly aligned with its business strategy. A one-month social marketing campaign was conducted in three branches: Kuwait, Qatar and UAE. It targeted the workers in eight boutiques and focused on the promotion of work related values and positive behavior such as punctuality, honesty, altruism, cooperation, accountability, diligence, teamwork, proactive behavior and customer service.

Two performance indicators were chosen: number of customers served and sales volume (expressed in the number of units sold in each boutique). Data was compared and analyzed over three months, one month before the campaign and one month during the campaign and one month after the campaign. The results indicated an average increase of 20 % in the number of customers served by sales workers who were exposed to the promotion campaign. In addition, the average number of units sold in the participating boutiques increased 5.6%. Although this is a small increase in comparison to the former performance indicator, the study opens up horizons for the marketing of work related values and positive behaviors as a technique to manage the performance of employees in a work environment. The study recommends implementing social and values marketing campaigns as a continuous program for performance management and human resources development.

Keywords: Values based marketing, social and idea marketing, performance management, human resource management.

The Influence Of Hofstede Dimensions Of National Culture On Consumer Behavior In Gulf Countries

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Abstract

We examined qualitatively the influence of Hofstede dimensions of national culture on consumer behavior in Gulf countries in the Middle East. Focus groups were formed and the outcomes were analyzed. Results indicated that the national culture in the gulf countries is collectivist and feminine. However, it has a high indulgence and short term orientation contrary to the majority of expatriates who live in gulf countries with long term orientation and restrained style of living. On the other hand. High indulgence is perceived by members of the focus groups as a social problem because it is related to overspending, over consumption and higher tendency to purchase luxury products. Cross communication and educational programs were suggested to elevate the level of awareness of the consumers in gulf council countries (GCC) in relation to the negative consequences of high indulgence.

On the other hand, power distance and uncertainty avoidance were reviewed. Citizens of gulf countries were described to share a lower power distance and uncertainty avoidance among each other but the national culture of these countries tend to reflect a medium to high levels of power distance and uncertainty avoidance. The potential problems associated to these dimensions were highlighted and solutions were proposed.

Keywords: National culture, power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, consumer behavior, decision making process, low involvement and high involvement purchase process.

A Mobile Phone Prototype for Research Knowledge Management at the National Museum of Kenya

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Abstract

Knowledge is recognized as a key resource for organizations' success. The aim of this study was to develop a mobile phone application prototype to enhance knowledge management and sharing at the National Museum of Kenya (NMK). The research design used was qualitative case study with experimentation. A sample of respondents was purposively selected from NMK staff and researchers. Data was collected through interviews and the resultant information yielded requirements that led to the design and development of the prototype. The findings showed that NMK has already automated most of its functions and that mobile phone application improve research process, reduce time spent on knowledge generation and sharing. The study recommended that research institutions embrace use of such mobile phone applications for efficient and effective knowledge management practices. The study is significant to NMK, policy makers, knowledge workers, academic professionals, and researchers.

Keywords: Knowledge, Knowledge management, Mobile phone prototype

The Pecking Order of Financing and the Effect Of Free Cash Flow On Implied Over Investment of Publicly Traded Kenyan Firms

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Abstract

Utilizing exponential regression model and the panel data of non-financial firms trading on Nairobi security exchange over the period 2008-2016, the paper examine the pecking order of financing and the effect of free cash flow on implied overinvestment. Indeed, the predictions of the paper was that, free cash flow and over- investment exhibit linear relationship, the debt and dividend pay-out exhibit nonlinear relationship and the first and later responds to over investment. Again, the descriptions of pecking order hypothesis seem to be, influenced by overinvestment of free cash flow. The empirical analysis seems to be consistent with the predictions of the paper. The paper provides a better understanding the control mechanisms of dividend pay-out and debt pay-out on overinvestment of free cash flow. And, the influences of overinvestment on pecking order hypothesis in emerging market like Kenya.

Keywords: dividend pay-out, debt pay-out, free cash flow, overinvestment and pecking order hypothesis

Implementation of an Effective Performance Appraisal System: Implications for Organizational Performance

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Abstract

The paper discusses a performance appraisal system process model with reference to best practices in the corporate world. Performance appraisal and reward system should be unbiased and fair and every individual efforts on individual basis, departmental basis, and organizational basis should be rewarded. Most of the organizations and companies today lack effective performance appraisal process because it may be cumbersome or requires hard work on the part of the HR professionals responsible for this in an organization. The process is not very effective primarily may be because the organizations do not go for a structured process based on the HR concerns of people management. An effective performance appraisal system can play a key role in an organization by enhancing employee engagement, increase motivation, job satisfaction, and improve team spirit, team performance, productivity of the employees. Keeping in view the problems that organizations face due to poor HR and performance culture, the paper proposes and outlines a new performance appraisal process that involves a positive quality-centered appraisal approach relying on employee assertion and reinforcement. Unlike the conventional limitation-centered performance appraisal system that highlights the gap areas and shortcomings of the employees, the new model takes its sustenance from a positive performance culture.

“Execution is the key”, despite the best philosophy and people concerns, concern for fairness and transparency, willingness to reward and inclusiveness, the performance management systems or performance appraisal systems fail or do not give desired results. The most critical aspect is whether all steps and stakeholders are involved or not? Heart for fairness is very important but equally or more important is the reaching the light of fairness to every employee. Its equally important to appreciate the employees efforts in various capacity i.e. as an individual and as an team member of a department or a task force. At the same time the achievements of the organization on the whole should also be part of all reward structures. This entire process is very strategic and helps us in sharing the vision of the organization while developing a sense of inclusiveness and ownership.

The paper also emphasizes the reaching out and meeting every employee and making them aware and developing a sense of individual, group and organization performance and it's impact on individuals, groups and the organization. This supports the importance of theory of communication in building organizational bonds improving employee engagement. As per Gallup's Q12 survey, the importance of employee knowing “of what they are expected to perform” is one of the biggest engagement adhesive.

Keywords: Performance Appraisal (PA), Performance appraisal Process, Performance Appraisal system, employee engagement, job satisfaction, team performance, positive performance culture, quality-centered appraisal, employee assertion

The Influence of Online Shopping Risk and Weakness towards Online Shopping Customer's Behaviour in Bangladesh

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Abstract

Internet shopping is a phenomenon that is growing rapidly nowadays. There is still a huge part of market potential for e-commerce despite of the increase of the main players in this industry. Therefore, this study examines the factors affecting on customer's behaviour of online shopping that might be a crucial aspect of e-commerce and marketing industry. However, this is a demanding social trend and there are many reasons and it was too difficult to find about online consumer behaviour. The purpose of this research is to deal with the weaknesses of online shopping behaviour that the previous study did not to inspect yet. This objective is using a model by examining the impact of financial risk, product risk, convenience risk, non-delivery risk and return policy on attitude toward online shopping behaviour of consumers as the hypotheses of study. Simple random sampling questionnaires were distributed to 300 online customers of Bangladesh. Finally, all the data were collected and analysed by using Exploratory Factor Analysis and Structural Equation Modeling to test factor loading and the hypotheses of the research. Moreover, the findings confirmed that both financial risk and non-delivery risk have negative effects in online shopping, and the study also signified that a particular system innovation and individual norms have a positive effect online shopping behaviour. In addition, the attitude has positively affected customer's online shopping behaviour.

Keywords: Internet shopping, Customer behaviour, E-commerce, Online shopping risk

Imagining Shopping with Tween Shoppers

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Abstract

Tweens (Children of the age group 8-14) are confident, market savvy and have money of their own to spend in the way they wish. Such children demonstrate a clear desire for products as well as brands. Today they have become consumers, buyers, spenders, and more importantly shoppers. Marketers are developing special marketing programme targeted at children for informing, persuading and selling.

Although children learn their consumer behaviour from parents and consumption not being taught deliberately, the marketers have been able to influence children and create preferences for brands. Studies have been conducted to explore their life style, values and consumption behaviour. However, there is a lack of study in the area of children as shoppers. Research shows that these children are more comfortable with visual images than they are with words. Research was conducted among 60 children in the age group of 10-12 years in the City of Ahmedabad in India. They were asked to draw about their shopping experiences. The research tried to understand the images in children's minds that are being reproduced in their drawings are the basic images of the shopping experiences and products they wish to buy. These images depict their shopping experience brought out their perceptions of product types, brand names, packaging etc. Marketing and Communication plans should be developed based on the tween shoppers' expectations.

Keywords: Tweens; Communication; Shopping; Visual Merchandising

How New Technology and Social Media is Redefining Shop, Shopping and Shopper

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Abstract

In last one decade, world over, the way people are consuming brands, the way they are interacting, shopping, looking for price bargains, doing group shopping etc. has changed. Internet-based sales and communication channels are replacing traditional retail and services at the same time brick and mortar retailers are integrating digital technology and social media in their retail mix. These changes have slowly started affecting traditional retailers and their customers as well as back end supply chains. Pure brick businesses are struggling with the growing competition from pure click as it is creating new opportunities for innovation. Disruptive innovations in social media like Twitter, Facebook, Instagram and Pinterest have redefined the face of social interactions and a whole new generation of shoppers have evolved which understands the alphanumeric language and communicates only through BlackBerry Messengers (BBMs). This is called the i-generation which is inspired by Apple, Facebook and Android. Hence it has become imperative to explore how new technology has revolutionized the way shop fronts have changed, how line is blurring between real and virtual and how shoppers are now moving seamlessly across channels (called omnichannel retailing) like a trapeze artist. It is very critical to see this inflection point where shop, shopping and shoppers are ready to redefine this business just the way departmental stores did in 70s, Wal-Mart did in 80's and Amazon in late 90's.

Relationship between Customer Responsiveness, Service Performance and Satisfaction among Airline Passengers in Kenya

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Abstract

Past research studies on customer responsiveness have conceptualized it as a dimension of service performance or market orientation where market intelligence is collected and used to meet the wants and needs of customers or value addition to the service by enhancing relationships. In the contrary, the author introduces the concept of customer responsiveness, which entails how a customer behaves towards oneself and the service provider. This investigation was carried out in an airline setting with 426 respondents. It was found that customers perceived greater satisfaction when they are more responsive towards service performance. It was shown that perceived service performance mediates the relationship between customer responsiveness and their overall satisfaction. Managerial and research implications based on these findings are also presented.

Keywords: customer responsiveness, service performance, customer satisfaction, airline industry, marketing of services

Entrepreneurial Support Systems for the Development and Sustenance of the Biotech Industry

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Abstract

The present paper on “Entrepreneurial Support Systems for the Development and Sustenance of the Biotech Industry”, would add value to the society in general and the biotech industry in particular. The literature review suggested that the biotech industry is at a nascent stage all over the world and the researchers are exploring the linkages between biotech companies, government and the R & D institutions situated around the biotech clusters.

Data are collected from a sample of 266 respondents from biotech companies, government and R & D organizations in genome valley around the city of Hyderabad, India. The data are analyzed for comparing the mutual expectations and support they are willing to provide for the development and sustenance of the biotech industry. Statistical tools like factor analysis, hypotheses testing, regression, correlation etc., are used to draw meaningful insights for the policy makers, company executives and R & D scientists.

Limited Impact of Information and Communication Technologies (ICTs) on Adoption of Cashless Transactions in Unorganized Retail Sector–Demonetization in Indian Context

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Abstract

More than three fourths (92%) of the Indian retail sector is unorganized. India is a cash-dependent economy in which 98% of the transactions are done using cash by volume and 68% by value. The informal sector in specific is mostly affected by demonetization move, as significant proportions of the transactions are made using cash. Against this backdrop, the current paper aimed to comprehend the view point of retailers and customers on demonetization move, and its impact on their adoption of cashless transaction in Indian unorganized retail context. This objective is accomplished through gathering data using structured questionnaire to collect data from sixty retailers in Uttar Pradesh State in Indian context. Further, data was also collected from sixty customers through qualitative interviews, who basically shopped in unorganized retail outlets to gain better insights.

Hierarchical multiple regression was used to test the proposed model for the retailer's data. Fish bone Model was developed to depict issues allied with the customer's adoption of cashless transactions in unorganized retail context. Findings from retailers view point indicated that, awareness on perceived benefits, impact on business, human capital and level of profits were found to be significantly predicting the adoption of cashless transactions. Further, when Information and Communication Technology (ICTs) ownership & usage was included to the above variables, the prediction was improved. ICTs ownership and usage was found to have a limited impact on adoption of cashless transactions. The qualitative findings were depicted using fish bone diagram from customers view point, revealed that factors related to retailers, Government, level of expertise and buyers (customers) restrained them from adapting to cashless modes of payments.

Information from this study aids unorganized retailers, Government and also customers in understanding the impact on such move that would have a greater impact. Further the study also sheds light on what factors and under which circumstances people (Customers & Retailers) would adapt to cashless payment modes. This study explored the hardly researched area, as the facts are unclear, and further the impact of such a move would vary in its extent, type of public and geographical area.

Keywords: Demonetization, Information & Communication Technology (ICTs), Unorganized Retail Sector, Fish Bone Diagram, Cashless Transactions

A Study on Impact of Brand Loyalty Type on Customer's Patronage Loyalty across Organized Retail Formats in Jeans Wear Retailing

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Abstract

Due to the consistent growth of the store brands in retailing for past few decades, and the rising competition between store brands and manufacturer brands in the recent times, posed a huge challenge to marketers, retailers and manufacturers in scheming marketing strategies. Consumers are seeking an integrated shopping experience across various channels, formats and anticipate retailers would deliver this. Further branding is making more intricate, as retailers do not know when exactly a customer quits. Further, the store brand proneness is more category centric than customer centric and uneven across various product categories. Against this background, this study aimed at understanding whether the patronage loyalty of customers do differ with manufacturer and store brand loyalty across four retail formats, departmental store, specialty store, hypermarkets and shopping malls with respect to a specific category, jean wear retailing.

This objective is attained through gathering information using random mall intercept method from 505 customers through structured questionnaire at Hyderabad, Telangana state in Indian retail context. The data was analysed through descriptive and inferential statistics. Consumers were segmented based on their brand preferences using cluster analysis. Structural equation model was used to examine the patronage loyalty of customers with respect to manufacturer and store brands across various retail formats.

The findings revealed that the study variables do differ in terms of separation of clusters of store brand and manufacturer brand choice which clearly indicates that the choice patterns between two segments are not identical. Information from this study aids retailers who market both private brands and manufacturer brands in understanding and designing a distinct strategy for serving the customers better. This study explored the hardly ever researched area, especially studies in segmenting customers based on brand preferences in Indian context are quite a few and hence add more value in understanding customer's patronage behaviour across emerging retail formats.

Keywords: Retail Format Type, Manufacturer Brand loyalty, Store Brand loyalty, Patronage Loyalty, Jeans Wear Retail

Inflation and Economic Growth: An Empirical Analysis Sri Lankan Economy

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Abstract

Among the macroeconomic situation in the economy inflation and economic growth is one of the controversial issues in the country, policy makers, and the economic literature. These concepts are debatably discussion in the different economic conditions during the last two decades. The conclusion of most of these findings are centered in levels of inflation rates stimulate the development process of the economy, and hence economic growth. Moderate inflation rate increases yield to savings side, enriches investment side, and ultimately, favorable conditions are prevailing economic growth of the country and inflation levels. This study empirically examines the present effects of inflation and economic growth in the Sri Lankan context. Empirically analyzing the monthly data on real Gross Domestic Product and Inflation Rate for the period of 2008 to 2015, it extensively analysis the empirical evidence has assimilated over the Granger Causality test , Co-integration test, and Error correction models. The empirical evidence establishes that there exists a statistically significant long-run negative relationship between inflation and economic growth for the country as indicated by a statistically significant long-run negative relationship running from Inflation rate to Gross Domestic Product. Further the evidence shows that there exists a statistically significant long-run positive causality running from Gross Domestic Production to inflation rate and economic growth influence inflation rate positively. Differently when increase in the rate of inflation prevails beyond the edge inflation level then inflation influence economic growth negatively. The study examines to further discussion of the important macroeconomic policy implications of the results.

Keywords: Granger Causality test Macroeconomic Policy, Inflation Rate, Gross Economic Growth, Long Run

The Adoption of Environmental Management Accounting Practices Among Manufacturing Companies in Sri Lanka

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Abstract

This study examined the factors influencing environmental management accounting adoption among manufacturing companies in Sri Lanka, special references with listed manufacturing companies in the Colombo Stock Exchange. This is an explanatory study based on analyzing primary data to answer the research problem of what are the factors influencing the adoption of environmental management accounting practices among manufacturing companies in Sri Lanka. Influencing factors for environmental management accounting practices adoption is employed as independent variable and parameter was used to measure independent variables such as firm size, firm age, regulatory compliance, financial performance, environmental strategy and level of manufacturing technology whereas the level of adoption environmental management accounting practices among manufacturing companies is the dependent variable. A convenient sampling method was used to collect data and select 36 manufacturing companies which are listed in Colombo Stock Exchange have been sampled. The study revealed that firm size, firm age, regulatory compliance, financial performance, environmental strategy and level of manufacturing technology significantly positive influenced manufacturing company's intention to adopt environmental management accounting practices. To achieve this result six hypotheses were formulated. This study has made useful contributions to current knowledge by providing more explanations for environmental management accounting adoption in an unexplored context. To conclude, this study has provided important insights into the factors that influence the acceptance and adoption of environmental management accounting in general, and specifically in Sri Lanka. More importantly, this study has opened up possibilities for further research into environmental management accounting adoption in Sri Lanka and other developing countries, and worldwide.

Technology Acceptance of Card-Less Cash Withdrawal System Among the University Students in Colombo District

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Abstract

The study focuses the further conceptual development of beliefs based measures in technology acceptance of the card-less cash withdrawal system, among the university students in Colombo district, Sri Lanka. This study provides valuable insights on managerial interventions and controls for better organizational cash withdrawal system that can lead to greater acceptance and effective utilization. Unlike much preceding studies that has focused on only a limited aspect of beliefs based measures, this research provides a more comprehensive conceptual structure that emphasizes the effects of various elements such as innovativeness and eco-friendliness. The research assesses the nomological validity of the conceptualization by integrating the theories, technology acceptance model (TAM), theory of planned behaviour (TPB), unified theory of acceptance (UTAUT) and diffusion of innovation theory (DIT) in a voluntary environment. To produce more sturdy and innovative results, the research first confirms the influence of conventional variables on system acceptance. Secondly, it emphasizes the influence of newly added constructs. University students in Colombo, Sri Lanka being considered as the target population and the model of this study will be tested with a field sample of 400 students. The population is stratified into 4 distinct student categories (universities); thereafter subjects are drawn disproportionate to their original numbers in the population. An instrument with 7-point Likert scale measures, is used to obtain responses. The structural equation model is applied to analyse the relationships demarcated in the theoretical model of the study. Subsequently, the hypothesis “factors associated with technology acceptance of Card-less cash withdrawal system, among the university students in Colombo will be substantiated, by emphasising the relationship among prior factors, antecedent factors and consequent factors. The factors which are highly influential to enhance the level of technology acceptance of Card-less ATM will be filtered out at the end.

Keywords: Technology Acceptance, Diffusion, TPB, TAM, UTAUT, E-learning, KLAS

The Effects of Intellectual Capital and Innovation on Thailand's Creative Food Industry

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Abstract

The government pointed out that the development of the Thai food industry under the Thailand 4.0 policy and the entrepreneurship rises in Thailand food industry, will need a new emphasis in knowledge-based economies. Therefore the researchers aspire to develop a structural equation model of factors affecting innovation on Thailand's creative food industry. The study is concerned with the structural equation modeling of how intellectual capital and innovation affect the entrepreneurial performance of Thailand's creative food industry. Questionnaires using a 7-point Likert scale was analyzed using SEM techniques with data from 380 samples of food industries, an analysis was performed on the interrelationship of the identified latent variables including Intellectual capital, Knowledge management, Business environment and Innovation in food industry using both quantitative and qualitative research methods. Results from analysis concluded that intellectual capital in the food industry is the most important factor, with knowledge management and business environment of secondary importance to innovation in the food industry.

Keywords: Intellectual Capital, Knowledge Management, Business environment, Innovation Structural Equation Modeling

The Impact of Industrial Design on the Malaysia Firms' Financial Performance

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Abstract

Theoretically, industrial design does extend on the monopoly power, however lack of studies were empirically tested. Previous studies focus the industrial design as one of the effective product design in the market, but not as the protection mechanism. This study derived the idea from the patent and trademark system which measured based on the industrial design application/renewal, variety and quality of technology classes and complementary assets. This study applied a panel dataset from 2008 to 2014 and the model is estimated using panel least square. The main finding from the hypothesis testing is that there is a significant relationship between industrial design activity and financial performance at the Malaysian firm level, but that the impact is rather small and the signs are mixed. Even though the industrial design is well known for its monopoly power, but this situation may be changed due to the market condition that the firms faced.

Keywords: Industrial Design, Profit Maximization, Schumpeterian Views, Intellectual Property Right, Malaysia

Assessing the Profitability Effects of Forced Bank Mergers versus Voluntary Bank Mergers: Evidences from Nigeria

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Abstract

This study examines the nature of relationship that exists between forced mergers and the profitability of the banks involved compared with the effects of voluntary mergers on the profitability of banks, with focus on the Nigerian banking industry. A wave of bank mergers and acquisitions took place during the forced consolidation of the Nigerian banking industry in 2004/2005. Subsequently, some voluntary mergers/acquisitions have taken place in the same industry. The study compared the mean Net Profit Margins (NPM) and the mean Return On Capital Employed (ROCE) ratios of the banks before and after they were involved in the forced mergers of 2004/2005, as well as the NPM and ROCE of other banks before and after their involvement in the subsequent mergers that took place voluntarily in the industry. Bank merger and acquisition performance (profitability) is still an open issue in the strategic management literature. The hypothesis: forced bank mergers do not have positive relationship with NPM and ROCE was tested, using data from the annual financial reports of the banks to compute mean NPM and ROCE ratios for both groups, three years before and after the forced mergers, and three years before and after the voluntary mergers of the other group. Trend analysis, Chow Tests for Structural Break and t-tests were performed on the NPM and ROCE for the groups. The trend analyses suggest the existence of positive relationship between forced bank mergers and the profitability ratios (NPM and ROCE) for the two groups. However, findings from Chow Structural Break Tests and t-statistic both suggest that mergers, especially, forced mergers, do not enhance bank NPM and ROCE. The study, among others, recommends that rather than forcing the policy of consolidation on banks, the regulator of the industry, Central Bank of Nigeria (CBN) should have allow the banks to voluntarily choose their strategic directions, after all, the competitive environment can separate the leaders from the laggards in the industry, on the basis of sustainable performance (profitability).

Keywords: Mergers, Acquisitions, Asset Turnover, Performance, Stand-alone Banks

Do Free Trade Agreements help Small and Medium Enterprises to internationalize? The Case of the China-Switzerland FTA

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Abstract

This research looks at the impact of free trade agreements (FTA) on small and medium-sized enterprises (SME) internationalization process. More precisely, it analyzes the effects of the Switzerland-China FTA on Swiss SMEs. Over the past 50 years, free trade agreements have highly facilitated international trade relations around the world. These agreements are typically composed of extensive and often complicated rules. The purpose of our research is to record what are the main barriers to internationalization of Swiss SMEs and to analyze if this agreement can actually facilitate their internationalization process by removing these said barriers. The methodology used in this research is a survey completed by Swiss SMEs. The principal findings of this research are the following: the main barriers to internationalization for SMEs are related to time and regulations issues. Moreover, this research shows that the benefits brought by the Switzerland-China FTA will not directly facilitate the internationalization process of Swiss SMEs. Although most Swiss companies are already exporting their products, there is still a lot that can be done to enhance and facilitate internationalization of SMEs.

Keywords: Small and Medium-sized Enterprises, Free Trade Agreements, Internationalization, International Trade Barriers, Switzerland, China

*Determinants of Consumers' Attitudes Towards Global Luxury Car Brands:
A Sri Lankan Perspective*

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Abstract

Consumers' purchase of luxury brands is a reflection of their lifestyle, personality and mindset rooted in their financial power, individual values, and social status. A number of previous scholarly studies about the luxury brand consumption across the rich western world have attempted to analyze the behavioral outcomes of the consumers in terms of their hedonism, prestige, uniqueness, quality and conspicuous consumption of luxury brands. However, these dimensions have not tested and analyzed consumer behavior from the standpoint of an emerging country/ island nation (Sri Lanka) where new wealth creation (thanks to globalization) has created a new segment within the society (a new class of "rich and famous" consumers) who wish to enjoy the luxurious living of westernized rich and famous by owning luxurious car brands such as Rolls Royce, Bentley, Porsche, Lamborghini, and Range Rover. This study uses empirical and theoretical evidences in order to develop a model of consumer behavior for a small island nation (Sri Lanka) where luxury is being redefined by the new wealth generated by business elites through globalization.

Keywords: Global Branding, Luxury Car Branding, Attitudes, Luxuriousness, Brand Personality, Lifestyle, Psychographic, Hedonism, Conspicuous Consumption, Sri Lanka.