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"A Comparative Study of Cost Reduction Technique Using Target Costing in Heavy Automobile Manufacturing Products for Market Positioning and Profitability."

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Abstract :

Target costing is part of a comprehensive strategic profit management system that focuses on reducing the life cycle cost of new products, while also improving their quality and reliability, This paper investigates the use of target costing for market positioning of Heavy automobile products and also finds out the appreciation of benefits and drawbacks in different countries as regards heavy vehicle companies in Libya and India. The appreciation factors playing important role while positioning products in the market differ significantly, similarly duration of use of cost reduction is significantly correlated with appreciation of benefits and drawbacks of target costing in Libya and India.

Keywords : Target costing, Market Positioning, Profitability Benefits.

Introduction :

The target costing process is a system of profit planning and cost management that is price led, customer focused, design centered, and cross-functional. Target costing initiates cost management at the earliest stages of product development and apply it throughout the product life cycle by actively involving the entire value chain.

Yoshikawa et al. (1993) Target costing is the process established to set and support the attainment of cost levels, usually, but not exclusively, expressed as product costs, which will contribute effectively to the achievement of an organization's planned financial performance, Ansari & Bell(1997).

None of the existing articles and papers lists the necessary conditions for target costing. Though different characteristics of target costing have been mentioned, some always recurring, while others only now and then (see Brausch (1994), Cooper (1995), Fisher (1995), Kato (1993), Kato, Böer & Chow (1995).

Manufacturers face the difficulty of having to match the lower prices of global competitors and still offer the highest quality products customers demand (Helms, Ettkin, Baxter & Gordon 2005). The goals of becoming and remaining internationally competitive in terms of price and quality are of utmost importance for the survival of the heavy vehicle manufacturing industry.

Globalization involves a great deal of learning and borrowing from others—not always wisely. For instance, what about the so-called transitional economies, and the so-called developing countries?

The comparative method enables us to see ourselves as it were, from the outside. When you see how a country does something, it raises 2 questions: "Why don't we do that? Why do we do, what we do?"

OBJECTIVE OF THE STUDY:

Target costing and target cost management, according to literature, are often associated with Japanese companies. Empirical research into the practices of target costing has mainly been performed by Japanese researches for the Japanese situation. Few efforts have been made to investigate the relevance and occurrence of these practices in non-Japanese companies. The expectation is to find that the drivers for using these methods are not restricted to Japan and that target costing could also be used in a non-Japanese situation, although the actual application of such practices in other countries may be different from the typical Japanese way.

The objective of research is to study the actual functioning of the process of target costing over a period of time within an organization across the various functional departments and through different levels of the organizational hierarchy thereby providing a complete picture of not only the process itself but its execution and the variables if any due to the variances in factors e.g. different economies.

To further this objective I have chosen two unlike economies viz. India and Libya. Here the major consideration being to compare two economies in considerable variance with each other in terms of size, nature, managerial practices, manufacturing procedures and personnel handling.

I have selected heavy vehicle companies, three indigenous to India and One in Libya. The purpose of this is to study the target costing process. Studying these industries enables the elimination of the variables prevalent within the manufacturing and sale of unlike products lending more stability and therefore dependability to the study.

The reasoning behind choosing the heavy vehicle company TATA Motors, Ashok Leyland and Eisher Motors, In India and Industrial Vehicles Corporation[Iveco], in Libya are that, Tata Motors, Ashok Leyland and Eicher motors are highest sellers of heavy vehicles with the largest networks in India and therefore . Availability of the required data in the state of Maharashtra, is concentrated. Libya is the only manufacturer of heavy vehicles in Libya, awarding it a monopoly status and therefore the only competition if faces , is from foreign manufacturers.

India : Economic survey 2015-16 sees the economy growing between 7 to 7.5%. India is emerging as the destination of choice in the world for design and manufacturing of Automobiles, Auto components with output reaching a level of US $145 billion, accounting for more than 10% of the GDP & providing additional employment to 25 million people by end of 2016. The Indian Automobile industry is responsible for employing 7 to 8% of India's total employed population, Automobile hubs across the country have given rise to ancillary the R& D sector in India has also been complemented well by the automobile industry here through localization and indigenization of technology for the industry.

Multiple tie-ups and alliances with MNC's to gain technical know how has fast tracked technological development & Growth for India. Heavy vehicles however form an indispensable part of Indian automobile industry increasing by the day due to expansion & growth of Indian Economy as a whole.

LIBYA : The Economy of Libya depends primarily upon revenues from the petroleum

sector, which contributes practically all export earnings and over half of GDP. These oil revenues and a small population have given Libya the highest nominal per capita GDP in Africa. After 2000, Libya recorded favorable growth rates with an estimated 10.6% growth of GDP in 2010. This development was interrupted by the Libyan civil war, which resulted in contraction of the economy by 62.1% in 2011. After the war the economy rebounded by 104.5% in 2012, but it has yet to achieve its pre-war level.

Libya had seen fantastic growth rate, however these proved unsustainable in the face of global oil recession and international sanctions. Consequently the GDP per capita shrank by 40% in the 1980s. Successful diversification and integration into the international community helped current GDP per capita to cut further deterioration to just 3.2% in the 1990s.

Libyan GDP per capita was about $40 in the early 1320's and it rose to $1,018 by 1967. In 2016, per capita GDP is expected to rise by 22 percent.

This information clearly explains why a comparison of the target costing process in these two countries would give us an interesting insight into the awareness, practice and effects of target costing in two diverse economies.

Hypothesis -I) The factors affecting market positioning of automobile products differs in countries which are in different stages of development.

Hypothesis -II) **:-** The duration of use of cost reduction techniques correlated with the appreciation on benefits of drawbacks of target costing in the countries which are at different stages of development.

Testing of Hypothesis :

Null Hypothesis (H0): The distribution of appreciation of factors playing an important role when positioning products in the market did not differ significantly between two countries.

Alternative Hypothesis (H1): The distribution of appreciation of factors playing an important role when positioning products in the market differs significantly between two countries.

Table (I) The distribution of appreciation of factors playing an important role when positioning products in the market between two countries.

Factor	India (n=86)	Libya (n=92)	P-value
Selling price	4.4 ± 0.7	4.7 ± 0.5	0.017
Cost of manufacturing	3.9 ± 0.7	4.8 ± 0.4	0.001
Required profit margin	4.3 ± 0.8	4.9 ± 0.4	0.001
Providing quality products	4.3 ± 0.8	4.6 ± 0.5	0.060
Providing differentiated products	3.9 ± 0.8	3.8 ± 1.1	0.785
Overall Factors	4.2 ± 0.5	4.5 ± 0.2	0.001

Values are Mean ± SD. P-values by Mann-Whitney U test. Higher mean indicates better appreciation and vice-versa. P-value<0.05 is considered to be statistically significant. Higher the score better is the appreciation (agreed or strongly agreed) and vice-versa.

Test Statistics Details:

1) For selling price:

Value of Mann-Whitney U Test Statistic =3248.0.

P-value (Probability value) = 0.017 (Statistically Significant by Mann-Whitney U test).

2) For Cost of Manufacturing:

Value of Mann-Whitney U Test Statistic =1305.0.

P-value (Probability value) = 0.001 (Statistically Significant by Mann-Whitney U test).

3) For Required profit margin:

Value of Mann-Whitney U Test Statistic =2419.0.

P-value (Probability value) = 0.001 (Statistically Significant by Mann-Whitney U test).

4) For Providing quality products:

Value of Mann-Whitney U Test Statistic =3382.0.

P-value (Probability value) = 0.060 (Statistically Non-Significant by Mann-Whitney U test).

5) For Providing differentiated products:

Value of Mann-Whitney U Test Statistic =3866.5.

P-value (Probability value) = 0.785 (Statistically Non-Significant by Mann-Whitney U test).

6) For Overall Factors:

Value of Mann-Whitney U Test Statistic =2351.0.

P-value (Probability value) = 0.001 (Statistically Significant by Mann-Whitney U test).

Decision:Reject Null Hypothesis (H0) and Accept Alternative Hypothesis (H1) at 5% Level of Significance (LOS).

As is clear from the Table I:

1. The distribution of appreciation on selling price as a factor playing an important role when positioning products in the market is significantly higher in Libya compared to India (P-value<0.05).

2. The distribution of appreciation on cost of manufacturing as a factor playing an important role when positioning products in the market is significantly higher in Libya compared to India (P-value<0.001).

3. The distribution of appreciation on required profit margin as a factor playing an important role when positioning products in the market is significantly higher in Libya compared to India (P-value<0.001).

4. The distribution of appreciation on providing quality products as a factor playing an important role when positioning products in the market did not differ significantly between India and Libya (P-value>0.05).

5. The distribution of appreciation on providing differentiated products as a factor playing an important role when positioning products in the market did not differ significantly between India and Libya (P-value>0.05).

6. The distribution of overall appreciation for the factors (all factors combined) playing an important role when positioning products in the market is significantly higher in Libya compared to India (P-value<0.001).

Figure (I) The distribution of appreciation of factors playing an important role when positioning products in the market between two countries.
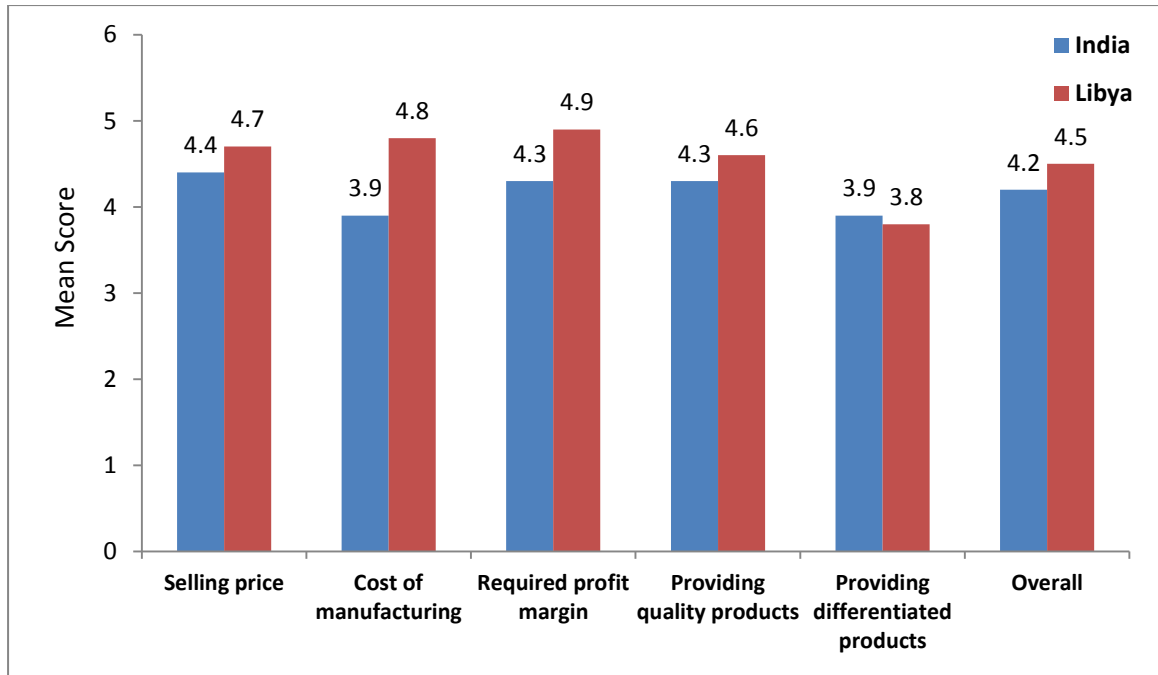
The hypothesis is '**Accepted**' here. The very purpose of the cost reduction process is that good quality products are produced at competitive selling prices. This facilitates positioning the product in the marketplace in a successful manner and achieves the primary goal of all industry, which is profit and therefore delivering quality products has no options and is very important in all sizes of economies, as is visible here too. As for factors like the manufacturing cost and so the resultant selling price leading to the required profit, it stands to reason that Libya being a monopoly gives no choice to the buyer therefore making the importance of the right manufacturing cost and the resultant selling price and profit crucial factors in the positioning of a product while these factors are less important to the Indian buyer due to the product options available and do not play too crucial a part in the positioning of a product.

Hypothesis -II) The duration of use of cost reduction technique is correlated with the appreciation on benefits and drawbacks of target costing in the countries which are in different stages of development.

Null Hypothesis (H0): The duration of use of cost reduction technique is not significantly correlated with the appreciation on benefits and drawbacks of target costing in the countries

which are in different stages of development.

Alternative Hypothesis (H1): The duration of use of cost reduction technique is significantly correlated with the appreciation on benefits and drawbacks of target costing in the countries which are in different stages of development.

Table (II) The correlation of perception of employees on key benefits with the duration of use of cost reduction techniques in both the countries.

Benefits	Correlation with Duration of use of cost reduction techniques		
	India	Libya	Both Countries combined
It is market driven	0.302 (0.005)	0.010 (0.927)	0.110 (0.145)
Focuses the design team on the customer and real opportunities in the market	0.252 (0.019)	0.224 (0.032)	0.228 (0.002)
Prevents the launching of low-margin products that do not generate appropriate returns	0.228 (0.035)	0.041 (0.698)	0.110 (0.144)
Outperforms the conventional cost-plus approach by providing a specified cost reduction target	0.023 (0.834)	0.045 (0.674)	0.033 (0.663)
Is an effective tool to reduce direct and overhead costs	0.183 (0.092)	0.009 (0.930)	0.094 (0.213)
Reduces cost over the entire life cycle of a product	0.140 (0.200)	0.025 (0.816)	0.024 (0.751)
Overall Benefit	0.334 (0.002)	0.037 (0.724)	0.202 (0.007)

Values are Spearman's correlation coefficient 'R' (p-value). Higher and significant correlation coefficient indicates that the higher duration of use of cost reduction method is significantly correlated with the appreciation of benefits of target costing and vice-versa. P-value<0.05 is considered to be statistically significant.

Test Statistics Details:

1) **For Overall Benefits:**

Value of Spearman's Correlation Coefficient =0.202.

P-value (Probability value) = 0.007 (Statistically Significant).

Decision: Reject Null Hypothesis (H0) and Accept Alternative Hypothesis (H1) at 5% Level of Significance (LOS).

Table above shows the following:

1) Higher duration of use of cost reduction technique is significantly and directly correlated with the benefit of having focused design team on the customer and real opportunities in the market in both the countries (P-value<0.05 for both the countries).

2) Higher duration of use of cost reduction technique is significantly and directly correlated with appreciation of market driven benefits in India (p-value<0.05).

3) Higher duration of use of cost reduction technique is significantly and directly correlated with prevention of the launching of low-margin products that do not generate appropriate returns appreciation of market driven benefits in India (p-value<0.05).

4) In general, higher duration of use of cost reduction technique is significantly and directly correlated with better appreciation of benefits and drawbacks of target costing (p-value<0.01).

Figure (II) The correlation of perception of employees on key benefits and drawbacks with the duration of use of cost reduction techniques in both the countries.
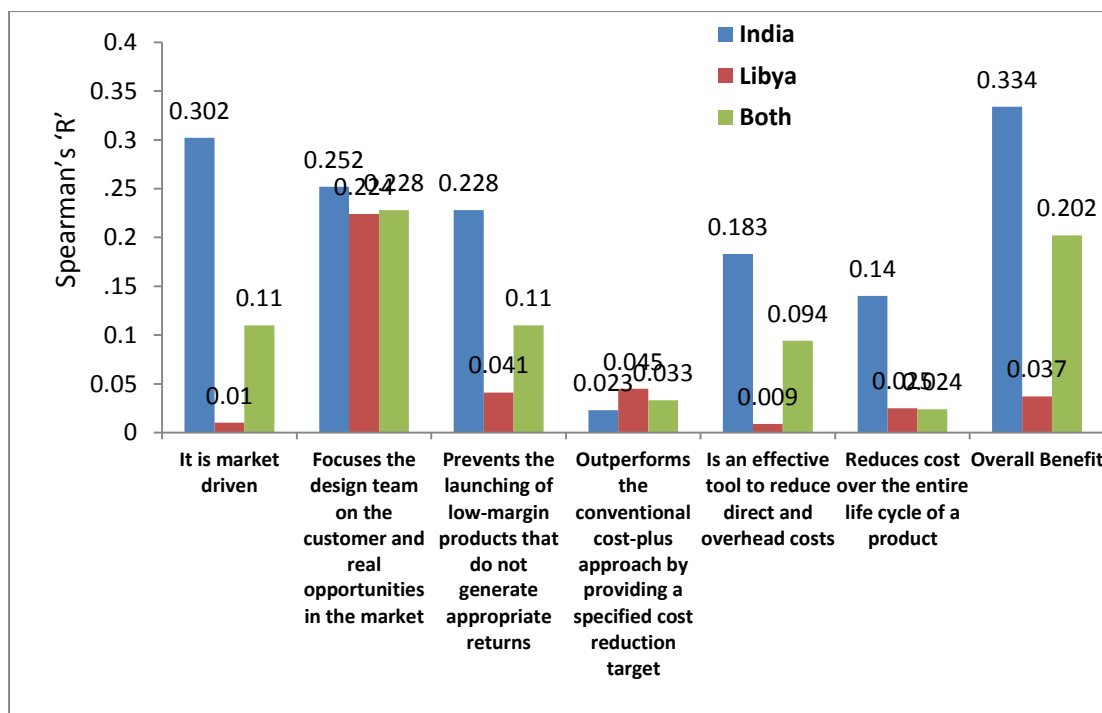
Table (III) The distribution of perception of employees on drawbacks of target costing between two countries.

Drawbacks	India (n=86)	Libya (n=92)	P-value
Longer development cycles	3.8 ± 0.7	4.6 ± 0.7	0.001
Excessive pressure on employees	3.8 ± 0.7	4.2 ± 1.2	0.001
Organisational conflict	3.7 ± 0.7	4.3 ± 1.2	0.001
Excessive demands on suppliers	4.3 ± 0.9	2.9 ± 1.6	0.001
Market confusion by the large number of different products	3.5 ± 0.9	3.8 ± 1.0	0.008
Method is complex	3.1 ± 1.2	2.8 ± 1.4	0.155
Too costly to collect information (time & money)	3.0 ± 1.1	3.4 ± 1.3	0.011

Values are Mean ± SD. P-values by Mann-Whitney U test. Higher mean indicates better appreciation and vice-versa. P-value<0.05 is considered to be statistically significant.

Higher the score better is the appreciation (agreed or strongly agreed) and vice-versa.

Table above shows the following:

1) The drawbacks of target costing such as 'Longer development cycles', 'Excessive pressure on employees', 'Organizational conflict, 'Market confusion by the large

number ofdifferent products' and 'Too costly to collect information (time & money)' are significantly highly graded by the respondents from Libya compared to respondents from India (P-value<0.001 for all).

2) The drawbacks of target costing such as 'Excessive demands on suppliers' is significantly highly graded by the respondents from India compared to respondents from Libya (P-value<0.001).

3) The drawbacks of target costing such as 'Method is complex' is not significantly differently graded by the respondents from India and Libya (P-value>0.05).

Figure (III) The distribution of perception of employees on drawbacks of target costing between two countries.
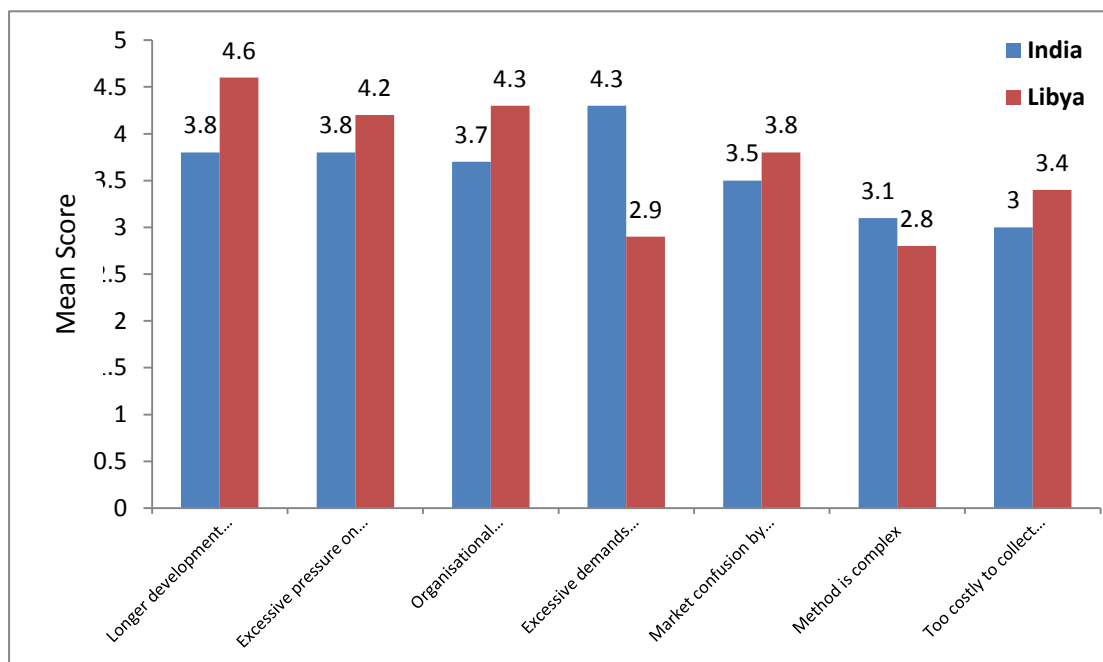
The hypothesis is rejected here since the duration of use of the target costing technique is correlated with the understanding and perception of importance of the benefits and drawbacks of the method.

Though respondents agree that having a good design team is important, Indians and Libyans predictably disagree on weather the method is 'market driven' since this can only happen in an oligopoly while in a monopoly the method is more 'manufacturer driven' and it is also more crucial to stop production of an expensive product in an oligopoly since the losses are greater due to the requirement of a very competitively priced product.

The respondents from Libya find 'Longer development cycles', 'Excessive pressure on employees', 'Organizational conflict, more a greater drawback for application of the target costing process than Indians also the expense of collecting information for the process is considered more a drawback by the Libyans than the Indians. That the target costing method puts a high demand on suppliers is considered a greater drawback by Indian respondents since in a competitive market taking care of suppliers is important while in monopoly the suppliers have no choice.

The alternative hypothesis [H1] stands proven here. There is a significant correlation between the appreciation of the benefits and drawbacks of the target costing technique and the duration of use of the technique.

Conclusion :

Target costing is the process is established to set and support the attainment of cost levels, Manufacturers face the difficulty of having to match the lower prices of global competitors and still offer the highest quality products which customers demand. Hence the distribution of overall appreciation for all factors combined playing an important role when positioning products in the market is significantly higher in Libya as compared to India, Here Libya being a monopoly give no chance to buyers making it more important the cost, selling price

& profit crucial factors, whereas in India the above factors have less importance due to the fact that there are more options available and hence do not play a crucial part in positioning the product in Indian Market.

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CONTRIBUTIONS OF HIGHER EDUCATION TO PARTICIPATION IN POLITICS IN NIGERIA

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Abstract

The more educated one is the more political minded one should be. It is suppose to be that the more educated one is the more likely the person is to participate in politics and political processes but that seems not to be the case in Nigeria especially in Bayelsa State where there is usually low turnout of voters during elections. Tertiary education being the pinnacle of study has been chosen for this investigation. Undergraduate students in the only State owned University (Niger Delta University) is the focus of this study. The major purpose of this study is to determine the influence of university education on participation in public politics through undergraduate students' participation in public politics in Bayelsa State. Questionnaire was the main instrument for data collection which makes the study a quantitative study and the design of the study is a survey design. The study revealed that majority of the respondents participates in politics. And the extent of their participation ranges from being a card carrying member of a political party; to making financial contributions; taking part in the elections; canvassing for votes; dialoguing with representatives over political and other issues which cut across health, welfare, culture, voting, campaign and developmental issues. The participation in all these political indices justifies that undergraduates in Niger Delta University participate in public politics. Thus the contributions of university education for an effective participation though salient but is very crucial for an effective, efficient, and above all increases the chances of a better participation in public politics thereby saving a nation's democratic values.

Keywords: Bayelsa State, democracy, higher education, Nigeria, participation, politics, undergraduate.

Introduction

One of the most consistently documented relationships in the field of political behaviour, is the close association between education and political participation. Researchers have found as stated above; that the more educated citizens are; the more likely they are to vote in elections and participate in campaigns. One mystery, however, is why political participation has failed to increase with the rising levels of education in Nigeria particular among students in tertiary institution. If education truly imparts the civic skills that drive political participation, then there should be increase in public politics participation. This research therefore intends to investigate the contributions of university education to the participation in public politics by undergraduate students' using Bayelsa State as a case study.

The word politics has a Greek origin which is derived from the word 'polis' meaning Greek City State. Within the polis were citizens who are involved in several activities of the city state. These activities of the citizens of the states, in their right and capacity as members and operator of the state affairs were seen and described by the anxiety thinkers as "politics" many scholars have offered different definitions and explanations of the phenomenon of politics, it is in this light that

Azikiwe – a famous Founding fathers of Nigerian democracy defined politics as an activity whereby different interest within a territory are conciliated [1]. This means politics is not only an activity to struggle for scarce resources, but also to make decisions and resolve conflicts in the society.

Politics as defined by [2] is the process by which men deliberate matters and take actions in an attempt to realize public interest or the common good. Politics therefore is a systematic process through which people maximize peaceful resolution of conflict and maximize violence, thus by politics it refers to the activities associated with the control of public decisions among a given people and in a given territory, this control may be backup by authoritative and coercive means [3].

Political participation on the other hand, is the correlation of two concepts. That is, participation and politics. Political participation was defined by [4] as the direct or indirect involvement of citizens of a state in the initiation and implementation of public policies as well as in the choice of their leaders. Political participation according to [5] refers to the Political activity of the citizens either as individuals or groups intended or designed to influence the political process. It is the actual involvement of the citizenry to influence directly or indirectly the ways, directions and methods of governance or more specifically the output or outcomes of the political process. Thus political participation is a political activity; the activity is directed at selecting rulers influencing the decisions of government and the ways of governance. According to [6] political participation refers to the voluntary activities by which members of a political community share in leadership selection and policy formation.

Political participation is the principle means by which consent is granted or withdrawn in a democracy and rulers are made accountable for the ruled [1]. It is also a means for the realizing the democratic objective of quality and freedom of citizenry in the determining of their own affairs. Thus without active involvement of citizenry in the selection of public policies, democracy would be reduced to a mere political activity. Political participation encompasses the various activities that citizen employ in their effort to influence policy making and selection of their leaders. People participate in politics in many ways; they may write to their representatives or senators or work for a candidate or political party. Partly because of the federal system of government in Nigeria, people have many opportunities to participate in the democracy at national, state, and local government level.

Objectives / Purpose of Study

Undergraduate students in the only State owned university (Niger Delta University) is the focus of this study as they accounts for about ten percent of the total population of Bayelsa State [3]. There is increasing number of enrolment into tertiary institutions, yet there is still a decline of these undergraduate students' participation in politics [7]. This in a way has raised a lot of concern about the potency of education in the state, especially tertiary institution. This is because education in a way ought to set the platform for these undergraduate students to be involved in the political process in the State. The major purpose of this study is to determine the influence of university education on participation in public politics through undergraduate students' participation in public politics in Bayelsa State. It was specifically designed to find out:

1 The extent of undergraduate students' participation in public politics in Bayelsa State;
2 The forms of political activities that undergraduate students' participate in;
3 The factors that motivates them to participate in public politics;
4 The benefits of participating in public politics;
5 The problems of undergraduate students' participation in public politics.

Perspective / Theoretical Framework

The thirty six States in Nigeria are grouped into six Geo-Political Zones namely: North-West, North-East, North-Central, South-West, South-East and South-South Geo-Political Zones. Bayelsa State is in the South-South Geo-Political Zone of Nigeria and the heartland of the Niger Delta region which is rich in oil but seriously marginalized and deprived. Bayelsa is a state with eight Local Government Areas and a population figure of about 1,704 515 people as revealed by the 2006 census in Nigeria.

Politics is largely the process concerned with the distribution of values in the society, but in most cases how equitably these values of the society can be distributed is a function of the

educational awareness of the individuals in that political system, which in a way sustains the democratic processes of that society. This is because; political participation in governance holds a lot of benefits for both undergraduate students in the formal educational institutions and as well as the state. The formal training of youths to assume leadership position starts in schools, from primary through tertiary level. Tertiary institutions of learning are seen as the pinnacle of learning and the agents of political socialization of students. This is because it sets the platform for the elites to develop their ideological, political, and moral values and a sense of patriotism. This is why tertiary institutions as part of its administration and ethics have student unions where students are encourage to participate in its activities through appointment or election into offices or positions all of which is geared toward promoting the polity of the institution and country at large by transferring the political ideologies to future generations.

Politics is the human interaction that is involved in the authoritative allocation of values in any society. It involves the people deciding for material goods and services or even symbolic values, and it includes the procedures and power play involved in reaching those decisions [6]. On the other hand, participation in social context refers to the different mechanism for the public to express opinion and ideally exert influence regarding the political, economic, management or other decisions. [5] stated that for political participation to bring about this authoritative allocation of societal values, education must be an integral part of this process. Therefore for citizens to participate in politics the process must satisfy at least two processes or criteria, namely; it must be voluntary, and there must be a possibility that the participant's action whether individual or collective will have the intended effect on the polity or the policy makers. If these two criteria are ignored it could lead to the phenomenon of political apathy which is a withdrawal from or indifference to political activities [8].

Scholars like: [9] cited in [5] have opined that the recruitment of students into the political system should be given priority, so as to sustain the involvement of individuals in political activity to address the problems of decline in politics.
However it is very important to state that, there is a difference between public politics and private politics. By private politics it means those collective activities of individuals within the confines of an organization or institution that is aimed at promoting the collective interest of its member's example, pressure groups, and student's union politics in tertiary institutions of learning. While public politics on the other hand involve the generality of the public and it is usually not confined just to its members but cutting across all spheres of the society at large and an example is political parties [2] which this study is concerned with.

Method

The design of the study was a descriptive survey design. The population of the study was

all students of Niger Delta University that are from Bayelsa state. Letters of consent were sent to the executive body of the National Union of Bayelsa State Students eliciting their willingness to be involved in the study. Details of the objective and purpose of the research were outlined in the consent letter. A purposive sampling technique was used to select five Faculties out of the nine Faculties in the University. The population (the five selected Faculties) was based on the level of participation of students from these Faculties in the National Union of Bayelsa State Students Association which is the focus of the study. A total of one hundred and fifty students constituted the sample for the study. This was arrived at by randomly selecting thirty students from each participating Faculty. The research instrument for the study was a structured questionnaire titled Undergraduate Participation in Public Politics (UPIPP). The instrument consisted of two sections. Section A was demographic data of respondents while section B was questions on a four point Likert scale, of Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), and also a yes or no dichotomous response, see Appendices I and II attached.

The face and content validity of the instrument was ascertained by experts in measurement and evaluation. Test-retest method of reliability construct was used to test the reliability of the instrument. 30 students outside the sample were administered the instrument; after a period of two weeks, the same instrument was administered to the same group of students. The two data were compared using Pearson Product Moment Correlation (PPMC) and Coefficient of 0.84 was realized which is within the acceptable reliability benchmark for reliable instruments.

The participants were reached during one of the regular National Union of Bayelsa State Student congress meeting held on 30th of October 2016 and the instruments administered to them. The completed questionnaires were retrieved immediately after the meeting. The data collected were analyzed and the responses shown clearly through percentage frequencies.

Data Source

The data sources for this study were primary data generated from the undergraduate students' questionnaire on political participation.

Results

The study had five research questions which were answered as follows: majority of the respondents reveals that they participate in politics. And the extent of their participation ranges from being a card carrying member of a political party; to making financial contributions; taking part in the elections; canvassing for votes; dialoguing with representatives over political and other issues which cut across health, welfare, culture, voting, campaign and developmental issues. The participation in all these political indices justifies that undergraduates in Niger Delta University participate in public politics. This

finding collaborates with [5] who states that the extent of an individual political participation can be measured by the aforementioned indices.

On the second research question, it was found that majority of the respondents do participate in politics, going by the forms of political activities they engage in which include: seeking political information; campaigning for political office; contesting for political office; analyzing political issues; registering to vote; canvassing for votes; making political speeches; advising representatives; seeking political opinions from electorates which are similar to the forms of political activity identified by [1] as among other variables that sustains the democratic process in an effective political activities and engagements.

On the third research question, the results from the questionnaire reveals that majority of the respondents are of the opinion that there are a lot of benefits for undergraduate students who participate in public politics, which ranges from financial support by their party, right to vote and be voted for, recognition by their political parties, holding elected representatives accountable.

Also on the fourth research question, a majority of the respondents opined that the variables that motivate them to participate in public politics are; university education, students' unionism, peer interaction, the curriculum via the various courses that they are being taught, and lecturers influence amongst others. This finding collaborated with [10]'s findings. Adelabu and Akinsolu carried out a study of political education through the university: a survey of Nigerian students, in their study they discovered that the variables that motivate students to participate in politics are the same as the above stated variables. Also in a similar study by [11], involving five nations, they discovered that university education enhances students' participation in politics.

The fifth research question revealed that majority of the respondents face challenges ranging from lack of sensitization of undergraduate students by political parties; to time constrain as a result of lengthy political meetings; financial constrains; and the problem of unequal representation in party affairs. This findings contrast with [12] who explored the relationship between higher education and political behavior and found that there is no effect to students' participation in politics.

Conclusion

In conclusion, the importance of university education in any society cannot be overemphasized. It is a vital tool for the socio-economic and political development of any society; this is because like every aspect of formal education it enables the educational objectives of a nation to be realistic as well as achievable. Thus the contributions of university education for an effective participation though salient but is very crucial for an effective, efficient, and above all increases the chances of a better participation in public politics thereby saving a nation's democratic values. Tertiary institutions particularly

university education as revealed by this study is as important as other variables considered for necessary survival of a constitutional democracy as it is the primary means of teaching and learning the democratic values that under grid a system ordered liberty, which provides majority rule with protection of minority rights. Thus undergraduate students are challenged as future leaders and conscience of the nation's democracy, to participate in politics by so doing they are consciously and unconsciously promoting and at the same time building a solid platform that will sustain the nation fragile democracy.

Significance / Educational Implication of the Study

Education is very necessary for political awareness and meaningful political participation. It is also important for the maintenance of democratic value and survival of democracy. Education helps in the acquisition of positive attitudes, right mind and ability to understand and co-operate with changes in the modern political system. It enables individuals to be aware of their rights in the society. Thus the educational implications of this study are:

- The future of the state will be in the hands of dishonest and corrupt individuals, if the educational system fails to live up to expectation by providing a platform to encourage students at the tertiary level of education to take active part in the political processes of the state and by so doing they are contributing to nation building.
- The educational objectives of the nation as clearly stated in the national policy on education which states creating a free, democratic and egalitarian society will be nothing but a myth if the participation of our teeming undergraduates students are not encouraged to participate in the political process which in the long run will bring about the needed free egalitarian and democratic society.
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Appendix 1

SECTION: A PERSONAL DATA
1………………………….. Faculty
2………………………….. Sex
3…………………………... Year of study

SECTION: B
Please tick in the appropriate column to indicate your choice of answer.
Key: strongly agree, SA, agree A, DA disagree, strongly disagree SDA.

S/N	Questionnaire items	SA	A	D	SDA	%
1	Undergraduate students are card carrying members of political parties in Nigeria					
2	Undergraduate students					

	make financial contribution to their parties					
3	Undergraduate students take active part in the last elections					
4	Undergraduate students canvass for votes in their various wards					
5	Undergraduate students do communicate with their elected representatives over political issues.					

Appendix II

Forms of political activities undergraduates participate in. Put a tick below on the various forms of political activities that you have participated in;

S/N	Questionnaire item Political activities	Yes	No	Sample	percentage
1	Seeking political information				
2	Campaigning for political office				
3	Contesting for political office				
4	Analyzing political issues				
5	Registering voters				
6	Campaigning for votes				
7	Making political speeches				
8	Voting in election				
9	Advising representatives				
10	Seeking political opinion from electorates				

Measuring the Effect of the Privatization of the Kuwait Stock Exchange on its Performance

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Abstract

The main objective of this research is to measure if there have been any notable changes in the trading actives of the Kuwait stock Exchange (KSE) after the privatization process that took place on the 25th of April 2016. The data that are used to test if there is any change in the KSE market performance are the daily indices for the period from the 25th of April 2016 till the 24th of October 2016 (after privatization) and a similar six months period before the date of the privatization from the 24th of October 2015 till the 24th of April 2016. In addition, as a control, the study included a period that is a period parallel to the six months period after the privatization. The results indicate that privatization is associated with lower variability for the majority of variables, but that the observed switch in slope direction is not actually a product of privatization, but rather one of serial correlation. In addition, there is no evidence to suggest that privatization has, as of yet, affected the average closing price of assets quoted on the KSE.

Keywords: Privatization, Kuwait Stock Exchange (KSE), Market Capitalization (MCAP), Capital Markets Authority (CMA), Boursa Kuwait Securities Company (BKSC).

Introduction

Stock exchanges are currently facing a complicated and a competitive environment in the different markets. Some of the key forces behind these changes and developments are the ever growing use of more sophisticated technology and the evolution of financial regulations. In light of these changes to the market and environment and in order to strengthen their competitive powers, stock exchanges are moving towards the privatization.

Kuwait Stock Exchange (KSE) was established in 1983 to regulate and organize public

trading activities in Kuwait. KSE over its years of operation have witnessed various changes and developments through introducing different investment tools such as the introduction of options, futures and forward markets. In addition, the KSE worked on facilitating the trading process through implementing an electronic trading system and then later extended to include an online trading platform. It is worth mentioning that in 2010, the regulatory responsibilities of the KSE moved to be under the Capital Markets Authority (CMA).

 Commencing from April 25th 2016, the KSE started to be operated by Boursa Kuwait Securities Company (BKSC). BKSC was established by the CMA commissioner's council in 2014 mainly to run KSE operations efficiently and effectively in line with international standards.

The KSE is classified into 16 sectors with a market capitalization (MCAP) of around KD 25 billion as of May 2016. The banking sector alone represents nearly half the MCAP of the market with around KD 12 billion for the same mentioned period. Telecommunication comes next according to with around KD 2.6 billion which is equivalent to around 10% of the total MCAP (May 2016).

This study is based on the daily index figures for three periods. The first period starts from the first date of privatization which is the 25th of April 2016 till the 24th October 2016. The second period is before the privatization date from the 24th of October 2015 till the 24th of April 2016. The third is a parallel period is from 25th of April 2015 till the 24th of October 2015

Our main source of data and information are the Kuwait Stock Exchange, Boursa Kuwait Securities Company, and Zawya research reports.

Literature Review

During 1960's, Germany privatized its stock exchange and was one of the first to carry out this transformation (Esser, 1994). The promotion of investors' participation and the renewal of national exchanges have been top priorities of privatization programs not only in the United Kingdom, but also in France, Spain, and Italy (Vickers and Yarrow, 1988; Dumez and Jeunemaitre, 1994; Chiri and Panetta, 1994).

As per Boutchkova and Megginson (2000), a significant increase in wealth is shown to be correlated with privatization and the financial market development. For example, in developed countries outside the US, the stock trading volume grew from USD 460 billion in 1983 to around USD17 trillion in 1998.

Pagano, 1989; Subrahmanyam and Titman, 1999, suggest that privatization contributes to stock markets via improving diversification opportunities for investors. Academic and otherwise, a multitude of literature has examined effects of privatization. Inparticular, Megginson and Netter, 2001; Bortolotti et al., (2002) offer several papers that have documented major developments and improvements in the economic and the financial performance of privatized institutions (.

Privatization involving the floating of shares in both domestic and international exchanges is said to reduce informational barriers to foreign investment, thereby boosting liquidity in the domestic market (Hargis and Ramanlal, 1998; Chiesa and Nicodano, 2003). Ryden, 1997; mentioned that since the privatization of the Stockholm Stock Exchange took place as of January 1993, the market witnessed a substantial growth in market values and trading volume.

The Organization for Economic Co-operation and Development report that "the privatization of exchanges globally was done through either a strategic sale or a self-listing (The Organization for Economic Co-operation and Development "OECD" 2014). The ownership of an exchange by the companies listed on it is extremely rare and in the MENA region, only the Palestinian stock exchange is predominantly owned by one of the largest companies listed on it. This is due to some circumstances particularly related to the Palestinian economy, the fact that the exchange was never owned by the government.

Despite the importance of these issues, there is no enough empirical research focuses on the impact of privatization on the development of the financial markets and especially in the Arab world in general and Kuwait in particular.

Methodology

The statistical tools used in this analysis are standard variance ratio tests (f-tests), and t-tests for comparing the various means between the three time segments. In addition a semi-log OLS regression is ran on each of the four variables (Closing price, number of shares traded, value of deals and the number of deals, in which the independent variable is time.

Results and Discussion

The outputs below relate to a three-way comparison of four variables, in three time periods: six months prior to privatization, six months post-privatisation, and a six months parallel of pre-privatization months in the previous year. Table 1 compares the descriptive statistics,

while table 2 compares the slope betas from several simple OLS regression in which time is the x variable.

Table 1: Mean and Variance Comparison

	Before		After		Parallel	
	Mean	**SD**	**Mean**	**SD**	**Mean**	**SD**
Closing Price	5353.49*	244.97*	5407.38	44.47	6101.26*	252.28*
No. of shares traded	147074196*	53789986*	90369565	44097762	154253866*	63069251*
Value of Deals	12975455*	4323061*	8637545	3363011	13683959*	4057633*
No. of Deals	3373.62*	839.9	2285.86	794.38	3441.53*	1009*

* Significantly different from the 'after' (post-privatization) period (minimum of 95% confidence)

There is a significant difference between the vast majority of variables, but this in itself is not particularly insightful. What is more telling is when the post-privatization period appears to universally distinguish itself from the two other periods, and as such, they are the points we focus this discussion on. The different mean returns in regards the closing price appears largely insipid, but the reduction in variance is noteworthy. Indeed, except for the *'number of deals'* variable, variance is lower for all variables in the after period. Analytically speaking, the near universal reduction in variance is probably indirectly responsible for many of the other observed differences. Focusing on the two remaining means, the *'number of shares'* traded appears to be markedly lower in the after period. A similar observation stands in regards the *'value of deals'* variable.

Table 2: OLS Slope Coefficient

$$\log(y) = \hat{\beta}_0 + \hat{\beta}_1 t$$

Y	Before	After	Parallel
	Beta-1	*Beta-1*	*Beta-1*
Closing Price	-0.0009	0.0001	-0.001
No. of shares traded	0.0068	-0.0107	-0.0023
Value of Deals	0.0021	-0.0085	-0.0021
No. of Deals	0.0039	-0.007	-0.0013

Being a semi log model, the coefficients have a percentage based interpretation. For what it's worth, with the exception of *'closing price'* which is weakly significant in the parallel set, all other relationships are highly significant. However, as there are no independent variables outside of time itself, it's not so much a matter of significance per se, but rather one of analysing comparative trends and spotting pattern anomalies. And so that is what we focus our attention on. At first glance, the most compelling story told by the models is the near universal 'turn of sign' post-privatisation. The one exception is 'closing price'. And indeed, in terms of what one would expect from an OLS regression, closing price is the least well behaved out of all our variables, and accordingly, the one from which we can draw least in the way of a conclusion. Closing price to one side for now, this general reversal enables us to see that, if one were inspecting the first six months of privatization, these data alone would be highly misleading, as one may be tempted to conclude that privatization is associated with a dramatic reversal of trends. The parallel data period on the other hand serves as a control to favor the suggestion that what we are observing is more likely to be serial correlation (cov $(u_t, u_{tj}) \neq 0$) across time segments. In which case, the more legitimate comparison to focus on is between that of the parallel and the post-privatization periods. Therefore, based on confidence interval analysis, the other most notable observation emerges is that, all slopes are significantly different post-privatization. There appears to be an accelerated decline in regards the number of *'shares traded'*, and the actual *'value of deals'*. Previously, a one-unit change in time was associated with a decline of 0.0023 percent, post-privatization it moved four-fold be 0.01 percent. The *'value of deals'* trend shifted by a similar magnitude from, negative 0.02 to negative 0.085 percent. However, the *'number of deals'* variable poses a different pattern. It undergoes moderation. The parallel period is associated with a decline of 0.0013 percent, whereas from privatisation onwards this flattens by to be 0.007%.

Summary and Avenues for Future Research

The firmest conclusion relates to characteristic variance. With the exception of the '*number of deals*' variable, the evidence suggests that privatization is associated with lower variability. It's hard to rationalise why this may be. Actually, it's a touch counterintuitive, as one would expect the withdrawal of public administration (and its implicit moral hazard inspired safety net) to perhaps be associated with more volatility not less. Indeed, that reasoning would still punctuate our long run expectation, and in turn, constitutes an avenue for future research.

For the time being, as we have taken the 'immediate period', and we attribute the tighter

variance to indicative of investors having possibly adopted a *'test the water'* sort of mentality towards the newly privatized KSE. The second most conclusive finding relates to what appears to be a dramatic reversal of trends in relation to all but one of the chosen variables. Viewed as just the immediate aftermath, the *number of shares traded value of deals* and the *number of deals* all switch to negative slopes after privatization, evidence does, however, suggest that this is a misleading turn; it is not a post-privatisation switch, but rather the segment of a wider pattern of serial correlation. And while it is noteworthy that the paralleled relationships display significantly different gradients, that in itself is ultimately a limited finding. One could consider an area for research to be to assess whether that is a transitory or persistent change. As is to be expected from an orthodox assessment of equity markets, *closing price* is a particularly slippery variable to deal with, and other than a significant fall variability, there is no evidence to suggest that privatisation has, as of yet, affected the average closing price of assets quoted on the KSE.

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CUSTOMS *(ADAB)* OF GOVERNANCE IN *TAJUS SALATIN (THE CROWN OF KINGS)* AND *SYAIR TENKU PERABU*

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ABSTRACT
This paper is aimed at describing the customs (*adab*) pertaining to the Malay rulers as enshrined in the book (*kitab*) , *Tajus Salatin (The Crown of Kings),* and to compare it with the behaviour of the first ruler of Singapore in the Malay poem (syair), *Syair Tenku Perabu.* The political instability brought about by the death of Sultan Mahmud Syah in 1812 was exploited by the British to gain influence in southern Malaya, especially to control trade in Singapore. The cunning of the British in interfering with the crisis that erupted over the coronation of the sultan paid off when Sultan Husain Muadzam Syah was installed as the first ruler of Singapore. From the time of the Malay Sultanate of Aceh in the early 17th century, it had been customary for the book (*kitab*), *Tajus Salatin (The Crown of Kings)* to be used as a reference by the Malay rulers during their reign. Accordingly, Sultan Husain Muadzam Syah was no exception in using this book (*kitab*) as the key to his government policies. However, the behaviour of this leader, as illustrated in *Syair Tenku Perabu*, was inconsistent with *Tajus Salatin (The Crown of Kings)*. By analysing the texts in *Tajus Salatin (The Crown of Kings)* and *Syair Tenku Perabu*, this study highlights the customs (*adab*) that should have been practised by the ruler in his government and further clarifies the reasons for the fall of the Malay government in Singapore for not complying with the concepts of those customs *(adab)*. This study makes an important contribution, especially in promoting the book *(kitab), Tajus Salatin (The Crown of Kings)* as a literature on constitutionalism that guided the Malay rulers for generations. In conclusion, a leader needs to understand his responsibilities as the 'Caliph of Allah' on this earth so that the country that is ruled by him will be blessed and prosperous.

KEYWORDS: Customs *(adab), syair* (poem), traditional Malay, *Tajus Salatin (The Crown of Kings),* Sultan Husain Muadzam Syah

INTRODUCTION

The Malay community experienced a dynamic evolution in their religious worship and beliefs starting with animism, Hinduism-Buddhism, and finally, Islam. Although the Malay community embraced Islam, as evidenced by the golden age and development of Islam in the archipelago in the 15th century, the remnants of Hindu-Buddhist beliefs are strongly etched in the heart of the community. The concept of '*The Divine King*' (*Devaraja)* is still prevalent in traditional Malay society, thereby causing the ruler to be crowned as the supreme authority in the communal hierarchy (Geldern, 1942:22). This phenomenon has

led to the emergence of the ruler as the head with absolute power over all his subjects. The sanctity of the ruler was reinforced by various myths about their mystical descent and sovereignty, which are deeply ingrained in Hindu-Buddhist beliefs handed down from generation to generation. The arrival of Islam in the early 11th century further raised the status quo of the Malay rulers to a much higher level. They continued to be regarded as descendants of the great world leaders of the East and West whose births had been highlighted through various myths. Their responsibilities as the 'Caliph of Allah' or 'God's shadow in the world' further validated the legitimacy of the ruler as the 'sovereign king' (Bagley, 1964: 45).

Thus, Islam as a way of life, has placed conditions for the privileged power of rulers as leaders who have been entrusted with the responsibility of governing the world with wisdom. Kings or rulers must be aware of the great responsibility that has been placed on their shoulders to fulfil the will of Allah and, at the same time, to strive to be the best model for their subjects (perfect man or esteemed man) (Braginsky, 1993: 1998; Muhd. Norizam Jamian and Shaiful Bahri Md. Radzi, 2016:90). This means the ruler, as the 'Caliph of Allah in the world' should regard the customs *(adab)* as a key element in carrying out his responsibilities. The slogan, 'A just ruler is a ruler who is worshiped, a despotic ruler is a ruler who is rejected', is a phrase that is mentioned in *Sulalatus Salatin (Sejarah Melayu*) as written proof of an agreement *(waadat*) between the ruler and his subjects. The concept of justice is not limited to the question of punishment alone, but also the processing of all other matters in relation to the people and the government in more creative ways in literary works. For example, literary works concerning the administration of the country, such as *Tajus Salatin (The Crown of Kings), Bustanus Salatin, Thamarat al-Muhimmah* and so on, were written to provide guidance to rulers and state officials in the Malay world with regard to the rules of government.

Accordingly, the literary work on the administration of the country, such as *Tajus Salatin (The Crown of Kings)* was often used as a guide by the Malay rulers in governing the country since the 17th century. This attracted the interest of many colonial Dutch and English scholars in the late 19th and early 20th centuries, such as G. H. Werndly, Roorda van Eysinga, de Hollander, Ph. S. van Ronkel, R. O. Winstedt and several others, to study and understand the contents of this book *(kitab)* on state administration. On the whole, these colonial scholars focused more on the aspects of philology and the determination of the status of the author of *Tajus Salatin (The Crown of Kings)*. However, from the 1950s until now, the research has been intensified by several scholars within and outside the country, such as Marrison (1955), Johns (1961), Khalid M. Hussain (1966), Brakel (1970), Grinter (1979), Fatimah Embong (1982), Mohd. Aris Othman (1983), Siti Hawa Hj. Salleh (1992 and 2010), Braginsky (1993; 2000), Barnard (1994), Asma Ahmat (1994), Jelani Harun (1996; 1999; 2001; 2003; 2004; 2005; 2006 and 2009), Cheah Boon Kheng (2006), Khalif Muammar A. Harris (2011) and Shah Rul Anuar and Nik Kamal (2014), on various aspects of *Tajus Salatin (The Crown of Kings)*. It was discovered that none of the above studies made a comparison of constitutional literature, especially the *Tajus Salatin (The Crown of*

King), with other forms or genres in traditional Malay literature. What's more, the issue of 'royal customs (adab)', which are the pillars of government as enshrined in the *Tajus Salatin (The Crown of Kings),* has never been highlighted by scholars in detail. Most of the studies have only been a comparison between the texts in the constitutional genre, the Arab-Persian contributions to this genre in the Malay world, and studies concerning the content and determination of the identity of the real author of the works. In the event that the study was orientated towards the customs *(adab)* of government, the basis of the research was focused more on the framework of the customs *(adab)* from the perspective of Syed Muhammad Naquib Al-Attas (2001) and not *Tajus Salatin (The Crown of Kings),* for example, previous studies by Muhd. Norizam Jamian and Shaiful Bahri Md. Radzi (2013), Norasma Ab. Aziz and Muhd. Norizam Jamian (2016), as well as Muhd Norizam Jamian and Shaiful Bahri Md. Radzi (2016).

Moving on from this point, this study focused on aspects of government 'customs *(adab)'* with two main objectives, i.e. to describe the customs *(adab)* pertaining to the Malay rulers as enshrined in the book (kitab), *Tajus Salatin (The Crown of Kings)*, and to compare them with the behaviour of the first ruler of Singapore, as depicted in the poem, *Syair Tenku Perabu.* This poem was chosen as a comparison because the ruler depicted in this poem also used the *Tajus Salatin (The Crown of Kings)* as a guide during his reign. However, the cities under his administration still fell into the hands of the British until the power of the Malays was wiped out in Singapore in the early 19th century. Indirectly, this study unravelled the personality of the last ruler of Singapore through the 'dark' poem that had been hidden for so long in Malay historiography.

CUSTOMS *(ADAB)* OF GOVERNMENT AND THE BOOK (*KITAB)* *TAJUS SALATIN (THE CROWN OF KINGS)*

The key to guaranteeing human well-being and happiness in life is the preservation of customs (*adab*). Nevertheless, customs *(adab)* must be tempered with education so that life will flourish within an individual (Syed Muhammad Naquib al-Attas, 2001:54). Education that can add value to customs *(adab)* in an individual comes through the concepts of Islamic learning *(ta'dib),* which contain elements of knowledge *('ilm)*, instruction (*ta'lim*) and guidance (*tarbiyah*) (Syed Muhammad Naquib al-Attas, 1980:34). As such, a 'civilized human being' is one who knows his God, knows and loves his Messenger, and considers the Prophet Muhammad s.a.w. as *uswah hasanah*, respects the scholars as the descendants of the Prophet, and has a high regard for knowledge. By complying with these rules, a person will be able to successfully perform his duties as the *'Caliph of Allah'* (Syed Muhammad Naquib Al-Attas 2001: 118-120). The importance of customs *(adab)* in the life of a person cannot be denied because a 'customs' *(adab)* is "[…] the spectacle (mashhad) of justice as it is reflected by wisdom*"* (Syed Muhammad Naquib al-Attas, 1980:23). Accordingly, in keeping with the literary concept in Islam as *'al-adabi'*, i.e. literature that comes from a delicate soul that is aimed at educating and nurturing the conscience of the people with pure values (Shafie, 1996: 118-151), hence 'literature' plays a very big role in

religion and society. Hence, this has given rise to the literary genre of customs (*adab*) or constitutionality, especially in traditional Malay literature.

Tajus Salatin (The Crown of Kings) was among the works written by Bukhari al-Jauhari in 1603 in response to several incidents that took place in the court of Aceh during the reign of Sultan Alauddin Riayat Syah (1586 to 1604). The problems with regard to the power struggle in the palace, the growing plural society as a result of trade expansion, as well as the love of the Acehnese people for mysticism made it necessary to have a guide to address the socio-political instability (Shah Rul Anuar Nordin, 2014:5). Since then, the *Tajus Salatin (The Crown of Kings)* has continued to be a guide for rulers and officials throughout the Malay world in running the government of the country in a civilized manner. Generally, the contents of the book *(kitab)*, *Tajus Salatin (The Crown of Kings)*, can be divided into three parts*,* namely:

1. Human history, the world and its creation as well as the concept of monotheism.
2. Procedures for running the government, the concept of justice and constitutional customs *(adab)*.
3. Education in various sciences.

This study will only be focusing on the second part, i.e. 'procedures for running the government, the concept of justice and constitutional customs *(adab)*', covering ten (10) articles out of a total of twenty-four (24) in *Tajus Salatin (The Crown of Kings)* concerning the customs *(adab)* that should be observed by a ruler, namely:

No.	Customs (*adab*) category	Article in *Tajus Salatin (The Crown of Kings)*									
		4	5	6	7	9	10	14	17	20	21
1.	Custom of the ruler being filled with knowledge	√	√		√						
2.	Custom of the ruler in interactions				√				√		
3.	Custom of the ruler being fair			√		√			√		
4.	Customs concerning ministers and royal advisers						√				
5.	Custom of the ruler regarding the rights of his children							√			
6.	Custom of the ruler pertaining to the								√	√	√

citizens (Muslims and non-Muslims)										

Based on the above table, it is no wonder that the constitutional literature of *Tajus Salatin (The Crown of Kings) (Mahkota Raja-Raja)* is so famous throughout the Malay world. Starting in Aceh, this book *(kitab)* has spread to every corner of the island of Sumatra, Malaya, the Riau Islands and Java. *Tajus Salatin (The Crown of Kings)* was also adopted by the rulers of Johor-Riau after the glorious era of Aceh as the centre of Islamic knowledge in the Malay world. Therefore, the analysis below will compare the customs *(adab)* of government in the *Tajus Salatin (The Crown of Kings)* with the behaviour of Sultan Husain Muadzam Syah, the sultan of Singapore, as depicted in *Syair Tenku Perabu*.

COMPARISON OF THE CUSTOMS *(ADAB)* OF GOVERNMENT BETWEEN *TAJUS SALATIN (THE CROWN OF KINGS)* AND *SYAIR TENKU PERABU*

Syair Tenku Perabu di Negeri Singapura or *Syair Tenku Perabu* is among the Malay poems *(syair)* that were recopied in 1250 AH or 1835 AD by a Malay author, whose identity is unknown. This poem clearly touches on the crisis being faced by the Malay community in Singapore at that time in adjusting to the British colonial administration. The replacement of the power of the palace by the British system of governance plunged the Malay community into a system of values and governance that was very different from their traditional way of life, and the ethics and conventions that had been upheld by them all along. For example, the Malay rulers no longer held absolute power, but instead were controlled by 'European rajas' comprised of the British administrators. The struggle of the Malay community in the face of the various transformations that took place as a consequence of this colonialization gave birth to social protests in the form of poems, such as the *Syair Tenku Perabu* in the 1830s by an author of unknown identity.

According to Muhammad Hj. Salleh (1994:7), this poetic manuscript, consisting of 162 couplets, was discovered by him in the National Library of France in Paris (Mal. Pol. 91). Since it boldly criticises and opposes the Malay rulers and their families, this poem was handwritten and not printed. This poem was said to have been distributed secretly, and its target audience was the British people at that time (Muhammad Hj. Salleh, 1994:7). It is possible that the owner and keeper of this poetic work was also a British, based on the fact that the translated version in English was provided together with this work when it was discovered (Muhammad Hj. Salleh, 1994:7). This poem describes an issue that went against royal etiquette and brought shame to the entire palace and the people of Singapore. The exposure of the reality in the life of the Singapore ruler (Sultan Husain Muadzam Syah), who failed as a leader in the eyes of his subjects, resulted in this work being used by the author as a channel of criticism. It states that the king allowed himself to be fooled by the queen (Tenku Perabu) and her secret lover, Abdul Kadir, to satisfy their lustful desires. The author boldly and frankly criticises several palace individuals, including the ruler of Singapore himself. This was a display of extraordinary courage by a Malay author against

his ruler. The factor that gave rise to this situation was the unrest among the Malays caused by the geo-political distribution of boundaries in the Anglo-Dutch Treaty in 1824, which was very significant in the history of the Malay community. With this agreement, the Malay territory was split into two, namely the Malay Peninsula (British), and the islands to the south of Singapore (Dutch) (Moorhead, 1963: 124-125). However, on the side of the indigenous community, especially among the Malay aristocrats, a power struggle emerged that continued, especially in the south of the Malay Peninsula, after the Johor-Riau Sultanate broke into two in the 19th century. The success or failure of the parties involved in this conflict was determined by their prudence in seeking the influence of the palace and the two European powers in overcoming their rivals. The politics of Stamford Raffles coupled with the weakness of Sultan Husain Muadzam Syah caused Singapore, which was earlier a part of Johor, to separate and to become a part of the Straits Settlements

Syair Tenku Perabu was written in response to this disappointment. It was as though the ruler, who had all along been a 'symbol of Malay sovereignty', as opined by Milner (1982:104-109; 1994:16-24) that "[…] he was the primary object of loyalty, **he was central to every aspect of Malay life"**, had been buried in this poem. Syed Muhammad Naquib al-Attas (1980:21) reinforced this situation with his view that human beings always underestimate the importance of upholding customs (*adab*) in life, to the extent that they "[…] make alterations and confuse the place of things such that injustice occurs'. For that reason, the author of *Syair Tenku Perabu* remained unknown and his work was never discussed in his homeland until it was introduced by Muhammad Hj. in 1994. This study attempts to prove that Sultan Husain Muadzam Syah, as the first ruler of Singapore, was biased in his rule or strayed far from the customs *(adab)* as contained in the *Tajus Salatin (The Crown of Kings)* compared with the behaviour of the ruler in *Syair Tenku Perabu* as follows:

1. Custom of the ruler being filled with knowledge

The words of Allah S.W.T. in surah *al-Mujadalah* (verse 11), which means, "Allah raises the positions of those who believe and those who have been given knowledge", proves the importance of knowledge in life, more so for a ruler. As a role model to his subjects, a ruler should have abilities and skills in certain aspects to qualify himself as a credible leader. Therefore, knowledge is a vital asset for ensuring the quality of leadership. Through knowledge, a ruler can become aware of the facts of his life, especially in this temporary world, as stated in Article 4 of *Tajus Salatin (The Crown of Kings)*. This means that a civilized ruler must ensure that he is knowledgeable in order to lead his people and his city in the best way possible. As the 'Caliph of Allah swt in the world', a ruler must be aware of the facts of his life to maintain a balance between the needs of this world and the hereafter. *Tajus Salatin (The Crown of Kings)* emphasizes the custom that a ruler must be filled with knowledge in order to ensure the success of his administration. In reviewing *Syair Tenku Perabu*, it was found that the ruler, Sultan Husain Muadzam Syah, was far from practising this main custom. He is described as a man who was very materialistic and worldly. Due to

his lack of knowledge, he looked more to pleasure and prestige than to his responsibilities as a leader. As a result, he was willing to sacrifice his dignity by accepting a monthly remuneration of $1300 from the British. Another consequence of his shallow knowledge was that he accumulated a lot of debts until finally Singapore was sold into the hands of Stamford Raffles. *Syair Tenku Perabu* (1994:56) mentions this situation as follows:

> In memories that never end
> There was give and take between the rulers
> **a monthly wage of thirteen hundred,**
> **to be completely ruined in a breath**.

The concept of a treaty indirectly led to a hegemony of power between the ruler and the people. The phenomenon legitimised the power of the leader over the people and placed the dignity of the leader in the hands of the people. Both parties had to mutually support each other in order to forge a harmonious relationship between the two. Article 5 in *Tajus Salatin (The Crown of Kings)* describes how a king can be highly exalted if his reign is carried out according to the laws of Allah and modelled on the rule of the Prophet. However, if the reverse happens, the people do not have to be loyal to the ruler and are released from the law of Allah swt. In *Syair Tenku Perabu*, Sultan Husain is portrayed as a ruler who failed to observe the custom during his reign because he possessed no knowledge. The proof was that he was described as being very weak in managing his household as the head of the family until his queen blatantly made a fool of him by 'playing a double game'. As a consequence, the people were disappointed because the ruler, whom they had looked up to, was incapable of controlling the scandal under his own roof. As such, the people rose in revolt because of the loss of the concept of a 'sovereign ruler', which had been the symbol of 'Malay supremacy' all along through the phrase, '**stammering and blind, careless and deaf**', that was used to refer to Sultan Husain Syah, as in the following excerpt (*Syair Tenku Perabu*, 1994:56):

> The sultan was fair in his affairs as a ruler
> **Stammering and blind, careless and deaf**
> No matter how much was brought to his attention
> He was not concerned in any way

A ruler who preserves the customs (*adab*) of a leader by his love for knowledge will not allow his subjects to be oppressed by unjust 'officials', as stated in Article 7 of *Tajus Salatin (The Crown of Kings)*. The 'officials' are those individuals who hold power in government institutions, especially in influencing and advising the ruler. A review of *Syair Tenku Perabu* revealed that the ruler listened to the words of his senior 'official', Abdul Kadir (Tambi), who was the lover of the queen herself, rather than to other individuals. The queen, Tenku Perabu, exploited the weakness of the sultan to dominate the people until they felt that they were being treated unjustly. Thus, the respect and allegiance to the institution

of the palace were 'lost', as expressed in the following couplets of the poem (*Syair Tenku Perabu*, 1994: 58, 67-68):

> Tenku Perabu and Tambi exchanged
> Diamond rings, fabrics and chains
> Many in the palace household spied on them
> Whoever eavesdropped **was severely beaten**
>
> Many murmured in confusion
> At the sort of rulers who behaved irresponsibly
> Coming ashore to make their escape
> **A few are left while many have run off**

2. Custom of the ruler in interactions

A great ruler is one who is always cautious in his interactions. This means a leader must approach scientists and scholars so that he will always be armed with knowledge and guidance in carrying out his responsibilities as a head of state. Articles 7 and 17 discuss this custom by emphasizing the importance of 'social science' to ensure harmony in a country. In reviewing *Syair Tenku Perabu,* it was found that the author did not in any way indicate that Sultan Husain Syah mingled with religious persons or scholars, but instead portrayed the ruler of Singapore as being constantly preoccupied with his wealth. Undoubtedly, if the sultan had been mingling with religious persons and scholars, he would not have allowed the adulterous relationship between his queen and his right-hand man (Abdul Kadir/Keling/Tambi) to go on unabated to the extent that the illegitimate child born to them was murdered ('**on being ordered to get rid of the wretched child'**), as in the following excerpt (*Syair Tenku Perabu,* 1994:57):

> Thereupon, through the **so-called** Keling
> **Tenku Perabu was found to be four months pregnant**
> A foreign midwife was immediately summoned
> On entering the room, the door was bolted.
>
> **On being ordered to get rid of the wretched child**
> **It was buried beneath a cempaka tree**
> Tambi objected to the abortion
> Tenku Perabu was punched in the face

3. Custom of a ruler being fair

Justice is much sought after in a leader. Articles 6, 9 and 17 in *Tajus Salatin (The Crown of*

Kings) clearly states the importance of justice in a country's system of government. For example, Article 6 (*Tajus Salatin, The Crown of Kings,* 1992:70) mentions the consequences to a country if the 'sovereignty of the ruler' is lost due to injustice against the people. Meanwhile, Article 9 (*Tajus Salatin, The Crown of Kings,* 1992:108) speaks about the sufferings that will be experienced by the people if the ruler is unjust in carrying out sentences. This is reinforced by Article 17, which advises that a ruler should deal fairly with his people without any intention of persecuting them. A review of *Syair Tenku Perabu* revealed how Sultan Husain Syah acted blindly by believing the lies of his young wife, Tenku Perabu, in banishing Tengku Jalil (his own son). Without being given an opportunity to defend himself, Tengku Jalil was forced to accept the punishment. Tengku Jalil's disappointment, sadness and anger towards his father, Sultan Husain Syah, are expressed below (*Syair Tengku Perabu,* 1994:76):

> On the way home from the city
> Feeling extremely sorrowful
> Recalling his father's dismal behaviour
> Tired and weary all over.

4. Customs (*adab)* concerning ministers and royal advisers

Article 10 in *Tajus Salatin (The Crown of Kings)* touches on the customs *(adab*) pertaining to the ministers and royal advisers. This is because a prosperous country is one that has a line-up of united and loyal ministers in the service of the reigning monarch. The greatness of a country depends very much on the wisdom and credibility of its ministers, who form the backbone of the government. The *Sulalatus Salatin (Sejarah Melayu)* noted how several cities fell because the customs (*adab*) pertaining to the relationship between the ministers and the ruler were lost. For example, there was the tale of an official of Singapore, Sang Rajuna Tapa, who betrayed his country to the enemy (Majapahit) when he opened the door to the Fort of Singapore, thereby leading to the fall of Singapore into the hands of the Majapahits. In fact, the fall of Malacca into the hands of the Portuguese was also because there was a lack of understanding between the officials in Malacca, corruption was rampant and the officials were selected at the whims and fancies of the ruler rather than for their credibility and wisdom. That was why Article 10 outlined the customs *(adab)* pertaining to ministers and royal advisers who are the backbone of the success of a ruler in governing his city (*Tajus Salatin, The Crown of Kings: 110*). *Syair Tenku Perabu* touched on this subject when the opinions of very wise ministers (local natives) were ignored, and instead they were removed from service and replaced by 'foreigners' (Indians and Bengalis). For instance, when the scandal concerning the queen, Tenku Perabu, and Abdul Kadir (Tambi), became the 'talk' in palace circles, they acted recklessly without discussing the matter with the ruler (Sultan Husain Muadzam Syah). All the officials were driven out from the palace and were stripped of their posts, and instead they were replaced by 'Bengalis' who supposedly were more honest and loyal. What was even sadder still was that the customs (*adab*) pertaining to the ministers and royal advisers were lost when this group reportedly

cursed their ruler and his family, as described in the excerpt below (*Syair Tenku Perabu*, 1994:60):

Tenku Perabu and Tambi did not care
They were asked to recruit Bengali guards
All the Malays were expelled
Tenku Yahya, Encik Abu were driven out as well

They were all quiet and depressed
While cursing, swearing, spitting
Sitting here and there, looking skywards
Gone were all shame and fortune.

Clearly, no feelings of respect, loyalty, sincerity and obedience remained in the hearts of the officials toward the ruler and his family due to the disgusting moral behaviour that was taking place. The author, overcome by anger, used the couplet, "**While cursing, swearing, spitting**" to directly express his hatred, thereby obliterating the concept of a 'sovereign ruler' who should be revered in the hearts of the officials of the country.

5. Customs *(adab)* of the ruler regarding the rights of his children

The position of head of the family, which is entrusted to the men, is a responsibility that is held in high esteem in Islam. What's more, if the head of the family also happens to be the head of a government, then the trust that must be shouldered is multiplied if that ruler is to remain great in the eyes of his subjects. Article 14 in *Tajus Salatin (The Crown of Kings)* includes guidelines on how to raise children so that the customs *(adab)* pertaining to a ruler as the head of a family toward his children is maintained (*Tajus Salatin, The Crown of Kings* 1992:147). Nevertheless, *Syair Tenku Perabu* describes how the main character, specifically the ruler (Sultan Husain Muadzam Syah), betrayed his children in various ways. Tengku Jalil was falsely accused without any proper defence until he was exiled for a time from Singapore. Obviously, the offspring entrusted to the ruler by Allah swt to be cared for and educated properly according to religious principles was betrayed at will. For that reason, the author portrayed Tengku Jalil as having lost all respect for his stepmother (Tenku Perabu), to the extent that he was "**Peeking and spying, waiting to hammer**" the queen, as mentioned below (*Syair Tenku Perabu, 1994: 58*):

Tengku Jalil felt ashamed on hearing this
His heart was filled with extreme fury
Peeking and spying, waiting to hammer
It was so deep that even Tenku Perabu knew.

The obvious treachery in this poem was expressed more emotionally by the author when the rights of the only daughter of the queen were ignored. *Syair Tenku Perabu* showed the customs *(adab)* of the ruler pertaining to the rights of his children in a

household. Clearly, the ruler no longer respected the rights of his daughter in the episode concerning the selection of a suitable candidate to be her husband, but instead he approved of the action of the queen, who was obviously using the child to satisfy her passionate desires. This was reflected in the way Tun Andak was made the victim of her mother's lust and her father's (Sultan Husain Syah) foolishness when she was wedded to Abdul Kadir (Tambi). This marriage directly 'legitimised' Abdul Kadir's (Tambi) continued stay in the palace at large. The author's resentment is expressed in the couplet, "**My daughter is a flea, I am a louse**" and "**squeezing and pulling to the right and left**", which seemed to reflect that a 'parasite' had been identified in this royal family by its every action, as follows (*Syair Tenku Perabu* 1994: 72):

> I am the wife of the ruler of the country
> This is known to everyone
> **Well, I now give Andak**
> To Tambi as his wife
>
> When I have become an in-law
> I can also lodge there
> **My daughter is a flea, I am a louse**
> Nobody there will know
>
> Tambi is also in favour of this act
> His face is glowing with joy
> **Squeezing and pulling to the right and left**
> Tenku Perabu happily remains silent

6. Customs (*adab)* pertaining to the ruler towards his subjects (Muslims and non-Muslims)

The ruler must uphold the customs (*adab*) with regard to his subjects, which encompass his behaviour and actions. This is because all his actions will certainly set an example and will be followed by the people under his rule. *Tajus Salatin (The Crown of Kings)* describes this in Article 17, where it states that a ruler must be fair in his judgments, must be willing to listen to any complaints and must be gentle in his speech with the people. Meanwhile, Article 20 mentions the importance of the relationship between the Muslim subjects and their ruler. A ruler should always protect and not ignore the rights of his subjects regardless of their religious or ethnic background. However, these clauses are refuted in *Syair Tenku Perabu*. The author boldly 'reviled' these using coarse language with words like **'ass'** and **'that so-called thing'** in reference to the genitals to reflect the mounting anger of the people. Raja Katijah from Riau, who belonged to the royal family of Sultan Husain, came forward to express that burning anger (*Syair Tenku Perabu,* 1994:58) in these words:

> Raja Katijah shouted out

> **"Whose ass is torn to shreds?"**
> **If that so-called thing of Keling's is not involved**
> Yet the people in turn are asking him to rise?

The custom pertaining to the ruler and his non-Muslim subjects is reflected in Articles 17 and 21 in *Tajus Salatin (The Crown of Kings)*. It was important to maintain a harmonious relationship with the people of various religions and backgrounds because it was their presence that was generating the national economy of Singapore, which was expanding rapidly as a port and trade centre in the Malay world in the early 19th century. However, the author describes the ruler as taking too much interest in his non-Muslim subjects until he employed them as workers in the palace in place of the Malays themselves. Sultan Husain Muadzam Syah's action in marginalizing his own race provoked the people to anger. The author of *Syair Tenku Perabu* (1992: 79-80) illustrated this hatred, which inadvertently sparked 'racism' in the country, based on the excerpt below:

> The advice of men of old
> To all of us concerning everything
> **The Indians are a despicable race**
> They are forever causing a din.

> **Those of cursed descent are condemned in vain**
> **Those who are banned by the ancients**
> Should not be allowed to eat at the same table
> Should not be allowed to enter the home.

CONCLUSION

Syair Tenku Perabu carries a message of protest by the author that is very clear and straightforward. The characters portrayed by the author are characters that actually existed in the history of Johor-Singapore, such as Sultan Husain Muadzam Syah, Tengku Perabu, Abdul Kadir, Raja Katijah and so on, as mentioned by Abdullah in *Hikayat Abdullah* (1953: 354-355), "Hence, when I arrived in Singapore, I heard all kinds of news about what was going on in the palace of the Sultan of Singapore, such as the reason why she was in love with a Peranakan Indian from Malacca [...] That reason was indecent in the eyes of all the officials". Based on the objectives of this study, it was found that *Tajus Salatin (The Crown of Kings)* was a guidebook (*kitab*) for all the rulers in the Malay world since the time of Aceh in the 17th century. Every ruler who desired peace during his administration had to apply every article in this book (kitab) to his leadership. That is why *Tajus Salatin (The Crown of Kings)* was so famous in the Malay city state right up to the Johor-Singapore era. Even though Sultan Husain Muadzam Syah also used this constitutional literature as a guide during his reign, it was found that the customs *(adab)* observed by the ruler of Singapore were not in line with this, as depicted in *Syair Tenku Perabu*. Consequently, Sultan Husain Muadzam Syah was labelled as a weak leader until the supremacy and power

of the Malays in the Lion City were crushed at the hands of the colonialists.

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Transitioning to higher education for inclusion of people with disabilities

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ABSTRACT

According to the Convention on Rights of People with Disabilities (PWD), people with disabilities are 10 percent of the world's population. In addition, they have fewer opportunities than the mainstream population; for instance, they do not have the same opportunities for to study at university. The research show formal aspects for people with disabilities, also a data analysis about the problem related with higher education in Peru such as part of Latin American and Ibero-American countries. This paper presents a brief of the international barriers for transitioning to higher education, the state of the art-to understand factors and methods related with process learning for people with disabilities, and finally a discussion about the opportunities of building programs and projects to improve the process of transitioning of people with disabilities to higher education inside an initiative of social innovation and social policy. The discussion has been done under the criteria of a social policy in order to create initiatives of social reforms for people with disability in Peru. The results may be translated to the reality in both Latin America and Ibero-American countries.

Key words: Transitioning to higher education, social identity, gap between school and higher education, vocational training.

1. INTRODUCTION.

"The terms 'vulnerability' or 'vulnerable groups' are commonly used, but often with different meanings by different practitioners, even within the World Bank. In particular, we will make a distinction between risk-related 'vulnerability' to poverty and 'vulnerable' groups whose chronic poverty requires specific attention… Vulnerability is by no means identical to poverty. In the absence of risk (and hence vulnerability), poverty could persist: even a risk free environment has households with insufficient means to attain an acceptable standard of living. In the absence of poverty, on the other hand, vulnerability as risk exposure seizes to be an issue. Households may still be exposed to risk, but as long as the risk does not affect their wellbeing dramatically, its consequences are not unacceptable… The concept of welfare used here is broad, encompassing a number of dimensions, such as consumption or income poverty, or inadequate nutrition, lack of access to health and education, insecurity due to conflicts, or lack of political freedom, to name only few"

(HOOGEVEEN, 2004, p.4-5).

"Vulnerability is often used in a sense somewhat different from its definition here, namely that of 'weakness' or 'defenselessness', and typically used to describe groups that are weak and liable to serious hardship. These are groups that without substantial support may be in severe and chronic poverty, unable to take advantage of profitable opportunities if they emerge, while with limited defenses in case serious events or shocks occur. Examples are disabled people, orphans, HIV infected, elderly, ethnic minorities, certain casts, IDPs, households headed by widows or deserted women, or headed by children" (HOOGEVEEN, 2004, p.5).

The problem has several components: the first component, called "contextual factor", is associated with personal and environmental factors; other components are family support, and additional support systems. Even though those components could be also part of the problem solvers, is clear that something else is needed.

Among the most accepted definitions for disabilities we remark the following: (WORLD BANK, 2007, p.7):

 a) Disability: the outcome of the interaction between a person with impairment or health condition and the negative barriers of the environment (including attitudes and beliefs, etc.).

 b) Disabled person/people: a person or people (group of individuals) with an impairment or health condition who encounters disability or is perceived to be disabled.

 c) Environmental factors: factors that make up the physical, social, and attitudinal environment in which people live and conduct their lives.
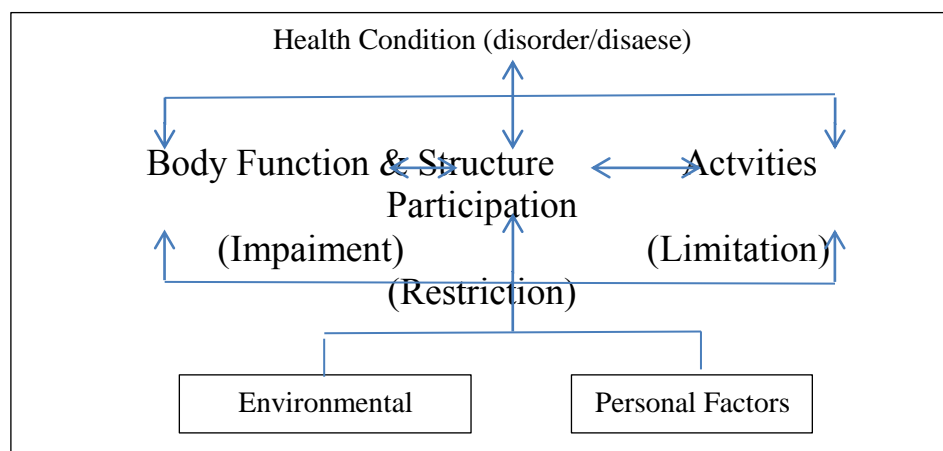

Figure 1. The ICF Model. Source: World Bank, 2007, p.3.

The personal factors are related with issues such self-determination or self-advocacy, among others which are common characteristics into both Latin America and Ibero-American people's culture.

"The Convention notes that disability is an evolving concept and results from the

interaction between a person's impairment and obstacles such as physical barriers and prevailing attitudes that prevent their participation in society. The more obstacles there are the more disabled a person becomes. Persons with disabilities have long-term physical, mental, intellectual, or sensory impairments such as blindness, deafness, impaired mobility, and developmental impairments. Some people may have more than one form of disability and many, if not most people, will acquire a disability at some time in their life due to physical injury, disease or aging" (UN, 2006, p.3).

So we have to "promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities and promote respect for their inherent dignity" (RAYA, 2012, p.120).

2. DISABILITY IN SPAIN AND LATIN AMERICAN & CARIBBEAN (LAC).

In Spain the employment rate for people with disability is 28%. The data shows 73% of employees with disability have one restriction at time of work and 53% of them have too many restrictions at time to work. (RAYA, 2012, p.74-75). The main factors of social exclusion are: unprotected unemployment, the disability, lowers education level, extreme poor, inexperience, lack of experience in domestic work, job insecurity, illiteracy, economic insecurity at home and economic difficulties at home. (RAYA, 2012, p.109)

"Around 50 million, or approximately 10 percent of the region's population, are estimated to have disabilities in the LAC region, of which about 82 percent live in poverty" (WORLD BANK, 2007, P.28). The World Bank has been accepted that its interest in serving people with disabilities is a relatively recent, and even though United Nations protects and promotes both human rights and opportunities for improve their quality of life, people with disabilities are 10 per cent of the world's population with less opportunities than the mainstream population. "People with disabilities have fewer opportunities for professional education and the labor market; they have difficulty finding employment when they finish school" (ALEHINA, 2014, p.9).

Therefore, access to equal opportunities to educative resources and professional training are key factors in order to reduce exclusion risks of people with disabilities. (RAYA, 2012, p.109)

3. DISABILITY DATA IN PERU.

In Perú a recent survey showed that 52.09% of people with disabilities are women (INEI, 2014, p.9), the employment rate for people with disability is 21,7% (INEI, 2014, p.13). Higher education for people with disabilities is 6.7%. Another significant finding of this survey was that 32.1% of the people with disabilities have difficulty to understand or to learn. That would leave us with a percentage of 67.9% of people with disabilities that should go to school and have higher education. However; 22.4% of the same population finished high school. The distribution of disabilities among the same population is: 59.2% with physical disabilities, 50.9% with visual disabilities, 33.8% with hearing disabilities, 16.6% with communication disabilities, and there are people with more than one type of

disability. (INEI, 2014, p.9, 11).

According to the same source, only 5.1% had concluded their studies in the range of 12-17 years (1.5%), 18-24 (3.7%) and more than 25 years (5.4%). These data tell us two things: first that if there is a 22.5% with secondary education, all of them had finished his studies in adulthood; and second, those with higher education are likely to have studied free courses for adults.

About causes of exclusion the following information was collected: a) Among the 6.7% of population with disabilities that attended to the university, the 5.3% is women; b) 61.2% of the population with disabilities consider themselves too old to study; c) 4.9% attribute lack of education to limited economical resources ; d) 18.6% recognize their physical limitation to prevent them to study. Although there are many people with disabilities that have overcomed their limitations; examples can be found in sports, politics, arts or private enterprise, a person with disabilities in Peru and in Latin America in general is victim of indifference, discrimination, and marginalization.

Data analysis from a group of 88 people with disabilities showed: 3.49% has completed high education, and 18.6% has not completed high education. Data shows that no one is worried about his/her education. Another result shows that 59.52% want to study at the university, so there are people who wish a better quality of life.

Table 1. People with disabilities who attended schools

¿Did you do any program at University?

Category	Value
a. Short free courses	22.09%
b. Oficial program not concluded	18.60%
c. Oficial program concluded	3.49%
d. Bachelor degree	1.16%
e. Professional aboard	4.65%
f. Do not have study at university	25.58%
g. Without answer	24.42%
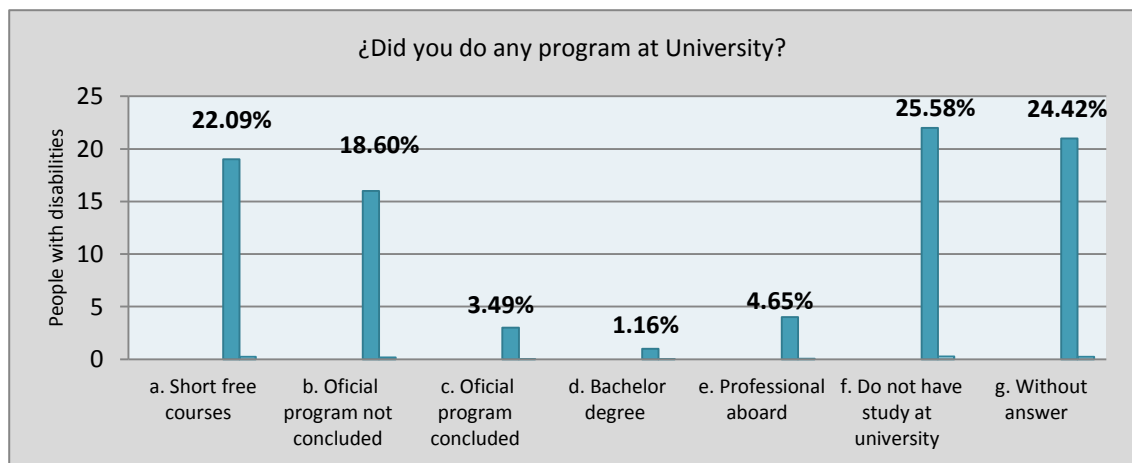
Source: Bernuy, March-April 2015. Universidad de San Martin de Porres

Table 2. People with disabilities who wish to study high education.
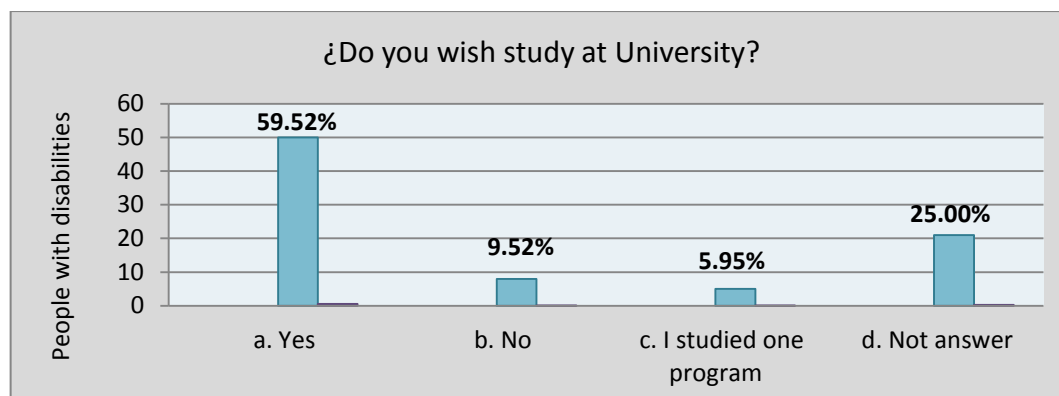
Source: Bernuy, March-April 2015. Universidad de San Martin de Porres

This data has been collected between March and April of 2015 among people from 25 and 55 years, balanced with men and women.

4. BARRIERS THAT PREVENT TRANSITION TO HIGHER EDUCATION.

Some of them are:

a) "the full development of human potential and sense of dignity and self-worth, and the strengthening of respect for human rights, fundamental freedoms and human diversity" (UN, 2006, p.16).

b) "States Parties shall ensure that persons with disabilities are able to access general tertiary education, vocational training, adult education and lifelong learning without discrimination and on an equal basis with others. To this end, States Parties shall ensure that reasonable accommodation is provided to persons with disabilities" (UN, 2006, p.18).

c) Society believes "The religious justification of disability, and considering that the disabled person has nothing to contribute to the community" (PALACIOS, 2008, p.37).

d) Rehabilitation model still in place, "refers to functional diversity in terms of health or disease. People with disabilities are no longer useless to the needs of the community, but they may have something to contribute to the extent that they can be rehabilitated" (PALACIOS, 2008, p.66).

e) The poverty line for people with disabilities should take into account the extra expenses they entail in translating their income into the freedom to live well (SEN, 2004, p.2).

f) People with physical or mental disabilities have to incur extra costs to do the same things that others do (such as walk, talk, or see), and sometimes the person with disabilities will not reach comparable levels of activity or achievement as the able-bodied people even with incurring much expense. SEN, 2004, p.13).

The states seem indifferent to the suffering of others and in many times people affected do not have national identity. "In Latin America there has not been a political and social debate regarding what model of state to be implanted face the future, most of the time it is explained by international bodies such as the World Bank, who has stolen the possibility of each country in this discussion on the assumption that there is only one future state model of neoliberal character. Whatever, in Europe there is a current debate on the various options of models of state "(RAMIO, 2001, p.7). All of this leads us to affirm that it is necessary do research to build a baseline with sufficient information to identify particular problems, associated with the needs of diverse social groups.

5. ANALYSIS OF FACTORS AND METHODS.

Figure 2 shows that disability begins with social and cultural exclusion, also stigma. It is well known that many people do not want to be close to people with disabilities or sharing their activities. In the other hand, people with disabilities are treated such less person because they do not have higher education. At the end, they do not have opportunities for economic, social and human development. The result is poverty, and vulnerability.

According Social Model, "the causes of disability are neither religious nor scientific, but social or at least predominantly social. The root causes are constraints of society itself to provide appropriate services and to adequately ensure that the needs of disabled taken into account "(PALACIOS, 2008, p.103).
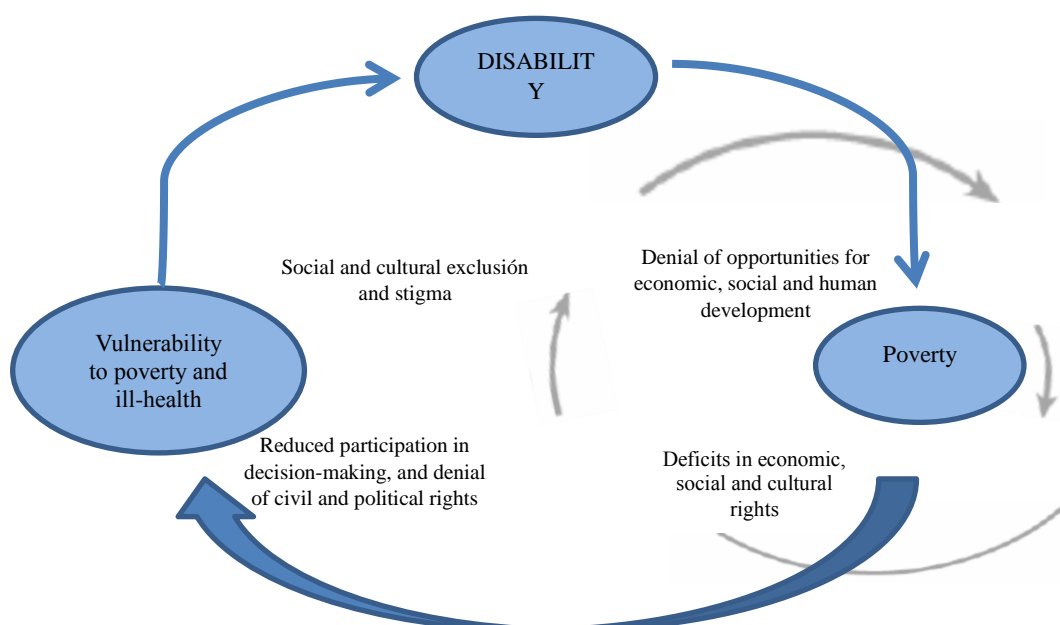

Figure 2. The Poverty/Disability cycle. Source: DfID, 2000. WORLD BANK 200

At this point is necessary to define two hiding factors, the first is related to "personal and social identity", and the second is "cultural response" of society. These factors should be integrated into a cycle for Latin American countries. Now, it is necessary to review some risks associated to vulnerable groups.

Table 3. Risk in groups with vulnerability.

	EXCLUDED ETHNIC GROUP	DISABLED PEOPLE	WAR-AFFECTED POPULATIONS
Risk of limited or no education	Yes	Yes	Yes
Risk of higher rates of morbidity and mortality	Yes	Yes	Yes
Risk of extreme poverty	Yes	Yes	Yes
Risk of discrimination and political and economic exclusion	Yes	Yes	Yes, for some, such as ex-combatants, particularly those who participated in atrocities

Source: Gibbons, 2004, p.6. These projects sought to address national reforms while simultaneously working at the local level. World Bank.

This first problem is people with disabilities have no education, but the problems became worse when they have been finished the school, and they do not have the opportunity to get access to higher education.

"Disabled people, who tend to be a minority within their communities, representing between 7 and 10 percent of the population, confront physical barriers that prevent them from taking advantage of the services that may be available in their community, which, in turn, makes it more difficult for them to participate in the local economy. They also tend to be victims of social stigma that further limits their opportunities and isolates them". (GIBBONS, 2004, p.5-6). "The preliminary framework presents three major factors that contribute toward success in postsecondary institutions for students with disabilities: self-determination, planning efforts, and postsecondary supports. Success in the framework is defined as having a positive postsecondary outcome that promotes completion of a postsecondary degree". (GARRISON-WADE, D. 2012, p.9).

In Latin American countries such as Peru, there are some areas that have not been discussed, related to social barriers, social identity, and the gap between the high school and the skills required for access to higher education. The planning process requires other components, for instance the culture response of society is always the indifference to people with disabilities, the stigma continues present in our societies, that's why it is necessary identify hiding factors and improve the actual model for Latin American and Ibero-American societies.

Postsecondary Education Success

Capitalizing on Student Self-determination

Student self-awareness & self advocacy skills
Parent vision & support for child's future
Secondary teachers' expectatations
Peer acceptance
Postsecondary instructor attitude

Implementing a formalized planning process

Plan Development
College preparatory course work
Orientation activities

Improving Postsecondary support

Architectural accessibility
Academic accommodations
Mentoring support
Responsive financial aid policy

b)
c)
d)
e)
f)

Figure 3. Preliminary Transition to Postsecondary Education Framework. Source: Garrison-Wade. 2012. p.10. University of Colorado Denver.

It is important to review some requirements: social diversity and gender, needs, institutions, stakeholders and participation of people with disability are part of proposes for new initiatives of social programs, as showed in table 4.

Table 4. A Rapid Social Assessment requires attention to the following disability issues in the proposed project

Social diversity and gender	Socioeconomic strata in vulnerability
	Young people from 15 to 24 and 24+.
Institutions, rules and behavior	Social security in Peru.
	Associations of people with disabilities
	Universidad de San Martin de Porres to promote PWD participation in the project area for vocational training.
Stakeholders	They are: people with disabilities, university and social security.
	The project is working in order to gain the interests of certain stakeholders, especially the disabled.
Participation	People with disability participate formally in the project.
	People with physical disability.

Source: WORLD BANK, 2007, Social Analysis and Disability: A Guidance Note p.41

According (SAMANIEGO, 2006. p29-30) "perceptions and attitudes gives us as a result experiences of inclusion or discrimination, integration or exclusion, participation or imprisonment, they evolve over time and often overlap each other in a contradictory evolution, similar to which occurs with overlapping paradigms of attention when the speech it is speaking of rights and full participation, but in the actions predominant paradigm is the humiliation".

In the approach there are five elements: political environment, physical environment, economic environment, cultural environment, and social environment.

6. DISCUSSION OF SOCIAL POLICY FOR TRANSITIONING TO HIGHER EDUCATION.

"An understanding of the moral and political demands of disability is important not only because it is such a widespread and impairing feature of humanity, but also because the tragic consequences of disability can be substantially overcome with determined societal help and imaginative intervention," Sen said. "(…) Given what can be achieved through intelligent and human intervention, it is amazing how inactive and smug most societies are about the prevalence of the unshared burden of disability." (SEN, 2004, WORLD BANK 2005, p.6). "Disability represents a critical dimension of social exclusion. Conducting social analysis to examine access to project benefits, and opportunities for voice and participation of those individuals with disabilities are therefore vital for more sustainable and inclusive project outcomes" (WORLD BANK, 2007, p.39).

At this point the research presents social analysis in holistic approach. This project addresses national reforms, but at the beginning formulated for working at the local level, is focused on transitioning to higher education. In order to understand the needs of the people with disabilities as well as to identify access issues, particularly related to infrastructure and curriculum, this study will be useful to promote programs, projects and actions to achieve inclusion and full participation of people with disabilities in all aspects of society. Human diversity, in the case of people with disabilities, is caused by inequality. SEN said "one of the aspects of the assessment of inequality that has not received as much attention as it deserves is the distinction between performing and freedom to perform" (SEN, 1995, p.17).

"When it comes to deep-rooted inequalities in situations of adversity or deprivation is permanent, victims can stop protesting and complaining, and it is even possible that they lack the incentive to even want a radical change in their circumstances. The measure of deprivation of a person can be hidden in the metric utility, although the individual concerned even lack the opportunity to eat properly, dress decently, has minimal education. There is lack of freedom of people suffering under great hardship. "(SEN, 1995, P.19).

"The point of interest is equal opportunities and equal capabilities, they must pass through equality of capacities, the elimination of inequalities inambiguas capacity (say inambiguas because capacity comparisons are typically incomplete) "(SEN, 1995, p.20).
We know there are needs that require one person as goods and services, Amartya Sen argues that "one person cannot be considered in isolation, but involved inside of a social environment that determines what those needs are and how much must be satisfied, the contexts of culture and social identity allows understanding each different society. The development value is also generated in the individual the ability to choose and act for

themselves "(EDO, 2002).

Personal identities, self-esteem, the choice, autonomy, collective identity, cultural and social identity, are fundamental elements in the election of a life's project. In Development as Freedom, SEN suggests the core of his approach is an innovative way of thinking about development, "...development is conceivable (...) as a process of expanding the real freedoms that individuals enjoy" (SEN, 2000). This means that development must be measured with indicators than increased freedoms of people. The research proposes update the ICF model in order to include cultural factors in a separated way.
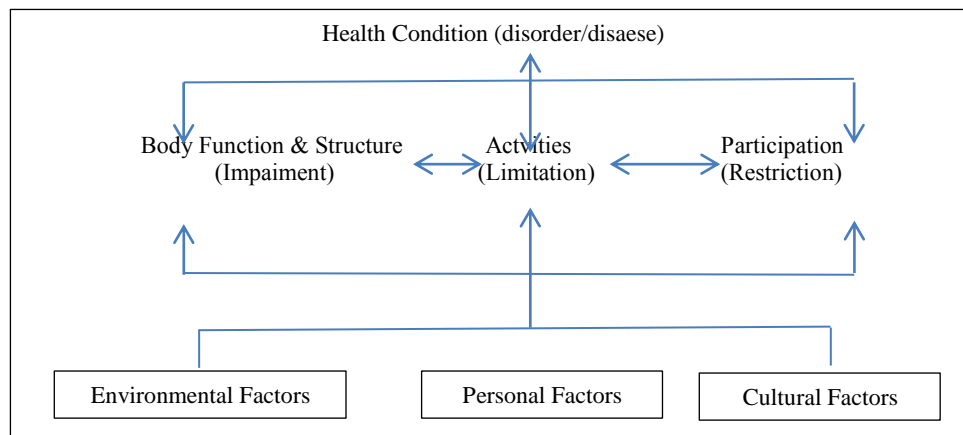
Figure 4. The ICF Model updated. Source: World Bank, 2007, p.3 & own.

In this path, we can see different issues associated to society and people with disabilities, and we can propose new ways to create opportunities for a life without barriers. Then, we have to redefine social and cultural exclusion with social identity and cultural response in order make a better cycle.
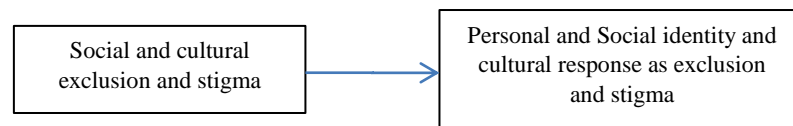
Figure 5. Change proposes at Poverty/Disability cycle. Source: WORLD BANK 2007 & own.

Finally, the "garrison-wade" model is updated in order to include a way to identify personal identity and social identity. This allows to understand some characteristics of people with disabilities before formalizing a planned process to the transition to the university, as figure 6.

g)
h)
i)
j)
k)

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┌─────────────────────────────┐
│         Identifying         │
│ Personal and Social identity│
└─────────────────────────────┘
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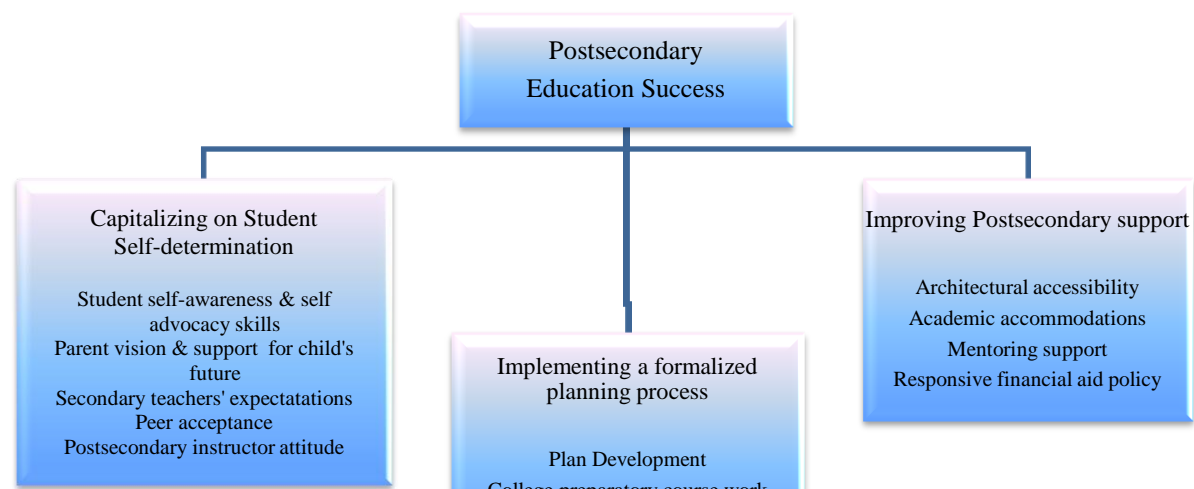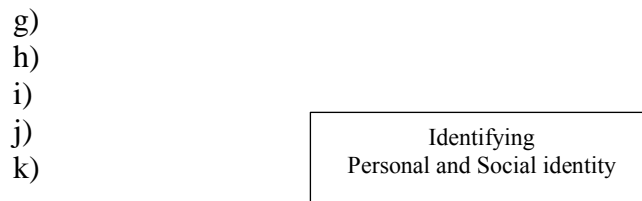
Figure 6. Preliminary Transition to Postsecondary Education Framework updated. Source: Garrison-Wade. 2012. p.10. University of Colorado Denver and own.

This paper is part of a bigger research, In this stage, updated models are developed. The next step will be to test these changes and collect information to build a public policy based on these frameworks.

a)   **CONCLUSIONS**

This paper reports the findings of an exploratory study among people with disabilities. Their lack of freedom, people suffering under great hardship, and their need to be considered as a part of the society with higher education are analyzed.

The findings in this study were consistent with the national survey. A new finding from the study show that people who want to study higher education in Peru is 59.52%. People with disabilities in Perú want the opportunity to study higher education. Among other conclusions, we highlight the following:

a) There is a need of deeper research about new factors: "social identity" and "cultural barriers" as the response of society, also about the gap between school and higher education.
b) A social policy must be built from different aspects; but higher education is one priority for any society. That's why a one baseline in needed with the problems of the people who want to attend to the university.
c) The initiative social policy need to update the ICF, poverty/disability cycle, and the model for transitioning to higher education, in order to include the new factors that have been defined in this paper.
d) The social policy must consider higher education, and professional education such a framework to states, universities and people with disabilities in Latin and Ibero-american countries.

e) The social policy will be built to give to each person a transition plan based in the new factors according with their social and personal identity, so they will choose the best alternative for their education project as a life project.

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Empirical study on Privacy Paradox

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Abstract.

Nowadays online service companies collect information about customers to design personalized service. As service user trade away their private data in exchange for convenience and efficiency, the contemporary debate about the effects of IT technology on individual privacy takes place. User's concern and willingness to share personal information for better services are key factors for online data collection. However, it was also reported that even who highly concerned about privacy issues are willing to engage in actual private data collection process.

Reviewing private information abuse cases in Korea, we examine the question whether actual users who desire greater information transparency are less willing to be profiled and actual users are only more concerned with keeping private information from specific people than from service providers. We categorized the reported disputes on privacy according to the main causes and to the suggested resolutions. Our results indicate that most disputes on privacy come from the improper data collection processes or insufficient technical readiness of data collectors. We suggest service providers adopt separate IT feature strategies. One is to address the needs of service users who are more willing to share private information and the other is to address privacy sensitive minority who are unwilling to participate in personalization.

Key-Words: Online privacy, information transparency, private data, information sharing, privacy paradox

Introduction

With the rapid transition to information society, the requirements of information security management increases, especially for personal identification data. In addition to the value of the stolen data, for most data breach cases, related parties should consider indirect damage or negative impact on their reputation. Protection of personal information is an important element of security management and requires additional investment for information security. (Barnaghi, P.,2013, Sood, S. K. 2012).

Online service provider should pay attention for their security management and mitigate users' privacy concerns. However, if users' concerns over privacy don't block enthusiasm

for new technologies or service, user value judgments on online services may prioritize convenience or efficiency over privacy. Significant part of the consumer value judgment on online services may not include privacy concerns. For example, people buy personal materials online not just because they may be cheaper or more convenient to buy that way, but also because of the privacy benefits of the online transaction.

These benefits of being anonymous are often invisible to privacy advocates and scholars who tend to focus their concerns on large remote corporate or government entities that collect data on consumers. An online transaction that involves the creation of a digital footprint for a given person purchasing products and having those shipped to a particular address may seem like pure privacy harm.

Besides, some researches pointed out individuals may be more concerned with keeping sensitive information from specific people such as their neighbors, friends, parents, teachers, or community members. So such individuals might be willing to trade a certain degree of privacy from remote entities like corporations or governments in exchange for greater privacy from the people immediately around them.

This paper introduces a conceptual method to analyze the benefit of adopting high-level policies in information security compliance quantitatively. Also we present an explanation on why personal information leakage incidents occur frequently in spite of many high level security compliances presented

Privacy Paradox

Privacy can be defined as the right to self-determine which information is made accessible to whom and when (Westin, 1967). Otherwise, it can be defined as ''selective control of access to the self'' and the desired degree of privacy should be in agreement between participants for any interactions (Altman, 1975).

Many research shows service users concern about their privacy within the Internet activities. Users prefer data transaction environments where they can have a belief in the control of personal information and ensure their right to prevent exposing personal information to not-authorized one. However, users do not apply these concerns to their usage behavior correspondingly, which is known as the 'privacy paradox' (Barnes, 2006) (e.g. Acquisti & Gross, 2006; Boyd & Hargittai, 2010; Debatin et al., 2009; Tufekci, 2008; Yao et al., 2007; Youn & Hall, 2008).

2.1 Personal Information privacy with access control

With the expansion of Internet services, new concept of "Information Privacy" spreads which refers to an active individual's right to determine when, how, and to what extent personal information will be provided to communicate with others (KISA, 2006). It is the individual's right to control the use and exchange of personal information in the context of

electronic transactions (Bélanger & Crossler, 2011). It can be explained by the self-information as privacy combining self-information control as a unique domain, which is not a sub-concept of privacy. Information privacy has characteristics that it is difficult to control compared to traditional privacy and it needs different level of data protection according to its type.

Also as the e-commerce services increase and the collection of commercial personal information prevail, the concept of consumer privacy has emerged with the strengthened consumers' voice. Consumer privacy refers to a kind of information privacy concept applied to consumers and business participants in the online market environment (Goodwin, 1991; Foxman & Kilcoyne, 1993; Lanier & Saini, 2008). In other words, it can be defined as information privacy for 'all activities related to consumers in the e-commerce environment' (Wang et al., 1998).

Consumer privacy can be interpreted differently depending on the point of view, which can be divided into consumer viewpoint, corporate viewpoint, and midpoint viewpoint (Culnan et al., 2003). First, from the consumer perspective, social cost is increased due to privacy damage if all the private information of the consumer is utilized without any restriction or regulation. In order to reduce social costs, consumers should have the right to control private information. Second, from the company's viewpoint, regulation on the use of personal information hinders the efficiency of the market and can be a stumbling block to enterprise development. Third, from an intermediate viewpoint, we can see consumer privacy as an object of protection and utilization. Since private information has both aspects of protection and utilization, it is necessary to balance the right use and protection, and it is necessary to expand the option of consumers to provide and utilize private information.

Consumer privacy has begun from a consumer-oriented perspective with the aim of strengthening consumers' rights in the market environment, but now consumer privacy is emphasizing the balance between protection and utilization from a moderate point of view (Privacy Commissioner, 2012). Consumers' use of personal information in the market environment can be positive in terms of improved services and benefits of being provided with new value, but the use of indiscreet personal information can increase consumer privacy protection costs. In order for privacy rights to be secured and for companies and consumers to co-exist, a balance of personal information utilization and protection is required.

Even in the information privacy environment, it has not received much attention due to the conflict of users' rights and marketers' benefits or advanced personalized services (Goodwin, 1991; Jones, 1991; Foxman & Kilcoyne, 1993; Milne & Gordon, 1993, Sutanto et al., 2013). In consumer privacy, consumers' control is considered in two dimensions, 'social control' and 'information control'.

As the interest in the control of consumers' privacy increased, there have been four kinds of

privacy controls: "total control", "environmental control", "disclosure control" and "no control". 'Total control' refers to the highest level of control keeping others from personal information and restricting its use. 'Environment control' means a control keeping others from personal information. 'Disclosure control' means the control restricting the usage of personal information. 'No control' means there are no control in accessing personal information and using it. (Goodwin, 1991).

In order to strengthen Consumer privacy rights, which started from the concept of personal information control rights, it has been argued that the knowledge on how private information is collected and used by companies should be announced. It may lower the level of privacy concerns and consumers' rights to privacy can be improved (Malhotra, Kim & Agarwal, 2004).

2.2 Privacy Paradox

As we described in previous section, Internet service users have concerns on privacy issues, but they do not apply these concerns to their usage behavior correspondingly. They provide their own data to use online service in spite of the information security issues (Barnes, 2006). There are many service users' tendency and its explanations of the similar phenomena.

- A tendency of putting higher economic value on personal information (Egelman et al.,2009)

- Provide personal information with confidence on the ability of data control (Brandimarte et al., 2010)

- Provide personal information with small benefits in spite of the higher value of privacy (Xu et al., 2011)

- No control on privacy data in spite of the higher value of privacy (Brandimarte et al., 2013)'
- No relation between Privacy Action and Privacy Concerns (Dienlin & Trepte, 2015)

This paradox has not been fully explained. A lack of problem or risk awareness as well as the users' lack of awareness of possibilities to protect their privacy is assumed to be a major reason (Acquisti & Gross, 2006; Boyd & Hargittai, 2010; Debatin et al., 2009; Tufekci, 2008). It is also supposed that users tend to underestimate the privacy dangers of self-disclosure.

Survey on awareness of privacy

Generally speaking, IT governance aims to manage IT investments by achieving authority and control mechanism to achieve missions entrusted by the organization. IT governance is

putting a structure around how organizations align IT strategy with business strategy, ensuring that companies stay on track to achieve their strategies and goals, and implementing good ways to measure IT's performance. Also it makes sure that all stakeholders' interests are taken into account and that processes provide measurable results. An IT governance framework answers key questions, such as how the IT department is functioning overall, what key metrics management needs and what return IT is giving back to the business from the investment. Risk monitoring and control, efficiency adjustment, and value adding processes derive from the questions with clear decision-making authority and responsibility [Weill, P. ,Ross, J.W., 2004].

Besides, to implement IT governance strategy in the specific acts, organization's members' understanding level on the risk factors is the key for effective risk management [Babar, S., et al. 2010, Beasley, et al. 2005]. Also following-up activities including audit strategy and internal control action are important to implement risk management [Kober, R. et al, 2007, Spira, L. F. et al., 2003].

Korea Government provides technical guidance and compliance with regulations on privacy data processing. Also KISA (Korea Internet and Security Agency), an government agency improving competitiveness of Internet services and reliability of Internet information, developed annual survey on Internet security for individual level and company level.

<fig 1. Awareness on the important of privacy data: Individual>   <fig 2. Privacy policy in company>

<fig 3. Awareness on the important of privacy data: Individual - ages>

<fig 4. Usage of Data Protection tools: Individual>   **<fig 5. Data Security budget: service provider>**
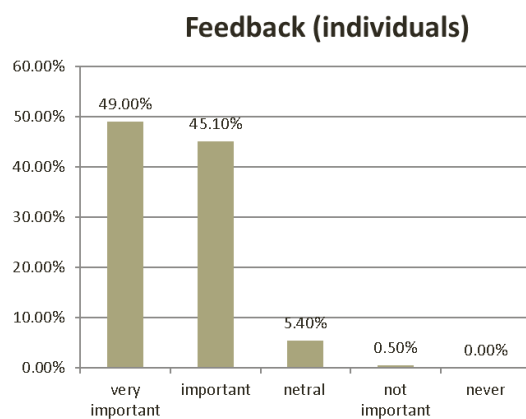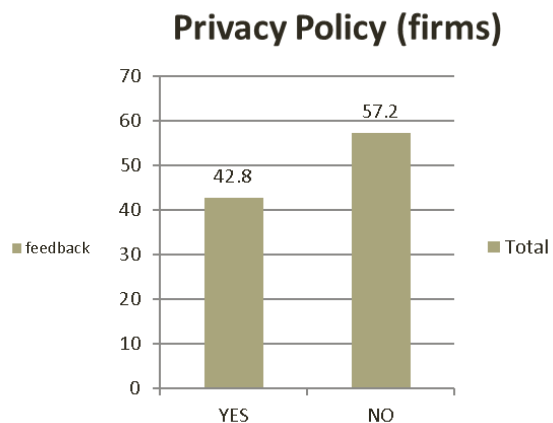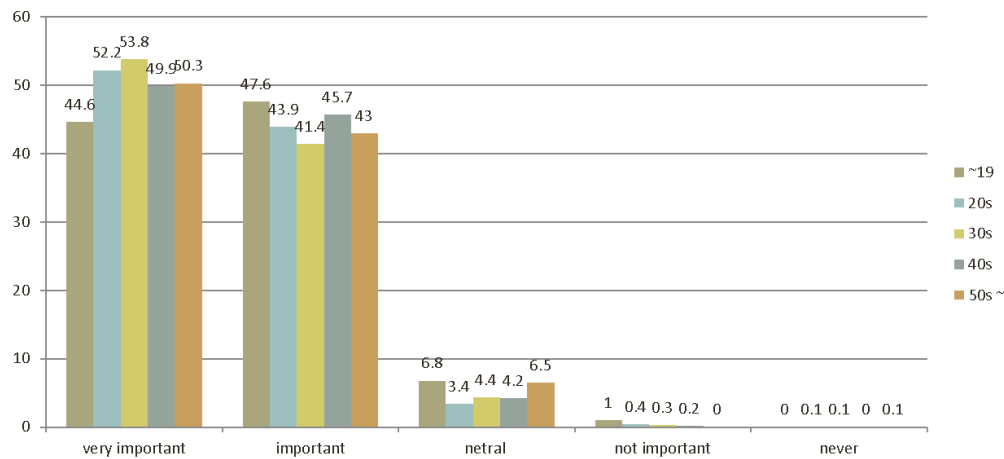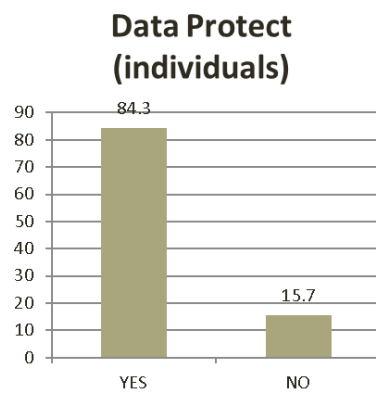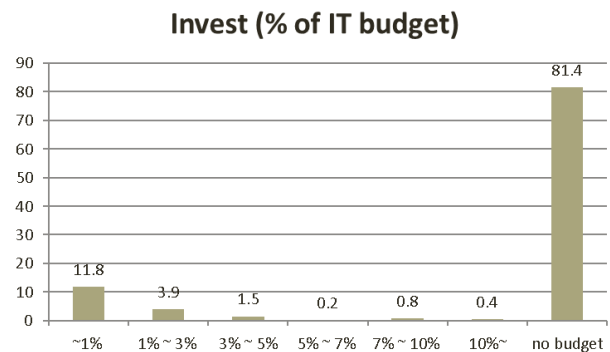
Discussion

We have seen that most internet users consider privacy as one of concern. Reviewing private information abuse cases in Korea, we examine the question whether actual users who desire greater information transparency are less willing to be profiled and actual users are only more concerned with keeping private information from specific people than from service providers. We categorized the reported disputes on privacy according to the main causes and to the suggested resolutions.

Our results indicate that security investment from service providers is not enough compared to the Internet users' expectation. It implies most arguments on privacy may come from the insufficient technical readiness. Compliance for service providers in Korea has regulations

though.

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Mapping of Wireless Network Quality of an Unknown Environment Using Slam Algorithms for Self-Sustaining Autonomous Robots

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Abstract:

This research aims to achieve the objective of creating a reliable network coverage map of an unknown environment while a self- sustaining robot is simultaneously localizing and mapping the environment. It is uncommon on the research field to combine these two ideas, and therefore, this research project focuses of this. A self-sustaining robot needs to sustain itself without human intervention, so it is necessary to localize itself in an unknown environment, map it, keep always in communication with the main server for them to stay always in the operation and succeed in the given tasks. The mobile robot is designed to work indoor/outdoor and it optimizes the communication resources with the main server to save the CPU and all other resources.

Keywords: Mono-SLAM, a Self- Sustaining Robot, Exploring the Wireless.

Introduction:

In the field of technology, the quality of the reliable service is needed and important for all users. Indoor service and the reliability is becoming a progressively important component of consumer mobile service needs. Because of that, in this research, a self-sustaining autonomous robot will diagnose the network of a building, create a map of the building and map the wireless coverage of the network.

It is important to find the covered and uncovered network signal area. Furthermore, in the covered area, it is necessary to find the strength and poor signal of the network because when the robot loses the network connectivity, it is necessary to make the robot still working. Using the resources more effectively, it is crucial for robot to adjust its communication intervals and the locations in an environment where the wireless coverage is not well-established. Usually at the outdoor

environments, the quality and coverage of wireless networks diminish quickly. Forcing a robot to communicate with the main controller where there exist wireless communication problems can cause robot to use its resources very inefficiently. It can even be multiplied if the robot is sending information or to polling information from the main server permanently. It can try hard to keep the connection, and thus pushes the cell radio power more. Due to the bad wireless connection, these robot-server connections keep longer wake locks which turns into keeping the CPU alive, that causes robot to use its limited resources inefficiently.

Robotic mapping and analyzing have a long history. In general, the field of mapping and analyzing were divided into metric and topological approaches. Each one of them have had many researches and studies. In 1990s, probabilistic techniques have dominated the field of robot mapping. A series of seminal papers by Smith, Self, and Cheeseman presented a prevailing statistical framework for simultaneously solving the mapping problem. After that time, robotic mapping has been referred to as SLAM [16].

When a wireless network performance does not meet expectations, robots using this network cannot operate reliably, communicate the main controller continuously and thus results unsatisfying results. Losing wireless connectivity problem is more significant for mobile robots because of sustained wireless connectivity while moving. Therefore, it is crucial to make autonomous robots continuously localize with high accuracy and exactly navigate without human assistance. We will make autonomous robots collect detailed wireless measurements. Then, the robot will be able to diagnose wireless connectivity issues and will learn the wireless coverage in the unknown environments that it is operating.

It was found that the signal strength plays a key role in determining the battery usage and other resources. If the mobile robot has tried to establish and connect on finding the signal and if the signal strength is low, the mobile robot will have to amplify the signal to high levels which increases resources usage. In a similar way, if the signal keeps dropping and the mobile robot will have to scan regularly for either of the signals, the resources would be used up significantly.

There has been extensive research on autonomous navigation and localization of robot. Although, this topic has been covered many researchers for the last decades, still there are some untouched research areas which combine SLAM algorithms and network quality issues. This chapter will provide some terminology and summarize some of the existing work related to our project.

- Mobile Robot Navigation

Mobile robot navigation in total unknown environments is an open problem. The most important tasks for a mobile robot, which has mobility abilities in the desired terrain, are navigation and obstacle avoidance. Navigation problem is a term that has been utilized as a part of robotics to break down a wanted movement task into discrete movements. The discrete movement needs to satisfy movement constraints and potentially optimize some angle of the movement.

The US National Institute of Standards and Technology (NIST) and the National Aeronautics and Space Administration (NASA) have established the conceptual framework model that has been used for many robot projects which is called Standard Reference Model for Telerobot Control System Architecture (NASREM) [1, 2]. The figure 1 shows that basic structure for this model.

Many researches have used this model to build up the mobile robot. Achieving the mission goal of the mobile robot is required sequences of the behavior generation functions to implement the tasks needed and reflect on the state of the system, such as speed and heading. Mobile robot navigation has been followed this model and created many robotics applications like automation, robotic surgery, and the driver-less car [12]. In many cases for specific missions, the autonomous robot can be the best selection. For autonomous robots, independent mapping and localization are the one of the fundamental objectives in robotics technology. This a complex problem has not been solved until today. The key challenges are the real-time processing, minimum processing power, and the accuracy of measurements [13].
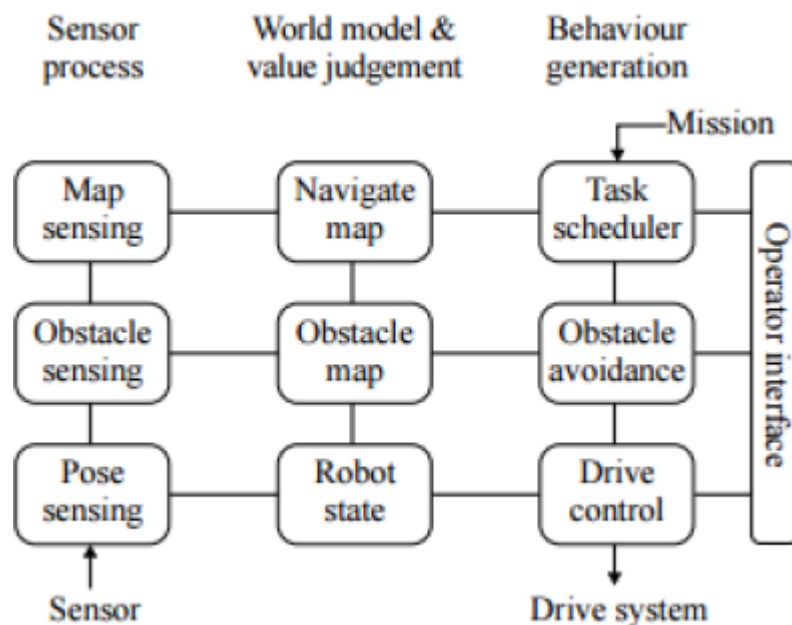
Figure 1: The Conceptual Framework Model.

- SLAM Algorithm

Indoor navigation that can detect traversable terrain and obstacles require the intelligent robots that has the capability of mapping and location. A lots of algorithms have been researched to make robots localize itself and map the environment. All algorithms use the conceptual framework model, NASREM, to extract the data that is needed form the real world. Most of algorithms require sensors to determine the robot position and to get the information of the distance from the obstacles and the target position as well. Also, the sensor will implement the navigation decisions.

Extended Kalman Filter (EKF) has been utilized to estimate position and movement information with FPGA to give the coordinating procedure module with extra execution motors [17]. Neuro-Evolutionary Opti-mization SLAM (NeoSLAM) was used for a novel approach to SLAM [14]. Multi-Agent Particle Swarm Optimized Particle Filter (MAPSOPF) using a Simultaneous Localization and Mapping (SLAM) method to present multi-agent to the Particle Swarm Optimized Particle Filter (PSOPF) [4]. Other researches concentrate on the ability to recognize the environment based on image highlights and features. Also, there are many successful experiments that work on autonomous navigation and mapping for a real mobile robot are expressed [8]. Moreover, a 3D measurement model that is used with a camera frame instead of 2D pixel arranges for a new technique for EKF SLAM [11]. In the mobile robot navigation, different researchers have used different algorithms and techniques to achieve the goal of the research.

- Wireless Network Quality

Researchers have been studied in great depth the problem of wireless signal-based localization indoors which has become mainly relevant given the recent increase of Wi-Fi technology. Some preliminary literature research has been conducted about classifying this problem into three types which are target coverage, barrier coverage, and area coverage [10]. Researchers have been working on those three problems to be solved using mobile robots. Some of them worked on the research about reorganizing robots in the wireless sensor network for the gathering of the topology's redundancy information. The idea is to relocate the robot from time to time in an optimized way. At the same time, the sensors of those robots will take the connectivity and coverage information of the network [9].

Furthermore, some researchers deployed in an unknown environment a mobile sensor network with a 360o laser range discoverer. There is no wireless communication has been done while robots disperse based on potential fields without centralized control or localization. The local rules only are used based on potential fields [6]. The results are impressive because the large sensors are used to obtain that results.

Research has been done on using wireless signal coverage. Some techniques that are used for exploring wireless signal are approximate distance for the places of sensor networks. It shows that how accurate in the spot at the room level can be acquired [3]. Some other offered a learning automata based method to select from the area in wireless sensor network the best sensor nods [7, 15].

Researches have been focusing on evaluation using complication theory to find the size of the network based on transmitting and relaying sensors. For WSN, QoS is addressed as a dynamic problem which needs an algorithm to adapt the environmental changes and execution times of the algorithms. There are two of the most effective for QoS for WSN which are latency and reliability. Latency describes a packet's travel time from the source to the destination. Reliability or confidence describes the packet delivery guaranteed deterministically through wireless communication [5].

The primary task for this thesis is to find the quality of the wireless network via the mobile robot. This robot will be self-sustainable and autonomous. Further, the mobile robot needs to be ready and configured for an unknown environment to explore that environment and find the quality of the wireless network. The mobile robot needs to be developed with a way to not use its limited resources inefficiently and to survive while losing wireless connectivity.

Figure 2: Block Diagram Showing the Process of the System.

Methodology:

This chapter will discuss the architectural build of the mobile robot and SLAM algorithm and explore the wireless signal quality in detail. The architectural sketch will provide a view of the overall system and its subsystems.

Figure 3 shows the overall system architecture. The RPI is the mediator between the laptop and the mobile robot. The command is sent from the laptop to the RPI, the RPI translate that command to the mobile robot, and then the mobile robot do the action that is sent. At the same time, the RPI is the part that is responsible to get the wireless signal quality and send it to the laptop. For example, when the user uses the mobile robot control system and wants the mobile robot to move forward by pressing w button, the system will send this command to the RPI. The RPI will receive the character w and understand that the user wants the mobile robot to move forward. Then, the RPI will send the command to the mobile robot to move forward. Finally, the mobile robot will move forward. On the other hand, when the user uses the SLAM system, the system will send to the RPI to get the wireless signal quality on the specific area, the RPI will take the link quality and the signal quality and send them back to the SLAM system.

Figure 3: Block Diagram Showing the Process of the System.

Figure 4 shows how all systems work, and how the data and command go back

and forth. The communication that is set up between the laptop and the RPI is TCP/IP communication. Therefore, the data and command are sent and received through network adapters under the rule of TCP/IP protocol. The communication that is set up between the RPI and the mobile robot is serial port communication, so these two devices are connected via USB cable.

Figure 4: Overall System Implementation.
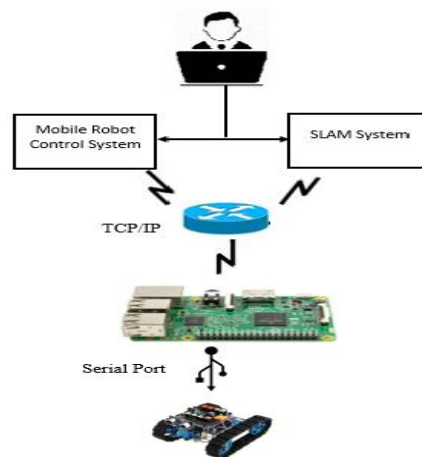
In SLAM system, Ra [Figure 4: Overall System Implementation.] nd Extended Kalman Filter (EKF) are used for each hypothesize stage. Using these two techniques reduces the minimal sample size to one which makes the result in big computational savings in the absence of the loss of special power. Figure 4.16 shows the new algorithm that combine RANSAC and EKF in the general form. The algorithm starts with the assessment for the element vector at step k-1, $X_{k-1|k-1}$. It is generated to step k through the recognized dynamic model fk. Effective search lets in computational asset and constraints the rival to be one at a time compatible with the envisioned position $X_{k|k-1}$. Also, include geometric compatibility for every match z_i may not ensure the global consensus for all sets. Therefore, the against between the data's join compatibility and a global model should be checked for separate compatible matches to the EKF update

The SLAM system will use the camera to take live snap-chat with the highest resolution to achieve the highest accuracy. In SLAM system, a 1600 x 1200 pixels series is taken at 22 frames for each second. The system will get the information form the environment through RANSAC algorithm. This algorithm will check after hypothesis data that is fused together with the intuition model. Moreover, the system will reduce the amount of hypotheses for building, so comparing with usual RANSAC and the computational cost, the system will base on data only.

At the time when the SLAM system determines the trajectory and builds a map of the environment with well distributed features for a real time, the system will

1: INPUT: $\hat{x}_{k-1|k-1}, P_{k-1|k-1}$ {EKF estimate at step $k-1$}

2:      th {Threshold for low-innovation points. In this paper, $th = 2\sigma\_pixels$}

3: OUTPUT: $\hat{x}_{k|k}, P_{k|k}$ {EKF estimate at step k}

4:

{A. EKF prediction and individually compatible matches}

5: $[\hat{x}_{k|k-1}, P_{k|k-1}] = EKF\_prediction(\hat{x}_{k-1|k-1}, P_{k-1|k-1}, u)$

6: $[\hat{h}_{k|k-1}, S_{k|k-1}] = measurement\_prediction(\hat{x}_{k|k-1}, P_{k|k-1})$

7: $z^{IC} = search\_IC\_matches(\hat{h}_{k|k-1}, S_{k|k-1})$

8:

{B. 1-Point hypotheses generation and evaluation}

9: $z^{li\_inliers} = [\,]$

10: $n_{hyp} = 1000$ {Initial value, will be updated in the loop}

11: **for** $i = 0$ to n_{hyp} **do**

12:   $z_i = select\_random\_match(z^{IC})$

13:   $\hat{x}_i = EKF\_state\_update(z_i, \hat{x}_{k|k-1})$ {Notice: only state update; NO covariance update}

14:   $\hat{h}_i = predict\_all\_measurements(\hat{x}_i)$

15:   $z_i^{th} = find\_matches\_below\_a\_threshold(z^{IC}, \hat{h}_i, th)$

16:   **if** $size(z_i^{th}) > size(z^{li\_inliers})$ **then**

17:     $z^{li\_inliers} = z_i^{th}$

18:     $\epsilon = 1 - \frac{size(z^{li\_inliers})}{size(z^{IC})}$

19:     $n_{hyp} = \frac{log(1-p)}{log(1-(1-\epsilon))}$

20:   **end if**

21: **end for**

22:

{C. Partial EKF update using low-innovation inliers}

23: $[\hat{x}_{k|k}, P_{k|k}] = EKF\_update(z^{li\_inliers}, \hat{x}_{k|k-1}, P_{k|k-1})$

24:

{D. Partial EKF update using high-innovation inliers}

25: $z^{hi\_inliers} = [\,]$

26: **for** every match z^j above a threshold th **do**

27:   $[\hat{h}^j, S^j] = point\_j\_prediction\_and\_covariance(\hat{x}_{k|k}, P_{k|k}, j)$

28:   $\nu^j = z$

29:   **if** ν^{jT}

30:     $z^{hi\_}$

31:   **end i**

32: **end for**

33: **if** $size($

34:   $[\hat{x}_{k|k}.$

35: **end if**
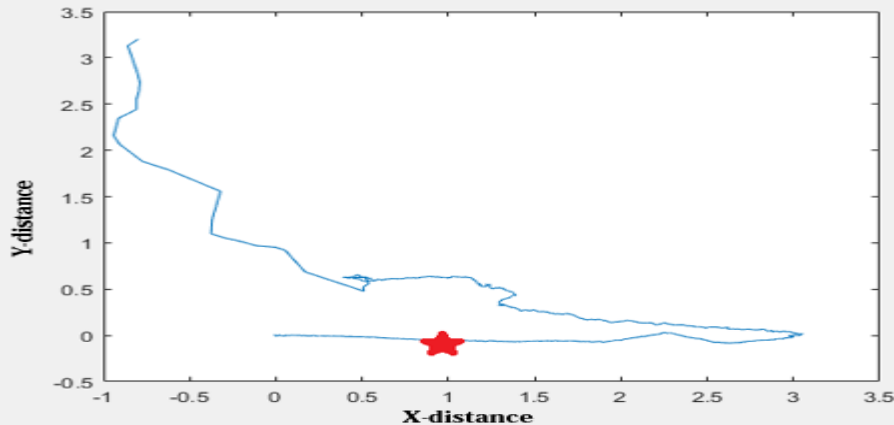
receive the link quality and signal quality of the wireless from the RPI. The system will extract the X and Y axis, and save them with the link and signal quality on the file.

The experiment was done inside Research & Sponsored Programs (RSP) building

PROPOSED GUIDELINES FOR DESIRABLE USE OF SOCIAL NETWORK FOR UNDERGRADUATE STUDENTS IN THAILAND.

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Abstract
The purposes of this research were 1) to study and compare the behavior of social network using of undergraduate students and 2) to introduce the guidelines of desirable social network using for undergraduate students. The sample group of this research was 458 undergraduate students at Srinakharinwirot University, Bangkok, Thailand randomly selected through stratified random sampling based on subjects. The opinion of 10 experts from the field of physiology, educational technology and instructor from higher education was collected through focus group method. The data were collected and analyzed by using descriptive statistics, frequency, percentage, mean, standard deviation, and F-test. The results found that most respondents of 468 were women over age 20 years and had GPA 3.01 to 3.50 in the fields of education, science and technology. Most respondents used mobile phone devices to connect to social network. The time spending on social network was around 3-6 hours per day in average. The most-frequently visited social networking website was Facebook for entertainment, movie, series, music and music videos at the highest level. The lowest level of network using was for the economic purpose such as to publish information for an extra income and to pay fees for games, movies, music through social network. When comparing the behavior of the social network, it was found that the students from different subjects had the different behaviors in using social network significantly at the statistical level of .05. It was not found that age, gender, and grade point average led to the different behaviors in using social network. The study also found that the use of desirable social network for undergraduate students was introduced in 7 aspects.

Keywords: Social Network, Social Network Behavior

Introduction

Thailand currently has a social use of social media which is increasing rapidly, especially among students. The report on the survey of Internet users in 2013 found that the rate of students use social media is as high as 96.2%. The most popular is Facebook (92.2%), followed by Google+ (63.7%) and Line (61.1%), respectively (Office of the Electronic Transactions Commission, 2013). The age group with the most Facebook site is in the range of 20-24 years (96.8%). Social networking has features which make it very popular since it is an important tool that allows the communication among people who are far apart to be able to communicate with each other by a variety of simple ways, both in time synchronization and time synchronization via text, voice, video, and face to face interaction. In addition, social network also allow users to share personal information, profile photos, education, work history, expressing thoughts, feelings and publish photos or videos, which other users on the social network can access personal information to a wide audience (Stroud. 2008). Information Dissemination and social relationship between people with the same passion or interest is happening easily. Activities available on the social network are posting, sharing information, uploading or downloading data, track knowledge, games, movies, and purchases of goods / services, etc. (Office of the Electronic Transactions Commission. 2013; Nitipornmonkol, P. 2012; Chavin, C. & Sirrutbuln, C. 2013: 43-51). However, social networking has some limitations that users should be careful to use. This could waste time at work or school, being tempted by the anonymity of the user-generated real identity and the solution to the conflict in the scam. The virtual world is a lot easier to quit blogging denied contact or unfriend someone but in the real world may not be able to do so. It may result in a face to face interaction with others decreased. It is not only users that may also be vulnerable to fraud and identity theft but being an invasion of privacy of harassment or bullying also can happen unworthily. Moreover, when these students graduate, agencies or organizations can be found their information on social network that informed its decision on the personnel to run against (Kluemper, D. H., & Rosen. P. A. 2009; Devadoss, A. V., & Anand, MC. J. 2013; Blazer, C. 2012; Claywell, R. 2014). Therefore, it is very important to students and institutions to consider and find ways to utilize social network appropriately. So research questions are 1) how do undergraduate students have the behavior of using social network online and whether the differences between gender, academic performance, and major affect their behavior? and 2) What should be the desirable use of social network for undergraduate students?

Purpose:

1. To study and compare the behavior of social network using of undergraduate students.
2. To introduce the guidelines of desirable social network using for undergraduate students.

Methodology:

This study was divided into 2 phases:

Phase I: Studying the behavior and comparing the use of social network for students in higher education as follows.

1. Define Population and sample group. Population included around 15,000 undergraduate students in Srinakharinwirot University. 468 students were sample groups which are using stratified random sampling into 4 groups by faculty group, (1) Humanities, (2) Social Studies, (3) Science and Technology, and (4) Health Sciences.

2. Developing the questionnaires behavior using social network and evaluating the questionnaire by the index IOC (Item objective congruence) by 3 experts. The Index IOC is between 0.60 - 1.00 which is over 0.5 criteria.

3. Sending the questionnaires about behavior using social network for sample groups.

4. Gathering the data from a questionnaire and checked the integrity of the data.

5. Performing data analysis by frequency, percentage, average, standard deviation, and comparison using F-test.

6. Interpret and summary data.

Phase II: Studying the guidelines of desirable social network using for undergraduate students.

1. Define and invite target group, 10 experts from the field of psychology, educational technology and instructor from higher education, to study the guidelines of desirable social network using for undergraduate students.

2. Define topics of discussion by focus group method.

3. Actions by the due date.

4. Collect data.

5. Performing data analysis by descriptive content and summary data.

Results:

1. The behavior of the respondents included 468 students, female (61.1 percent) and male (38.9 percent) followed. The Average GPA of the respondents were mostly having GPA 3.01-3.50 (36.5 percent), followed 2.50-3.00 (23.1 percent), higher than 3.50 (20.3 percent), and lower than 2.50 (20.1 percent). The majority of respondents were studying in the fields of Sciences and Technology (33.3 percent), Social Sciences (28.4 percent), Humanities (24.4 percent), and Health Sciences (13.9 percent). All respondents were asking about

1.1) Basic information about using social network

The results found that most students use mobile devices to connect to social network (83.1 percent), time to use social network an average of 3-6 hours per day (39.7 per cent). The social networking website mostly used is Facebook (52.4 percent), followed by line (31.2 percent). The most performed posts are about emotion and feeling at that time (37.4 percent), activities performed (25.2 percent), content of interest (23.3 percent), something that social network friends would like to get to know/participants (8.8 percent), and content that is useful to others (3.4 percent).

1.2) Disclosure of personal information on social network

For these questions, breaking criteria into3 levels were always, sometimes, and never. To access a website, they never filled out personal information that required (53.0 percent). Sometimes they gave the fake personal information when having to download information or to request services (64.7 percent). They never checked security of a website before providing personal information (65.0 percent). Sometimes they provide real personal information, because they trust in the security of the social network (percentage 63.7). Sometimes they add friends whom they do not know in real life (64.5 percent). They never check credibility before adding friends whom they do not know in real life (54.1 per cent). Sometimes they ask for personal information such as name, age, telephone number during conversations (46.8 percent).

1.3) Behavior in the use of social network

All respondents were asking about 7 behavioral aspects about the use of social network, A) Posting information   B) Communication C) Learning D) Entertainment
E) Social interaction F) Culture and Language to communicate and G) Economic. For these questions, breaking criteria into 5 scales were always, very often, sometimes, rarely, never. The results show in Table 1-7.

Table 1 Frequency and percentage of the behavioral in posting information aspect

Behavior in posting information aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Posting feeling, thought or idea	29	6.2	**146**	**31.2**	138	29.5	98	20.9	57	12.2
Posting photos of performances / activities / attractions	28	6.0	141	30.1	**144**	**30.8**	113	24.1	42	9.0
present your work / profession / business	104	22.2	**175**	**37.4**	116	24.8	61	13.0	12	2.6
Write knowledge to others	84	17.9	**150**	**32.1**	147	31.4	71	15.2	16	3.4
Forwarded (Share) knowledge and entertainment	35	7.5	146	31.2	**147**	**31.4**	102	21.8	38	8.1
Report to the administrator, when seen posting inappropriate	147	31.4	**155**	**33.1**	100	21.4	45	9.6	21	4.5

From Table1, the behavior in the use of social network about posting information found that most students rarely posted about feeling, thought or idea (31.2%), present their work / profession / business (22.2%), write knowledge to others (32.1%), report to the administrator, when seen posting inappropriate (33.1%). Sometimes they posted photos of performances / activities / attractions (30.8%), Forwarded (Share) knowledge and entertainment (31.4%).

Table 2 Frequency and percentage of the behavioral in Communication aspect

Behavior in Communication aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Read your friends' status	6	1.3	89	19.0	139	29.7	**155**	**33.1**	79	16.9
Write comments on your friends' status	10	2.1	126	26.9	**165**	**35.3**	124	26.5	43	9.2
Press Like button to show recognition	36	7.7	90	19.2	**155**	**33.1**	111	23.7	76	16.2

Chat with friends in the text/message box (Individual / group)	6	1.3	82	17.5	**141**	**30.1**	132	28.2	107	22.9
Join groups / clubs in social network	31	6.6	146	31.2	**158**	**33.8**	93	19.9	40	8.5

From Table2, the behavior in the use of online social network about communication found that very often read your friends' status (33.1%). Sometimes they write comments on your friends' status (35.3%), Press Like button to show recognition (33.1%), Chat with friends in the text/message box (Individual / group) (30.1%), Join groups / clubs in social network (33.8%).

Table 3 Frequency and percentage of the behavioral in Learning aspect

Behavior in Learning aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Consult or exchange opinions with friend about homework	4	0.9	60	12.8	142	30.3	**149**	**31.8**	113	24.1
Communicate with the instructor about the class activities	27	5.8	117	25.0	**164**	**35.0**	116	24.8	44	9.4
Communicate with the instructor in general things	56	12.0	**149**	**31.8**	148	31.6	78	16.7	37	7.9
Deliver work / homework to the instructor	17	3.6	88	18.8	**181**	**38.7**	133	28.4	49	10.5
Use to show or publish your learning	41	8.8	135	28.8	**171**	**36.5**	87	18.6	34	7.3
Make an event or appointment with friends about learning activities	6	1.3	58	12.4	147	31.4	**150**	**32.1**	107	22.9
Search for the knowledge learned in class	14	3.0	73	15.6	**154**	**32.9**	136	29.1	91	19.4
Search for the useful knowledge that you	4	0.9	74	15.8	146	31.2	**156**	**33.3**	88	18.8

interested										

From Table 3, the behavior in the use of social network for learning found that most students very often use social network for consulting or exchanging opinions with friends about homework (31.8%), made an event or appointment with friends about learning activities (32.1%), and searched for the useful knowledge that their interested (33.3%). Sometimes they used social network to communicate with the instructor about the class activities (35.0%), delivered their work / homework to the instructor (38.7%), showed or publish their learning (36.5%), searched for the knowledge learned in class (32.9%). They rarely communicated with the instructor in general things through social network (31.8%).

Table 4 Frequency and percentage of the behavioral in Entertainment aspect

Behavior in Entertainment aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Watch the movies / theater / drama /music videos / listen music	8	1.7	41	8.8	101	21.6	142	30.3	**176**	**37.6**
Follow the movements of the art or fashion	18	3.8	81	17.3	**149**	**31.8**	124	26.5	96	20.5
Watch or follow the movements of the sports / sports tournaments	41	8.8	125	26.7	**152**	**32.5**	98	20.9	52	11.1
Play the game / quiz with friends on social network	27	5.8	108	23.1	**135**	**28.8**	119	25.4	79	16.9

From Table 4, the behavior in the use of social network for entertainment found that most students always watched the movies / theater / drama /music videos / listened music (37.6%). Sometimes they used to follow the movements of the art or fashion (31.8%), watched or follow the movements of the sports / sports tournaments (32.5%), and played the game / quiz with friends on social network (28.8%).

Table 5 Frequency and percentage of the behavioral in Social interaction aspect

Behavior in Social interaction aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Write or press symbols when seeing friends done good things	47	10.0	116	24.8	**165**	**35.3**	102	21.8	38	8.1
When seen the good things, you share it	48	10.3	122	26.1	**159**	**34.0**	108	23.1	31	6.6
When seen the bad things or flake news, you share it	89	19.0	132	28.2	**152**	**32.5**	76	16.2	19	4.1
While driving, you did not use social network	55	11.8	89	19.0	95	20.3	80	17.1	**149**	**31.8**
Press Like button to the information that have a significant advantage	13	2.8	53	11.3	**149**	**31.8**	130	27.8	123	26.3
Read the community or national news through social network	7	1.5	63	13.5	**146**	**31.2**	142	30.3	110	23.5
Check the information before share it, when new issue occurs	12	2.6	73	15.6	**162**	**34.6**	133	28.4	88	18.8
Join the beneficial community activity though social network	22	4.7	106	22.6	**177**	**37.8**	114	24.4	49	10.5
Write a status to impact someone	75	16.0	**146**	**31.2**	134	28.6	75	16.0	38	8.1
When you feel uncomfortable, post a status to show emotions that arise	65	13.9	**148**	**31.6**	142	30.3	73	15.6	40	8.5
When you feel discouraged, post a status for supported from friends	119	25.4	**129**	**27.6**	118	25.2	71	15.2	31	6.6

From Table 5, the behavior in the use of social network for social interaction aspect found that most students always did not use social while driving (31.8%).

Sometimes they wrote or pressed symbols when seeing friends done good things (35.5%), they shared when seen the good things (34.0%) or the bad things or flake news (32.5%), they press like button to the information that have a significant advantage (31.8%), read the community or national news (31.2%), when new issue occurs they check the information before share it (34.6%), and join the beneficial community activity though social network (37.8%). They rarely wrote a status to impact someone (31.2%), posted a status to show emotions that arise when you feel uncomfortable (31.6%), and posted a status for supported from friends when they feel discouraged (27.6%).

Table 6 Frequency and percentage of the behavioral in Culture and language to communicate aspect

Behavior in Culture and language to communicate aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Even felt disappointment, anger or resentment, you scrutinize the language before posting or comments	12	2.6	58	12.4	108	23.1	**181**	**38.7**	109	23.3
Post a very frankly status to show emotions, even the message may not be appreciated	80	17.1	**144**	**30.8**	138	29.5	78	16.7	28	6.0
When you see others doing wrong, you commented with a strongly worded warning	**188**	**40.2**	129	27.6	98	20.9	43	9.2	10	2.1
When you see news / information disagreed, you commented with the wording carefully	99	21.2	94	20.1	**146**	**31.2**	91	19.4	38	8.1
When you opinions hurt the feelings of others, you said the	27	5.8	66	14.1	133	28.4	**138**	**29.5**	104	22.2

word "sorry"									
When you get some good things from others, you said "thank you"	8	1.7	47	10.0	114	24.4	133	28.4	**166** **35.5**
You used the dirty or ambiguous word to josh friends	47	10.0	107	22.9	**164**	**35.0**	108	23.1	42	9.0
You used the euphemism word in comments and the message box	36	7.7	108	23.1	**180**	**38.5**	105	22.4	39	8.3
You talked about the third person in the conversation or comment	23	4.9	134	28.6	**180**	**38.5**	100	21.4	31	6.6
You didn't use the message to cause conflict	36	7.7	89	19.0	**124**	**26.5**	101	21.6	118	25.2

From Table 6, the behavior about culture and language to communicate in the social network found that most students always said "thank you", when they get some good things from others (35.5%). They very often said the word "sorry", when their opinions hurt the feelings of others (29.5%). Even felt disappointment, resentment, or anger, they very often scrutinized the language before posting or comments (38.7%). Sometimes when they saw news / information disagreed, they commented with the wording carefully (31.2%), used the dirty or ambiguous word to josh friends (35.0%), used the euphemism word in comments and the message box (38.5%), talked about the third person in the conversation or comment (38.5%), and didn't use the message to cause conflict (26.5%).

Table 7 Frequency and percentage of the behavioral in Economic aspect

Behavior in Economic aspect on social network	Never		Rarely		Sometimes		Very often		Always	
	fx	%	fx	%	fx	%	fx	%	fx	%
Searching for movement of goods / products	34	7.3	99	21.2	**157**	**33.5**	131	28.0	47	10.0

Used online communications to save the money	13	2.8	78	16.7	**156**	**33.3**	137	29.3	84	17.9
Used it to find information about products / services	36	7.7	108	23.1	**168**	**35.9**	102	21.8	54	11.5
You shared the information, when advertising products / services that are providing discounts or promotions offered	77	16.5	114	24.4	**160**	**34.2**	86	18.4	31	6.6
You followed the product or service commercial pages that you saw your friends like it	63	13.5	127	27.1	**144**	**30.8**	113	24.1	21	4.5
You played games / watched movies / listened music though social network without additional cost	19	4.1	65	13.9	128	27.4	118	25.2	**138**	**29.5**
You paid for playing games / watched movies / listened music though social network	**168**	**35.9**	117	25.0	98	20.9	68	14.5	17	3.6
You post information to earn extra income	**216**	**46.2**	95	20.3	94	20.1	46	9.8	17	3.6
You search for agencies / enterprises in the Internet network for professionals career	66	14.1	**147**	**31.4**	134	28.6	87	18.6	34	7.3

From Table 7, the behavior in the use of social network for economic found that most students always use social network to played games / watched movies / listened music though social network without additional cost (29.5%). Sometimes they searched for movement of goods / products (33.5%), used online communications to save the money (33.3%), used to find information about products /

services (35.9%), when advertising products / services that are providing discounts or promotions offered, they shared the information (34.2%), followed the product or service commercial pages that they saw their friends press like it (30.8%). They rarely searched for agencies / enterprises in the Internet network for professional career (31.4%). Moreover, they never paid for playing games / watched movies / listened music though social network (35.9%), or post information to earn extra income (46.2%).

1.4) Comparison of behavior using social networking by sex

The comparison behavior using social network by sex showed that male and female students have behavior of using social network as a whole was different with no statistically significant at the 0.05 level. When considering in the detail, female students have a difference behavior of using the social networking on aspects of learning and the entertainment than men. The detailed data is shown in Table 8.

Table 8 Comparing the behavior using social network by sex

Issues to Consider	male		female		t	Sig.
	Mean	SD	Mean	SD		
1. Posting information	1.72	0.76	1.65	0.77	0.95	0.34
2. Communication	2.22	0.80	2.28	0.76	-0.83	0.41
3. Learning	2.16	0.73	2.35	0.74	-2.65 *	0.01
4. Entertainment	2.28	0.87	2.47	0.76	-2.44 *	0.02
5. Social interaction	2.03	0.72	2.06	0.71	-0.39	0.70
6. Culture and Language to communicate	2.11	0.66	2.06	0.60	0.81	0.42
7. Economic	1.90	0.72	1.85	0.68	0.72	0.47
Overview	**2.06**	**0.57**	**2.10**	**0.52**	**-0.83**	**0.41**

Note: *There is a statistically significant level 0.05.

1.5) Comparison of the behavior using social network by grade point average

The comparison behavior using social network by grade point average showed that those students with a grade point average as a whole were different with no statistically significant at the 0.05 level. When considering in detail, the different grade point average students have different behaviors of using the social networking

on aspects of communication, learning, social community, and economic. The detailed data is shown in Table 9.

Table 9 Comparison of the behavior of using social network by grade point average.

Issues to Consider	Lower than 2.50		2:50 to 3:00		3:01 to 3:50		Above 3.50		F	Sig.
	M	SD	M	SD	M	SD	M	SD		
1. Posting information	1.51	0.66	1.67	0.71	1.78	0.81	1.68	0.81	2.61	0.05
2. Communication	2.15	0.75	2.11	0.78	2.29	0.77	2.45	0.77	4.03 *	0.01
3. Learning	2.11	0.68	2.19	0.69	2.35	0.80	2.42	0.72	3.75 *	0.01
4. Entertainment	2.49	0.83	2.27	0.74	2.42	0.82	2.41	0.83	1.35	0.26
5. Social interaction	1.91	0.71	1.95	0.67	2.14	0.71	2.14	0.74	3.31 *	0.02
6. Culture and language to communicate	2.05	0.69	2.03	0.57	2.09	0.62	2.14	0.61	0.62	0.61
7. Economic	1.95	0.71	1.90	0.62	1.90	0.75	1.68	0.62	2.96 *	0.03
Overview	**2.02**	**0.53**	**2.02**	**0.51**	**2.14**	**0.57**	**2.13**	**0.52**	**1.74**	**0.16**

Note: *There is a statistically significant level 0.05.

When pair comparison testing the different behavior of using social network by grade point average found that behavior of using social network on communications, learning, social community, and economic aspects have differences, as follows

a) Communications aspect: Students who have grade point average above 3.50 have a behavior of using social network to communication higher than students with grade point average below 2.50, and students with grade point average from 2.50 to 3.00.

b) Learning aspect: Students who have grade point average above 3.50 have a behavior of using social network to learning higher than students who have grade point average below 2.50.

c) Social interaction aspect: Students who have grade point average from 3.01 to 3.50, and students who have grade point average above 3.50, have a behavior of using social network in social community higher than students who have a grade point average below 2.50. Students who have grade point average from 3.01 to 3.50

have behavior of using social network in social community higher than and students who have grade point average student with 2.50 to 3.00.

        d) Economic aspect: Students who have grade point average below 2.50 have a behavior using social network higher than students who have grade point average 3.50.

        1.6) Comparison of the behavior of using social network by field of study

        The comparison behavior using social network by field of study showed that those students with different field of study as a whole were different with statistically significant at the 0.05 level. When considering in the detail, students in the field of Social Sciences and Humanities have a behavior of using social network higher than students in the field of Sciences and Technology and Health Sciences. The detailed data is shown in Table 10.

Table 10 Comparison of the behavior of the social network by field of study

Issues to Consider	Sciences and Technology		Health Sciences		Social Sciences		Humanities		F	Sig.
	M	SD	M	SD	M	SD	M	SD		
1. Posting information	1.63	0.68	1.40	0.87	1.73	0.76	1.83	0.76	5.03 *	0.00
2. Communication	2.13	0.71	2.13	0.78	2.41	0.84	2.31	0.75	3.84 *	0.01
3. Learning	2.14	0.66	2.30	0.78	2.40	0.78	2.31	0.76	3.23 *	0.02
4. Entertainment	2.35	0.77	2.36	0.79	2.42	0.88	2.46	0.78	0.54	0.66
5. Social interaction	1.93	0.62	1.84	0.78	2.18	0.74	2.18	0.71	6.20 *	0.00
6. Culture and Language to communicate	2.04	0.59	1.92	0.70	2.11	0.64	2.18	0.58	3.01	0.03
7. Economic	1.93	0.65	1.79	0.78	1.81	0.72	1.89	0.68	0.98	0.40
Overview	**2.02**	**0.51**	**1.96**	**0.61**	**2.15**	**0.56**	**2.17**	**0.50**	**3.40**	**0.02**

Note: *There is a statistically significant level 0.05

        When pair comparison testing the different behavior of using social networking by fields of study found that behavior of using social network on Posting

information, communications, Learning ,Social community, and Cultural and language to communicate aspects have some differences, as follows.

a) Posting information aspect, students who study in the field of Social Sciences and Humanities have a behavior of using social network higher than students who study in the field of Health Sciences with different statistically significant level 0.05.

b) Communication and Learning aspects, students who study in the field of Social Sciences have a behavior of using social network higher than students who study in the fields of Sciences and technology with different statistically significant level 0.05.

c) Social interaction aspect, students who study in the field of Social Sciences and Humanities have a behavior of using social network higher than students who study in Sciences and Technology and Health Sciences with different statistically significant level 0.05.

d) Cultural and language to communicate aspect, students who study in the fields of Humanities have a behavior of using social network higher than students who study in the fields of Health Sciences with different statistically significant level 0.05.

e) Entertainment and Economic aspects, students who study in any field have a different behavior of using social networking with no different statistically significant level 0.05.

2. The guidelines of desirable social network using for undergraduate students from the opinion of experts can be classified into the following 7 aspects.

1. Posting information aspect. For the advantages features of the social network which is easily to access and disseminate information, students should analyze the information before trust or share the information to others. Student should have to learn how to post their thought, ideas, experiences or knowledge in their point of views for others in social network such as hobby, books, sport, fashion, foods, political or economic issues. It can create a sense of pride area for them when seeing their information can benefit for others in social network, especially if their information can help, encourage, support ideas, inspiration or causing volunteers and cooperation of the people in social network.

2. Communications aspect. Social network became the channel to communicate widely used today due to the fact that users can access social network site though mobile, it provides features that user can do anytime promptly. It has

many services that users can communicate to the others though chat, voice, or face, either personal contract or group contract. These help reduce cost especially when they need to connect with others who live in different locations, across country or across the world. Moreover, they also can choose to keep distance contact between some people. However, students should be aware to connect or communicate with someone that they don't know in real life. Students also have to concern about time consuming when they use a social network. Moreover, they have to learn to communicate with critical thinking either read or write message or information, because communication without face to face to show body language, eye contract, or tone of voice can cause problem, misconception or misunderstanding. The confidentiality of communication is the serious issue that students have to respect.

      3. Learning aspect. Social network is a powerful tool that can be used to help stimulate and motivate learning. Normally, students used social network for communicate or sharing learning material. Actually, students can use social network as the learning resources which are rapid dynamic but they need to critical screening that information and clear reference to the sources. Student should use it to be a space for an exchange idea or discussion academic or general issue, with teacher and friends on social network. Moreover, students can use features live video on social network to share their class project to teacher for getting advice or invite the experts to get their knowledge or ideas. The features such as like button can create a positive competitive atmosphere among their friends when they post information to show their class project or finishing their homework. It can motivate or activate some friends to do a better work.

      4. Entertainment aspect. Social network has big giant entertaining resources. There are many sources to provide free movie, music, sport, etc. for home entertainment. Students should be aware to access the legal information and be aware to addict the time consuming media. Moreover, student should wisely use social network because they track the behavior of user and provide many advertisement that involve their favorite. So student should learn to control themselves to consume the media and try to criticize or reflect the knowledge from that media.

      5. Social interaction aspect. Social network is the online community so members on this community have to create virtual relationships among them on social network via read, write, comment, share information, photo, or video. So students should recognize the different opinion and extreme caution to publish comments that might provoke or lead to serious dispute. Recognizes and respects the rights of individuals not to violate the privacy of others. Moreover, students should be more interested and involved in helping and supporting community and social activities that

organizations spread through social network. Student can distribute useful information or warning information to their society on social network. This is a responsibility that member of community can do to help each other. It provided virtually security community to the social network.

6. Cultural and language to communicate aspect. Student should take a constructive message. Do not bring emotions and feelings in judging information. Regardless of the language used properly (spelling and structure) for public with communication. Since each person has a different interpretation of the message language, this may cause a distorted interpretation of the message you want to communicate and cause problems or consequences that followed.

7. Economic aspect. Social network can be used as a source of information for consumers. Students should be aware of being seduced or exaggerated by the propaganda and product safety. Student should be careful and check the provider on social network before making financial transactions. Knowing their financial status, and having self-control, students have to learn to use social network as a way to generate income in either direct or indirect way such as to post their work or journal to show their creative skill, post picture to show their unique point of view, review movies, sport, or food etc.

Discussing the findings:

Social networking website especially Facebook are still very popular for Thai students. Consistent with the survey results, conducted by the Year 2014, and popular website, the behavior of use social network is communication aspect. Students also use social network as a channel for information exchange, advisory opinions about work or homework as well as to contact for an appointment with friends in the course of the event. Consistent with the study of Chukusol, C. & Sirrutbuln, C. (2013: 43), it was found that undergraduate students used social network for communication in academic life. They were exchange lessons, homework and learning material with classmates and collaboration for working group. They discussed their work project together which reflect their learning outcome. They used to get advice from the instructors. These are proper behaviors of using social network that undergraduate students should be. Therefore, the use of social network is for the benefit of the school and the daily life, accordingly. Consistent with the advantages of online network which educators have mentioned (Devadoss, A. V., & Anand, MC. J. 2013: 258; Blazer,C. 2012: 4-6; Claywell, R.2014) that social network was social relations of people who are interested in the same thing. They are able to communicate for exchange information with each other quickly, both synchronous and

synchronization, easy access, convenient and reduce cost, which is a key feature that why social network still a popular website for user at this age. However, there are a number of noteworthy results from the study behavior of students are using social network, as follows.

1. The disclosure of personal information on social network of undergraduate students found that most students disclosure of personal information in social network, such as date of birth, place of study / work / residence, history of education / work, relationship / family, including posting status are limiting the access of these particular friends in social network only or did not disclose the personal information that is publicly accessible. However, this study also found that most students accepted a friend who they do not know in real life. A mere 7.9 percent of students who did not accept a friend request from people who have never known a real life. Due to this data, it can be said that the personal information of students that post on social network can be accessed by anyone and also who is intelligent but not malicious or may be vulnerable to the problem of cyberbullying or harassment and crime. As a result, students have been affected negatively by the use of online social network unawares (Devadoss, A. V., &Anand, MC. J. 2013: 258; Blazer, C. 2012: 4-6; Claywell, R.2014).

2. Students who studying in the fields of Social Sciences and Humanities disciplines have behavior of using social network more than those who studies in the fields of Science and Technology, and Health Sciences both in terms of the posted information, communication, learning, and social interaction. It was due to the nature of the fields of the Humanities and Social Sciences that their study focuses on human nature and society by observation or systematic methodology also known as scientific approach to understand and explain the story or phenomena around. So students in the field of Social Sciences and Humanities have a unique in terms of expression, communication, or take quickly part in the phenomenon of information over the students in the fields of science and technology, and Health Sciences which always express or communicate when they can prove that source or phenomenon. (http://huso.buu.ac.th/cai/Sociology/225101/)

3. Students who have different grade point average have a behavior of using social network as a whole with no different significance level of 0.05. Considering the time of using social network, it was found that most students spent average time in social network 3 - 6hours per day. We cannot say that spending several times in social network may result in students with lower academic performance. It may be

that students are using social network appropriately, as discussed above, which is a positive result from the use of social network is desirable for students.

Suggestions for further research:

1. There should be a study the use of social networking to promote new pedagogical approach such as Flip classroom due to the results that most students used Smartphone to connect to the social network and spent 3 – 6 hours per day on it.

2. There should be a study the use of social networking to promote teamwork or collaboration group among undergraduate students.

3. There should be a study of ways to use social networking to promote ICT literacy or creative skills.

4. There should be a study role of teachers in higher education to use social network to promote interaction between students and teachers in and outside the classroom due to the fact that teachers are learning resources and role models for the students.

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CUSTOMER SATISFACTION OF PRICE-BASED SALES PROMOTION TECHNIQUES IN UAE

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Abstract

The United Arab Emirates (UAE) is the number one shopping destination in the Middle-East and it has been ranked the eighth most attractive market globally for retailers. However, there is an increased of customer dissatisfaction lodged against retailers in the UAE during the last few years. To address the lacked of studies on customer satisfaction of price-based sales promotion techniques in the Middle-east, this study proposed three hypotheses within the context of UAE. Results from 204 surveys revealed that there were higher levels of customer satisfaction with percentage discount and instant cash rebates than with coupons/voucher discount for specific product. Women are more satisfied with membership discount than men while the later are more satisfied with percentage discount for specific product. Limitations of this study are presented.

Keywords: *Price-based sales promotion techniques, gender differences*

Track of research: Marketing

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• **Introduction**

The United Arab Emirates (UAE) is the number one shopping destination in the Middle-East and it has been ranked the eighth most attractive market globally for retailers (Gulf Business 2015). Buoyance by increase consumer confidence due to incoming Expo 2020 and growing sales in the region, retail conglomerates in UAE reaped heavy profits and continues to build new malls across the country. But increasingly customer dissatisfaction/complaints against retailers have increased four-fold since 2010 (Nadeem 2014). Despite the volume of literatures on customer satisfaction and sales promotion techniques, few studies have been initiated within the Middle-East perspective. This study addresses this void by investigating customer satisfaction of price-based sales promotion techniques in UAE.

Literature review

Customer satisfaction is defines to as an individual's perception of the performance of the purchased product/service in relation to his/her expectation (Kotler & Philips 2010). If a product or service performance met users' expectation, then there is customer satisfaction. Customer satisfaction is seen as a key differentiator of product/service quality, or value offerings and is known to the key driver of good customer-brand relationship (Thaler 1985). Sales promotions are 'special offers' to stimulate demand during the period in which they are set (Lehman & Winer 2002). Sales promotions can be priced-based (dollar discount, percentage discount, refund/rebate, coupon/voucher) or non-priced based (buy two get one free, special orders, free gifts). The potential benefits of using sales promotion can range from attracting new customers from competitors, to persuading customers to switch to brands with higher profit margins or simply inducing existing customers to purchase more. Satisfaction with a promotion can not only be linked to repurchase, but may in fact be able to be linked to a transfer of satisfaction to the brand or company offering the promotion (Tat & Schwepker 1998). When consumers are satisfied, this generates positive word of mouth and purchase recommendations (Wirtz & Chew 2002) and thus the sales promotion achieves its target by directly impacting consumer purchases (Alavarez & Casielles 2004).

From a sales promotion perspective, the transaction utility theory (Thaler 1985) tells us that consumers will make overall satisfaction or dissatisfaction judgements about a price-based promotion after the purchase experience, driving their intention to repeat/discontinue the process in the future. Overall judgements about price promotion are formed through consideration of the acquisition utility of the deal (satisfaction or dissatisfaction with the intrinsic utility of the item purchased less its price) and transaction utility. Customer satisfaction with particular sales promotions may be moderated by factors such as price sensitivity and perceived value (Rajagopal 2007), driven by the purchasing power (income) of the consumer. This suggests that higher priced items are capable of achieving greater levels of satisfaction with the promotional deal than lower value items purchases (Tat & Schwepker 1998). Thus,

H1: Satisfaction with price-based sales promotion techniques are more likely to be greater when related to a high-value purchase than a low value purchase.

In addition, there are gender differences with respect to shopping habits. According to the Wharton Research (2007) conducted in the USA, women are happy to meander through sprawling clothing and accessory collections or detour through the shoe department while

shopping is a mission for men and they are more likely to respond to more utilitarian aspects of the experience – availability of stocks and parking space (sale context). Similar research in the Britain (Jenno 2007) suggest that men are being much happier to go for the kill, whereas women are still far more inclined to value shopping as a social and therapeutic activity. It suggests that men are easier to satisfy on acquisition utilities with specific products and that women are more prone to attraction from storewide discounts. Thus,

H2: Satisfaction with percentage discount on specific products are more likely to be greater when related to men than to women.

H3: Satisfaction with membership discount for storewide purchases are more likely to be greater when related to women than to men.

Methodology

Data are collected in two cites of UAE (Dubai and Abu Dhabi) using a multi-item questionnaire which required respondents to answer rating scaled questions in relation to their attitudes towards sales promotion techniques. Scale items were drawn from existing, pre-tested marketing scales relating to consumption satisfaction and sales promotion (Bearden & Netemeyer 1999). High value items are referred in this study as product costing more than 5,000 AED (half of the average white-collar worker's monthly salary in UAE). Respondents were drawn from a wide range of occupations and lifestyles. Overall 300 questionnaires were randomly collected and only 204 (Dubai =112, Abu Dhabi =92) were valid for further analysis because of incomplete fillings. Males constitute 54% of the valid data sample. About 35% of respondents identified themselves as white-collar workers, 10% as management professionals, 20% as technical/engineering staff and 29% as university/college students. Analysis of data was completed using SPSS 17. Test of normality of data, homogeneity of variances and post-hoc test were conducted.

• **Findings**

The descriptive statistics revealed that that percentage discount (mean: 5.40 out max 7) and rebates/refund (mean=4.78) are the top two highest scored variables (Table 1). Coupons/voucher discount (mean=1.33) for specific product generated the lowest scores for satisfaction. Gender has significant impact on customer satisfaction with priced-based sale promotion techniques (Wilks' lambda=0.779, F=2.930, p=0.008) in UAE. The Tests of between-subject effects revealed that the 'membership discount' recorded significant value (F=7.112, p=0.021), with female scoring higher (mean=4.33) than male (mean=1.46) while

men scoring higher (mean= 5.84) than female (mean=4.76) on 'percentage discount on specific product'. Thus, the following hypotheses were supported at the 5% significant level:

H2: Satisfaction with a percentage discount on specific products are more likely to be greater when related to men than to women.

H3: Satisfaction with a membership discount for storewide purchases are more likely to be greater when related to women than to men.

However, there was no evidence to support *H1: Satisfaction with price-based sales promotion techniques are likely to be greater when related to a high-value purchase than a low value purchase* (Wilks' lambda=0.817, F=.091, p=0.202). This implies that the values of purchases (high or low tickets items) have no impact on the level of satisfaction on price-based sales promotion techniques.

Discounts types	Mean**	SD	Post-hoc	
			M	F
Percentage discount for specific product	5.40*	0.63	5.84*	4.80
Rebates/refund for specific product	4.78	0.85	4.90	4.65
Membership discount (storewide)	3.20	1.15	1.46	4.33*
Point accumulations for purchased	2.89	1.37	2.01	3.20
Coupons/voucher discount for specific product	1.33	0.94	1.14	1.56

*n=204   * Significant gender different at 0.05 (post-hoc)   ** mean out of max 7*

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• **Table 1: Satisfaction scores for price-based sales promotion techniques in UAE**

Conclusion and limitations of research

This study revealed that consumers in UAE are most satisfied with percentage discount of specific product and instant cash rebates. Coupons/voucher for specific product discount generated the less satisfaction. Women in UAE are more satisfied than men with membership discount (for future purchases) while men are more satisfied than women with percentage discount for specific product. There is no evidence to suggest that low or high values purchases (>5000 AED) have on an impact on customer satisfaction with price-based sales

promotion techniques. The limitations of this study are, first, the questionnaire survey is dependent on the respondent's own account of their behaviour, attitude or perception. Second, the samples from only two cities in this study may be misrepresentative of the whole UAE population. Further, variation among the population at the level of interest in the research topic can result in a biased, unrepresentative response.

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MATHEMATICAL LEARNING DURING FREE PLAY IN A PRESCHOOL SETTING

Seham Adnan Yaqoub

Abstract

The performance in mathematics provides motivation for young learners and determines the educational performance in general. Studies have shown that students learn mathematics during free play in a preschool setting. The objective is to find the mathematical-related learning style that occurs during free play in a preschool setting. It adopted a qualitative research design that included the collection of artifacts and field notes in a child care facility in Midwestern City. The findings showed that free play improved mathematical skills across all learning standards and learning activities were further enhanced by mixed age groups.

Introduction:

Other countries outperform the United States when it comes to mathematical sources performance. Math is the basis for a lot of motivation. When students do not have strong mathematics skills, they are less likely to be innovative and take a part in the professions needed in American society.

Moreover, when you look at the source, one of the recommendations made is that all grade levels need to teach math in the same way that early childhood teaches math. This means using play based approach where materials are used that emphasize concepts and not simply calculation. Rather than focusing on written calculations, they focus how they use math.

Mathematics is a major subject area for early learners' educational programs before they set foot in primary school (Brandt, 2013). The importance of mathematics cannot be underemphasized as it helps children develop their logical skills. The literature review examines the themes surrounding mathematics and play and play based mathematics to understand the mathematical learning which takes place during free play in a preschool setting. Mathematical play is crucial as it provides an opportunity for children to learn as they freely express their ideas, emotions, and feelings.

Importance of Math and STEAM Education in Early Childhood
Mathematics in Early Childhood Education

Different studies on childhood education demonstrate the importance of early experiences in math. Childhood educators should actively introduce various concepts,

methods, and language through appropriate research-based strategies that help children to perceive connections between ideas and develop mathematical knowledge across the curriculum. Furthermore, they should encourage children to communicate and explain their thinking as they interact with essential mathematics in deep, sustained techniques. These positive experiences enable children to develop various skills that contribute to their future success in and out of school, for example, imagination, flexibility, innovation, persistence, and curiosity. According to Page (2016), mathematics is a vital component of high quality early childhood curriculum and presents multiple opportunities for children to expand and consolidate their thinking. Moreover, early skills in the subject can be used to predict later STEAM and literacy skills. Page (2016) defines mathematics literacy as the capacity of the individual to formulate, employ, and interpret the subject in different contexts. Also, it includes reasoning mathematically and applying different concepts, procedure, facts, and tools to explain and describe phenomena. This form of literacy assists various individuals to recognize the role of mathematics in making firm decisions and judgments that are needed by productive, engaged and reflective citizens. Therefore, mathematics education in early childhood is of significance to the child's cultural, environmental, social, and economic context and should be prioritized as an essential life skill that equips every child with the necessary skills to face various challenges (Page, 2016).

STEAM in Early Childhood Education

Science, Technology, Engineering, Art, and Mathematics (STEAM) skills are important because they encourage children to explore and ask questions, engage in different investigation techniques, reason about their predictions and analysis, and communicate their results in various ways that stimulate understanding (Linder, Emerson, Heffron, Shevlin, & Vest, 2016). STEAM education provides a fundamental foundation for children to engage in critical thinking, creativity, collaboration, and communication of ideas and enhance their problem-solving techniques. Furthermore, it enables them to become productive members of the society. According to Allen (2016), STEAM should be a hands-on experience for children especially because they tend be curious about the world around them. Thus, it is important to encourage them to investigate and ask the right questions to develop appropriate inferences. This simple hands-on approach allows them to associate various concepts to their experiences and challenges them to explore different issues related to the STEAM fields. It also provides an inclusive and collaborative approach to learning by having children take charge of various topics and tasking them with discovering the answers.

In summary, mathematics and STEAM in early education enable children to develop the necessary in the 21st-century skills of understanding and mastering

technology in a rapidly developing world and facilitate competition in the future job market. Efficient childhood educators engage children in recognizing and responding to problems in STEAM, making explicit connections across the curriculum, and communicating their thinking and value in a confident manner. It enables them to develop efficient analysis and literacy skills and integrate various concepts to add value and meaning to the world around them. Linder et al. (2016) state that STEAM processes of problem-solving, reasoning and proof, critical thinking, and experimentation are valuable to children of all ages because they provide the basis of what and how children should learn and encourage meaningful learning experiences that enable them to form connections between the study content and their experiences. Hence, STEAM is integral in child development in early years by facilitating vocations such as mobility, communication, intellectual capacity and development of various interests and abilities.

Play and Mathematical Skills

According to NAEYC (2002), mathematics is one of the subjects that presents a learning challenge to learners, and is evident by a series of assessment findings which revealed that since the 1970s, US students have underperformed on various mathematical proficiency tests over the years. Therefore, the NCTM reviews the appropriate ways to address these challenges by putting in place new standards as well as resources to improve mathematical learning and gains that have been realized at both the elementary and middle school level.

In addition, Baker (2014) examines the role of father-child activities in enhancing a child's learning process. Play is one of the most appropriate ways to facilitate learning in young children. The findings of the study confirm that farther-child play activities have a positive correlation to a father's care-giving activities, while mathematics and reading accomplishments present the strongest positive association among the study variables (Baker, 2014). The positive relationships
inspire researchers to conduct further analysis on whether a father's home mathematical literacy engagement, father-child play tasks, and care-giving predict the early academic success of a learner above the contributions of child, demographic characteristics, environmental influence, and family.

Ozdogan (2011) states that play enables children to express their ideas, emotions, and feelings. Children may show feeling of satisfaction and dislike as they engage in different play activities. Hughes (1991) records that play enables learning processes like rehearsing, repeating, practicing, discovering, imitating, exploring, combining, extending, transforming, revising, and testing. Therefore, play is crucial in facilitating academic development of a young learner. An early childhood teacher incorporates pauses to facilitate the effectiveness of talk-in-interaction activities

during mathematical play (Cohrssen, Church, & Tayler, 2014).

Graue et al., (2015) reveal that learning centers help teachers make connections between mathematics and play. They establish links making observations and incorporating mathematics in diverse centers of classroom learning. The study shows that childhood teachers develop professional development programs at the learning centers, which assist them in ascertaining the relationship between new mathematical content and practice experience (Graue et al., 2015). Play enables teachers to forecast a meaningful position for mathematics with a child. Early mathematics can be incorporated into international teachings, routines, and play in reliable ways.

Burton (2010) emphasizes that mathematical play motivates children to advance their skills of logical thinking skills and improve their procedural knowledge such as subtraction, addition, division, and multiplication. Children begin simple additions and subtractions in the early stages of their life. Activities such as pre-mathematical literacy skills of object sorting can be used to improve logical knowledge as children play around with objects. Children can be given sorting exercises to list, subtract, and add a series of numbers.

Holton, Ahmed, Williams, & Hill (2001) report that mathematical play helps in reinforcing the present knowledge of a child and assists them in solving future problems or mathematical activities. When children engage in mathematical play, they face different challenges and problems as they interact with their play environment and they construct different solutions to enable them to solve particular problems (Ozdogan, 2011). Therefore, it is evident that mathematical play promotes the logical thinking as it provides great learning environments to children.

According to Ozdogan (2011), children of different age and categories engage in mathematical play. The mathematics subject and its process begins before a child starts attending school. Children are born with some knowledge of mathematics, which they practice throughout their daily life of growth and development. Children start playing before they know how to speak or walk. They regard play as a kind of work and they are attentive while playing and interacting with their learning environment.

Pedagogical play types

Adams, Baldwin, Comingore and Kelly (2013) in The Access Curriculum: Intentional, Integrated and Inquiry-based for Ages Infancy through Grade Five also highlights the importance of identifying the strengths, necessities and interests of children. Teachers have varying perceptions of pedagogical play that includes purposely framed play, modeled play, and open ended play. These types, they feel,

provide opportunities for young children as well as teachers to develop knowledge through experiences in environmental education within early childhood settings.

Edwards and Cutter-Mackenzie (2013) feel that pedagogical play should be integrated. Play is an important part of learning as has been suggested by each of the articles. It works to increase opportunities for learning as well as establishing a proper relationship between children and their teachers.

As Axelrod (2014) states "yet, through the teachers' thoughtful planning and engagement with the children, the play in this classroom supports each child's development and learning as a cultural being" (p, 25).

Purpose of the Study: The purpose of this action research project is to gather qualitative information on grading methodologies used by observing students on preschool classroom. While research is clear that mathematics should be addressed in a play-based manner in preschool, many settings still do not include an emphasis on these important concepts.   This research study will examine "What kind of mathematical learning activities occur during free play in preschool setting".

Methodology

Research design: This research design is an ethnographic qualitative research design. It will include observation field notes and a collection of artifacts using a digital camera as well as language samples using an iPhone recording system. The data will be coded for content analyses and triangulated for fidelity.

Setting: This observation study took a place at university affiliated child care in midsized Midwestern city. The school include approximately 110 children from infancy to preschool. The center has six classrooms three multi-age classrooms serving preschoolers (age 3 to 5 years), two serving toddlers (age 12 to 24 months and age 24 to 36 months respectively), and one serving infants (between 6 weeks and 12 months of age). Each room is staffed by a three teacher team, one with a bachelor's or master's degree, one with an associate's degree and one with a Child Development Associate certificate. Children are assigned to classrooms based on many factors, including age, developmental level, and the gender and chronological makeup of the class.

Permission to conduct this research has been granted by the University Institutional Review Board (IRB). Additionally, school permission forms from the director of the child care center have been granted and notifications have been sent to the parents providing them

with the details of the study including confidentiality information with assures them their student's names will not be used.

Participants:

This research study focused on a preschool classroom with students from 3 to 5 years and a. focus more on math and science education in their curriculum. The classroom has 18 typical students.

Figure 1: Gender and Age of Students in the Summer Semester:

Gender:	Ages:	3	4	5	Number of students:
Girls:	8				
Boys:	10	4	6	8	18

Figure 2: Gender and Age of Students in the Fall Semester:

Gender:	Ages:	3	4	5	Number of students:
Girls:	8				
Boys:	10	4	7	7	18

Data collection:

Observation is the main method of the collecting data for this study. Field notes were collected over six days from 7:30 to 12:00. I completed my observations during the summer and fall semester. I collected data using a T chart while in the classroom. This chart helped in the participatory of the research process. I was able to observe and then write comments based on my observation. Photographs and language samples were also collected using an iPhone.

Figure 3: The T chart that I used for collecting data:

What I see	What it means (comments)
• •	• •

Figure 4: ACCESS Classroom Tracking Sheet for the Ohio Early Learning and Development Standards on Cognition and General Knowledge Domain and on Mathematics Sub – Domain:

Ohio Early Learning and Development Standards: Ages:	3	4	5
1- Number Sense and Counting:			
2- Number Relationships and Operations:			
3- Group and Categorize:			
4- Patterning:			
5- Measurement and Data:			
6- Identify and Describe Shapes:			
7- Analyze, Compare and Create shapes:			

Data analysis:

Field notes would be coded and patterns would be noted to identify what kind of activities occurs during free play in preschool that will help students to develop their mathematics skills and reach the standards that exist in the Ohio Early Learning and Development Standards Assessment on Math domain.

Result
Figure 5: The Role of Mixed Aged Groups on Learning Math

Figure 5
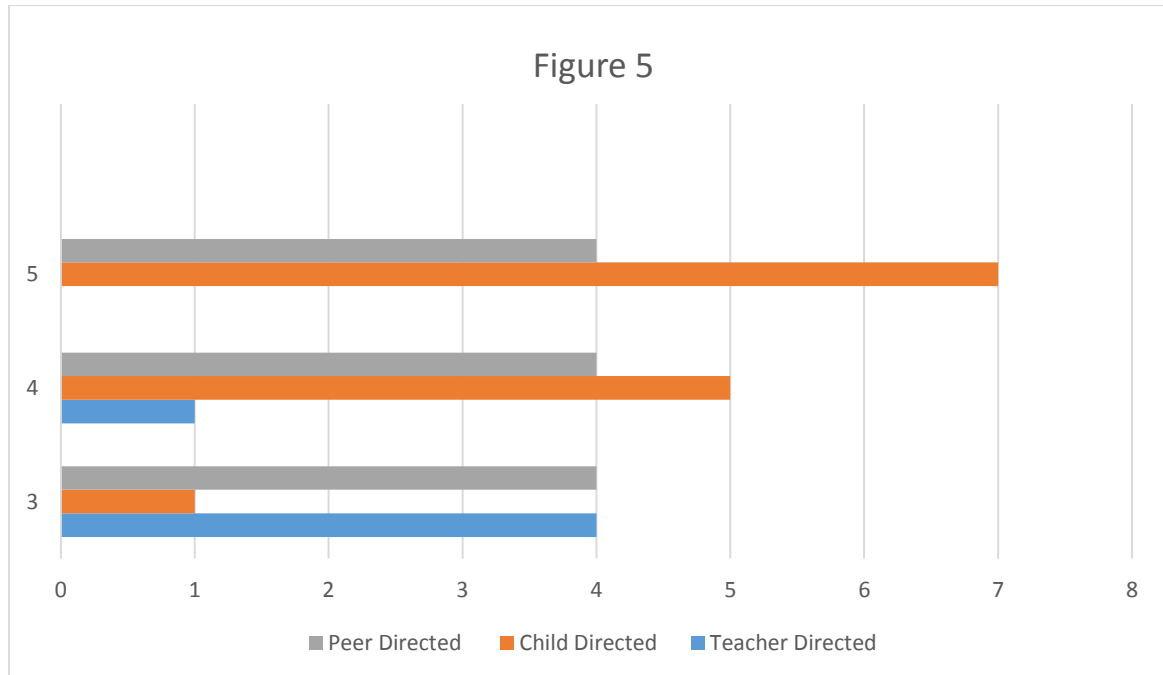
Children in the preschool classroom range in age from 3 to 5 years old and their performance in the play and mathematics was observed. The peer-directed activities were effective up to the fourth standard of learning for all ages while the teachers' influenced diminished with age. The child-directed play resulted in the seventh standard of learning for the children five years and only to the first learning level in the three-year-old children. The difference in the learning experiences shows that a mixed set-up could have the best results for all the groups through the interaction and sharing resources. Three-year-old's children improve their mathematics skills by being among the older children.

Figure 6: Activities Related to Mathematics and Non-Mathematics skills

Figure 6
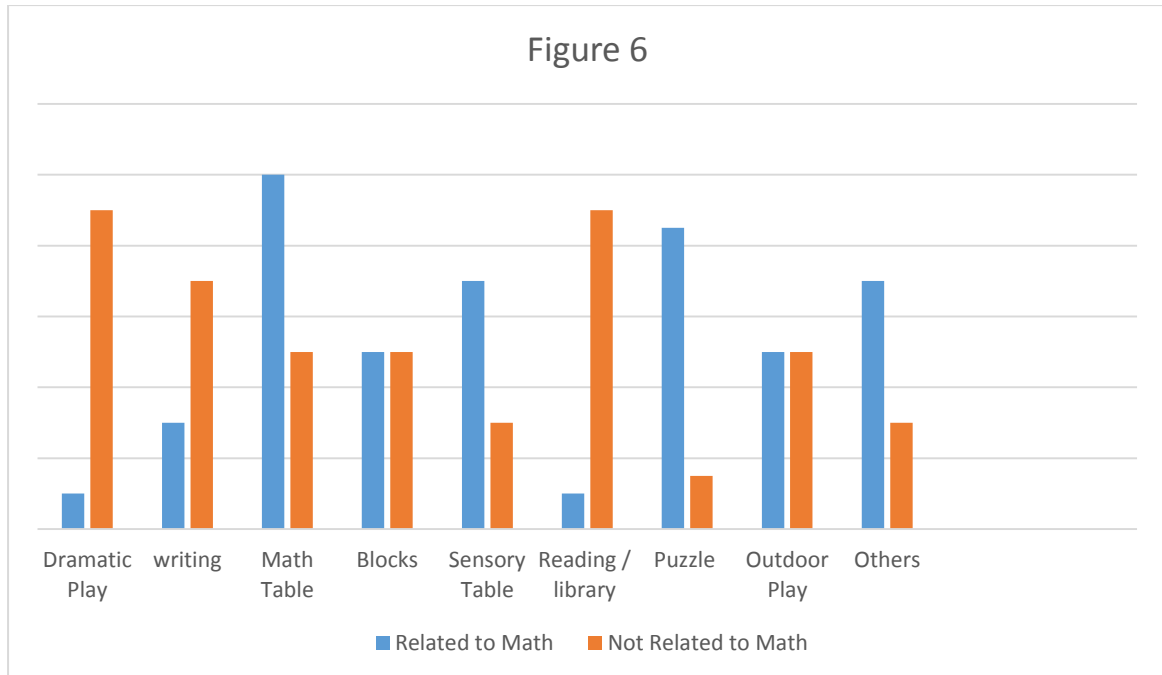
This chart shows the learning progress of children based on the skills related or not related to mathematics. Each category of activities shows that the preschool children were practicing mathematics skills in all the activities they had in the school. The observation indicates that practicing the math table, puzzles, and sensory tables had the greatest influence on their performance in mathematics. The least influence was from dramatic plays and reading books in the library. Since the skills in mathematics are closely related to mathematics lessons, the information they obtained from all activities is essential to training children.

Figure 7: The Effect of Free Play on Leaning Standards

Ohio Early Learning and Development Standards: Ages:	3	4	5
1- Number Sense and Counting:	✓	✓	✓
2- Number Relationships and Operations:	✓	✓	✓
3- Group and Categorize:	✓	✓	✓
4- Patterning:	✓	✓	✓
5- Measurement and Data:	✓	✓	✓
6- Identify and Describe Shapes:	✓	✓	✓
7- Analyze, Compare and Create shapes:	✓	✓	✓

The investigation on the effect of free play on Ohio Early and Development shows that all standards were affected by the activities of the students. In this case, the

participation of all children in free play affected their mathematical skills. The experience was influenced through a set of standards where the learners achieved the top standard of analyzing and creating shapes from the information they encountered. Free play increases the performance of children in the classroom based activities, and this influence confirms that the participation should be based on a mixed set up.

Figure 8: The T-Chart Results

What I Saw	What it Means
1.Colored objects arranged during free play (Appendix I)	The children learned how to count the objects
2.Objects arranged in a line based on the types (Appendix II)	They learned how to place the objects in patterns and classifications
3.Patterns arranged into a clock (Appendix III)	Children could identify and arrange the shapes
4.Counting the dots and filling in the numbers (Appendix IV)	They could measure and allocate data to objects based on their sizes
5.A child arranging objects in order (Appendix V)	The standard of grouping and categorization of the objects during play was achieved

Appendices
Appendix I: Colored activities in free pla
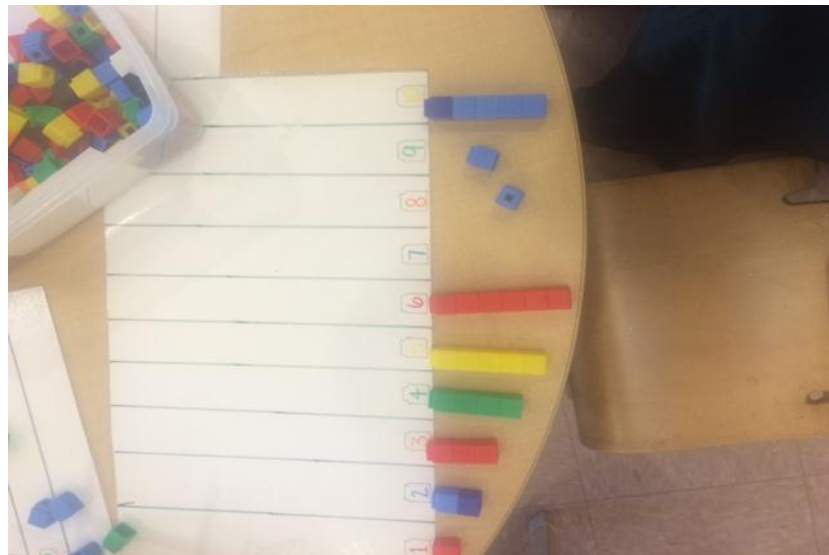
Appendix II: Objects in Lines Based on Categories

Appendix III: Playing and Learning Time

Appendix IV: Students Counting

Discussion

Authors have established a connection between the mathematics skills and play among preschool children. This study reveals that the children engaging in free play are likely to gain the skills related to mathematics and the non-related skills. The effect of free play is when children are allowed to participate in the activities that motivate them to learn in groups. Mixed age learning improves the way interaction between the child, peer, and teacher influence on the usefulness of play (Wiseman & Vincent, 2013). All the standards of Ohio Early Child Development learning are improved by the participation in free play for all the ages of the children. The observation of children participating in these activities shows the role of play in different forms of learning skills that involve mathematics. The practice of children in mathematical play gives them a chance to practice the knowledge they learn in the way that they find interesting. It is also essential in training them to learn together and from peer directed activities especially in mixed age groups (Wiseman & Vincent, 2013).

Conclusion

In conclusion, play and mathematics and mathematic play are crucial components in understanding the variety of mathematical learning that occurs during a free play in a preschool environment. Although mathematics is among the most important subjects for the development of a child's cognitive ability, it still poses a

major challenge to many learners across the globe. Play promotes learning process among small children as it facilitates relevant learning processes, including rehearsing, practicing, revising, and testing among others. Classroom learning centers help teachers establish the relationship between play and mathematics. Mathematics plays inspire children to improve logical thinking as they reinforce the present learners' knowledge and help them solve problems or mathematical assignments. Children of different age categories engage in mathematical plays, which help advance their logical skills and cognitive abilities as they grow and develop.

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Detecting the Rate of Urban Expansion and its Influence on Household Livelihoods: A case Study in the city of Hawassa, Ethiopia

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Abstract

This study tried to explore the where and what land use type has changed and the cause of changes in the city of Hawassa within 20 years. The causes were used to explore the dynamics and drivers of land use/land cover change. The main objective of this study was to investigate the rate of land use/land cover change in the city of Hawassa and its influence on the household livelihoods in the expanded areas. For LULC classification, Landsat satellite images of 1995, 2000, 2003, 2010, 2013 and 2014 were downloaded from U.S Geological Survey Archive under the path/row extent of 168/55. Thereby, buildings, water, vegetation and agricultural lands were classified using ArcGIS. Based on trends of expansion agricultural lands and vegetation covers have been decreasing at the rate of 44% & 27% respectively within 20 years. While built-up areas were rapidly increasing at the rate of 195%. The direction and expansion of these changes were visualized. To investigate the influence of expansion on household livelihoods, 45 households were purposely selected and interviewed. The focusing point was investigating the infrastructure services. The results were exhibited in the form of tables, charts and maps. The population pressure is the major cause for the increasing demand of built-up lands that creates pressure on services and household livelihoods. There are economic activities such as street vending, shopping, daily labourers, metal works, petti-business and wood works. However, indicating slow socio-economic growth in peri-urban areas which affects the household livelihoods. Overall, the city is rapidly increased on the expense of peri-agricultural lands. Households in the peri-urban areas are also marginalized and affected by shortage of infrastructure services.

Keywords: Urban expansion, change detection, remotely sensed data, Household livelihoods

- **1 Introduction**

- **1.1 Urban expansion**

Urbanization is closely linked with modernization, industrialization, and economic development. However, the human involvement in social, cultural and economic activities through time are the major causes in shaping of the land surface (Pickett et

al., 2008). The problems in the face of Africa is critical particularly in the fast expanding mega cities such as Cairo, Lagos, and Kinshasa, which are seen as offering more hopes of jobs, better services and opportunities. However, the supply of infrastructure services and poverty alleviation program is in the slow progress, this evidences the less livelihood support of the people (Davies, 2015). In Africa about 90% is concentrated in less than 21% of the land surface and this indicates more urban land can be used for settlement or construction purposes, that are the prerequisite demand in the peri-urban areas (Linard, 2012).

The increasing demand of urban land is the critical facet of cities that predicted to upsurge in the future (Grimmond, 2007). In many cities of Ethiopia such as Addis Ababa, Hawassa, Bahir Dar and Mekele the demand of urban land is increasing. The local government has been using traditional mode of acquiring land compulsorily from peri-urban areas in every new expansion periods (Cotula, Toulmin, & Quan, 2006). The growth of population in the city of Hawassa need more space for settlement that has come to pass at the expense of peri-urban productive lands of the peri-agricultural areas (Mandere, et al. 2010). The conversion of agricultural land in to built-up area distracts the Household (HH) livelihood conditions. However, there are problems such as shortage of road networks which results the failure of spatial interaction between the newly expanded areas with the down town. This affects the perception of households towards the rate of urbanization in the city. Hawassa is the capital of Southern Nation Nationalities People's Regions (SNNPR) of Ethiopia, experiencing the rapid urbanization rate.

- ## 2. Problem definition

Most researchers affirmed that cities are centres of dynamic LULC changes, but less attention given to urban services, environment and related bio-diversities. This results the on-going action of eliminating future options that caused land degradation and urban environmental pollutions (Thuo, 2013). According to researchers, during expansion, large number of population requires more built-up land and that ran into the conversion of peri-urban agricultural lands. In this process, the only option of peri-urban households was either displaced from their agricultural lands or submersed in to inner city. This condition forced the movers to begin new way of life that can be less supportive than their former income generating sources (Abass, Afriyie, & Adomako, 2013).

As some results have shown that rapid urban expansion leads to the displacement of peri-urban agriculturalists without sufficient compensation in the expanded areas Araya & Cabral, 2010). Other study in the city of Addis Ababa was focused to analyse the impact of expansion on displaced households (Habtamu, 2011). The study highlighted that households displaced from their original habitation and the decline of income sources. The result ensures that psychological distresses and socio- economic crises of households in the peri-urban area. All the above facts are seen in the city of

Hawassa and further resulted in to joblessness and unproductivity of households. In general, the influence of rate of urbanization in Ethiopia can be seen in to three major parts:

- Rapid population growth creates pressure on infrastructure and service delivery systems,
- Households displace and spread out in to the adjacent agricultural or forest areas,
- The emergence of illegal settlement in the peripheral area of the city.

The above problems are noticeable occurrences in the city of Hawassa. Some of the aforementioned studies were focused on household displacement and income conditions. But the influence of urbanization rate on household perception in the expanded area was not investigated. In addition, household seems to be mistreated in the city of Hawassa through socio-economic, political activities and in infrastructure services. This is the research gap, and this study was carried out to fill the gap by analysing the influence of the rate of urbanization on household livelihoods in the expanded areas of the city. Based on problem definition, the research objectives and questions are formulated. The main objective of this study is to analyse the impact of urbanisation rate on the perception of households. In order to achieve the objective set, the following research questions were identified.

- RQ1 what land use change can be detected to find the rate of urbanisation?
- RQ2 what household livelihood perceptions can be acquired to find the impact of the urbanisation rate?
- RQ3 how is the household perceptions related to the urbanisation rate?

3. Methodology

- **Methods for research question 1**

This session also provides the procedural steps of the research details related to LULC change and its influence on household livelihoods. The work flows of the methodological frame work and procedures show the image classification of the LULC classes from which the first research question was assessed. The overall procedure used in this part of the study was presented in Figure 3.
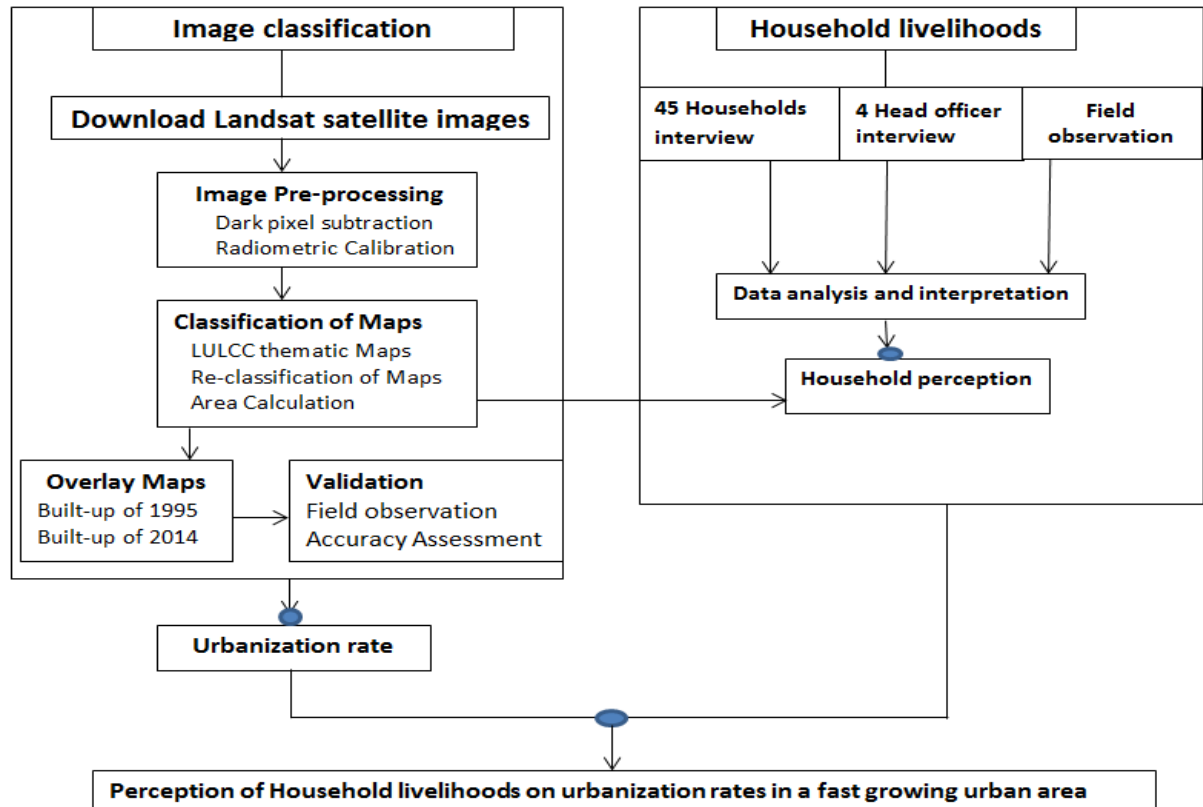
- Figure 1 Methodological work flows and procedures of LULC classification maps & households perception (source: Own sketch)

The procedures are:

1. Download the image**:** Landsat satellite image has a resolution of 3om x 30m were downloaded from USGS Archive. The images were determined by the path/row extent of 168/55 respectively. However, due to the failure of Scan Line Corrector (SLC) images of some years have strip problems (data gaps), therefore images of the years 1995, 2000, 2003, 2010, 2013 and 2014 were only used.

2. Image pre-processing: Due to atmospheric variability, aerosol scattering and residual errors (Singh, 1989). Radiometric and atmospheric corrections were done using ENVI and ERDAS IMAGINE. The images were geometrically corrected and rectified by National Aeronautics and Space Administration (NASA) from which the study area was clipped.

3. Image classification: The type of LULC classes were limited in to four major classes of (i) Water (ii) Agriculture (iii) Buildings and (iv) Vegetation, the composition were adopted from the classification schemes of the Municipality of Hawassa. The water class was taken to analyse the impact of rate of urbanization on Lake Hawassa.

4. Validation: To compare the test pixels with the corresponding location in the classified images, accuracy assessment was done. There were 30 test ground points for each class with the total of 120 test points in the four classes.

- **Methods for research question 2**

For this research question, in-depth interview was made with households. 45 households were selected randomly from the expanded areas from the years 1995 – 2014. There were open ended guiding questions framed based on six livelihood elements (See Appendix J). The procedures were:

1. 45 households were selected and their location was recorded in excel sheet. During interview the GPS device was used to show the coordinate points of households living location.
2. There was face-to-face conversation with households regarding the perception of households concerning the household livelihoods, infrastructures (road, water and power supply, school and health services and economic activities in the expanded areas.
3. There was interview with Four Municipal officials under their position concerning the points mentioned under question three.
4. There was also field observation about the settlement pattern, density, infrastructures and squatter settlements in the expanded areas.

- **Method for research question 3**

This research question was framed to analyse the relationship between the rate of urbanization and the perception of households. To connect the former two research questions, the following procedures were structured:

1. Map was made based on the level of satisfaction of households (See Figure 14)
2. The generated map was associated with service provisions and households day-to-day activities
3. The generated map and map of classification has been compared (seen on Figure 14)

- **4. Results and Accuracy Assessment**

This chapter presents an outline to analyse the land use land cover classification, change, and the results along with the discussions and evaluation of results. In order to detect and quantify the LULC changes, the maps of the study area were first derived (See Figure 4) and then simplified in to built-up and non-built up classes (See Figure 2).
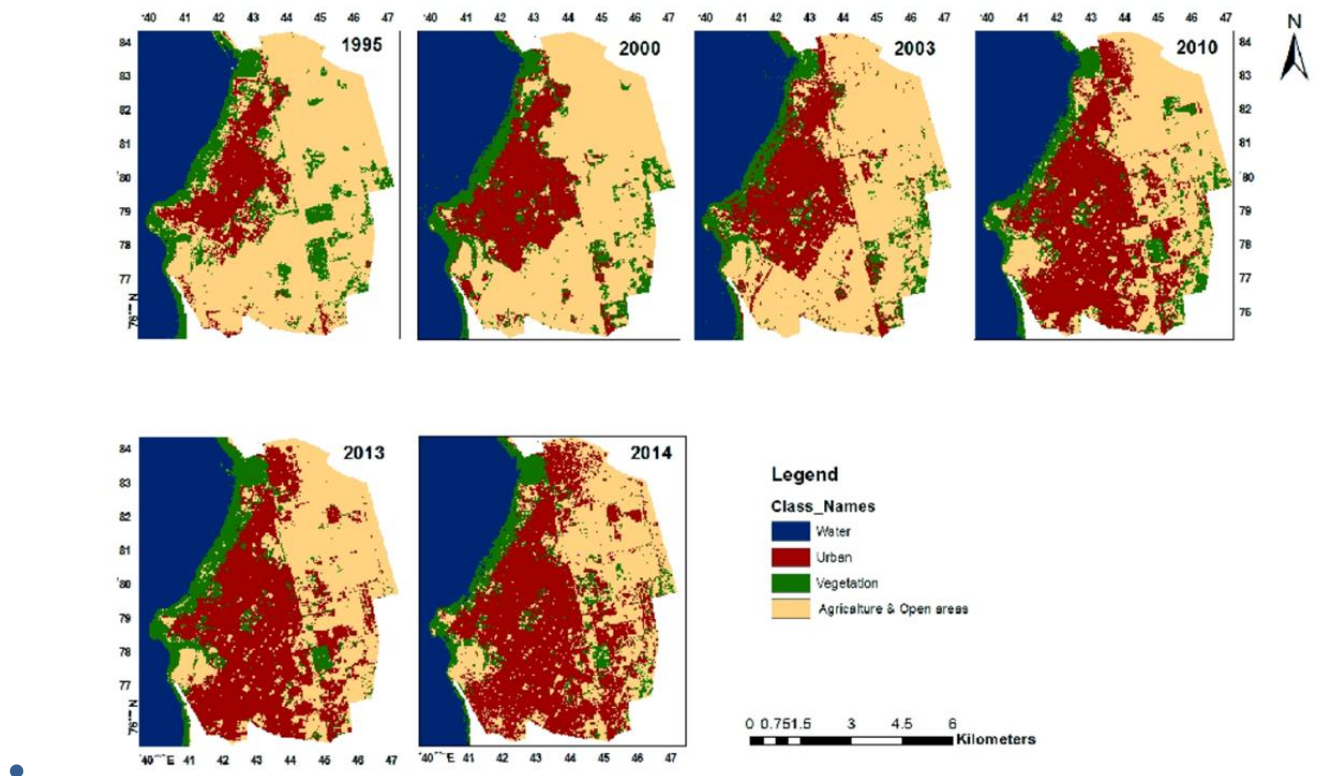
Figure 2 Four land use and land cover classification maps of Hawassa within 20 years of (1995 – 2014)

In the year 1995 the classification result shows that the vast areas of Hawassa were agricultural lands and the built-up areas have had small coverage. From the year 2000 onwards the built-up areas have been progressively increased. While after the year 2010 the rate of urbanization process seemed to be slow. The classification map revealed that both 2003 and 2010 were the highest built-up years. In addition the maps have shown the direction and distribution of built-up areas towards the South, North and Eastern directions. However, the expansion stalled by natural constraints such as, the chain of small hills in the South, Tikur Wuha River in some parts of the North, and Lake Hawassa in the West directions.

As can be seen above the total built-up area has been increased by 1469.1ha between the years 1995 to 2014. The reclassified maps revealed that there was a remarkable growth of built-up areas that results the change of spatial pattern and forms of the city. The reclassified maps help to realize the direction, pattern and compactness of the built-up areas.

$$xi = \frac{A2 - A1}{A1} * 100$$

Where: X_i represents the rate of change (%)

A_1 denotes the area of LULC x_i class at the time t_1 (1995)

A_2 denotes the area of LULC x_i class at the time t_2 (2014)

For better comparison of the LULC change of selected years in the study area, a simple overlay method was employed in the years 1995 and 2014 (See Figure 6).

In the past 20 years, the urbanization process has been visualized by the two selected years of 1995 and 2014. The change detection images indicate that most of the changes have occurred in the peripheries of the urban areas.

- Table 1 the rate of LULC changes in hectare and per cent in the city of Hawassa (1995 – 2014)

Rate of years Class Names	1995	2000	2003	2010	2013	2014	Total change 1995-2014)	Rateof change
Unit	ha	Ha	Ha	Ha	Ha	ha	ha	in %
Built-up	751.5	1042	1594	1904	1986.78	2220.6	1463.1	195.48
Vegetation	831.3	757.1	681	721.8	697.23	605.52	225.78	27.16
Agriculture	2953	2678	2231	1873	1873.08	1639.5	1313.5	44.48
Water	1654	1714	1684	1692	1632.42	1724.3	70.3	4.25
Total	6190	6190	6190	6190	6189.51	6190	3072.68	

In the year 1995, the built-up area of the city of Hawassa was about 751.5ha but the numbers have changed in to 2220.6ha in the year 2014. The rate at which the built-up land grew by about 195% occurred between the years 1995 and 2014. This indicates the rapid urban expansion of the city of Hawassa was assumed to be three folds and subsequently the rate of LULCC was fast within 20 years. While the agricultural land changes at the decreasing rate of 44% occurred in the same year intervals. In the past 20 years the high proportion of 1538.95ha of the built-up area has been spatially extended. The year 2003 was referred to as the highest expansion period of the city of Hawassa that covered around 552ha of built-up areas followed by 310ha in the year 2010. But the water cover areas show relatively slight differences, annually on average about 3.5ha and remain unchanged. The comparison between the rates of LULC change was depicted by pie chart (See Figure 5).

Proportions of land use and land covers between the year 1995 -2014
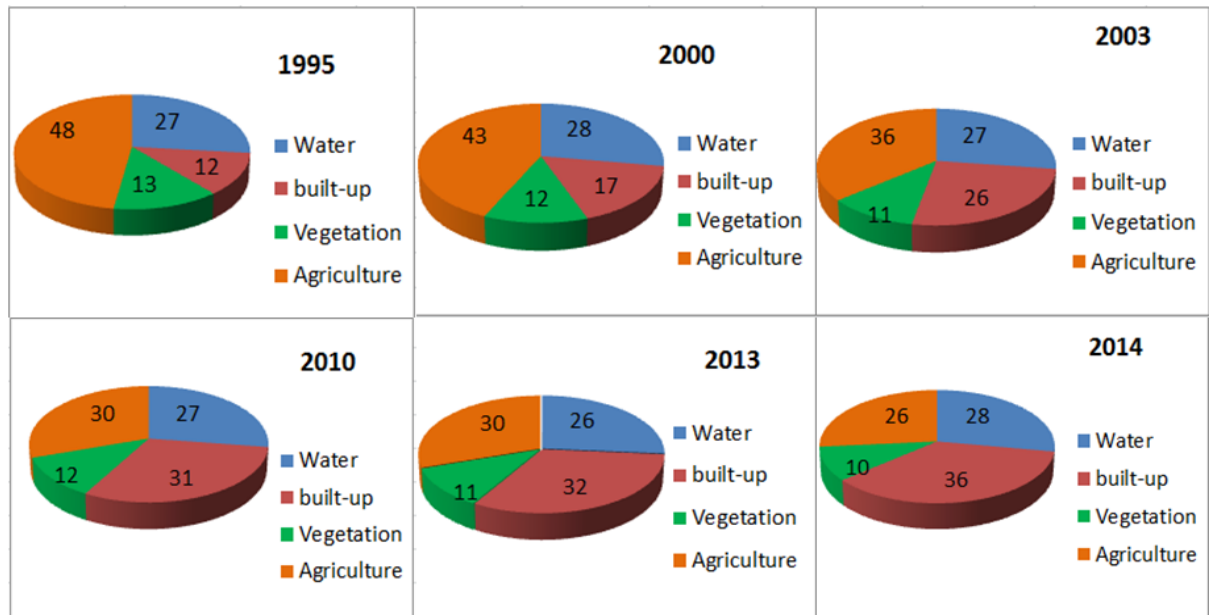
- Figure 3 demonstration of the proportion of four LULC changes in the years (1995 to 2014)

The classification accuracy assessment was made using confusion matrix (producer, user and over all accuracy) and the results were presented (See Table 3).

Table 2 the error matrix of producer accuracy, user accuracy and over all accuracies of classification

Classes	Accuracy Assessment											
	1995		2000		2003		2010		2013		2014	
	PA	UA	PA	UA	PA	UA	PA	UA	PA	UA	PA	UA
Water	100	100	100	100	100	100	100	100	100	100	100	100
Built-up	100	100	100	93.8	96.7	100	100	88.2	93.3	100	93.3	93.3
Vegetation	96.7	93.5	93.3	96.6	96.7	96.7	93.3	100	96.7	87.9	96.7	93.5
Agriculture	100	100	96.7	100	100	96.8	86.7	92.9	93.3	96.6	93.3	96.6
O/Accuracy	99.1		97.5		98.3		95		95.8		96.6	

The producer and user accuracies of individual classes were high ranging above 87.9%. However, in the year 2010 and 2013 the user accuracies of built-up areas (88.2%) and vegetation cover (87.9%) have relatively lower results respectively. The detail information has been in the discussion part.

4. The spatial perception of Households on urban livelihood

The information from households was collected in a local language (Amharic) and translated into English in thesis report. From the interviewed result, 58% of households were male headed and 42% were female. The average age of the respondents was about 40 and most of them were adults. In terms of education, 93% were above primary and secondary level while the other households were uneducated.

Households came from different corners of the region to Hawassa. With regard to migration interval, 40% of the respondents migrated from rural areas, while 22% were from other urban areas. The migration route included both rural-urban and inter-urban migration. The other (33%) originated within the city but changed their residence to the newly expanded areas. Two of the households (4%) were from the nearby Hawassa areas. In general, 85% of the respondents migrated from the same region (SNNPR) over relatively short distances. From this point of view the migration of people into the city of Hawassa seemed to be region based (See Figure 6).

The built-up period of household houses were counted based on the establishment years of their houses (See Figure 7). About 78% of the respondents have their own houses of which 16% of them have also extra rooms available to let. The remaining 22% of the respondents are tenants who do not have their own houses. About 64% of the respondents said that the built-up lands are sourced from peri-urban agriculturalists through illegal land transaction. While about 36% of the land was obtained through municipal land lease system. The legal houses were authorized by the municipality and registered in the master plan. But there are also illegal land transaction system made by land brokers who contributed for the formation of squatter settlement. Regarding built-up years, nearly 33% of the sample households were urbanized in the city of Hawassa between 1995 and 2006. The majority of respondents (37%) built their houses in 2009 and 20% of them built their houses in 2012. The other (9%) of respondents built their houses in 2014.

However, Households were employed on different type of economic activities as a copying strategy and have variety of spatial perception in the expanded areas (See Figure 8).
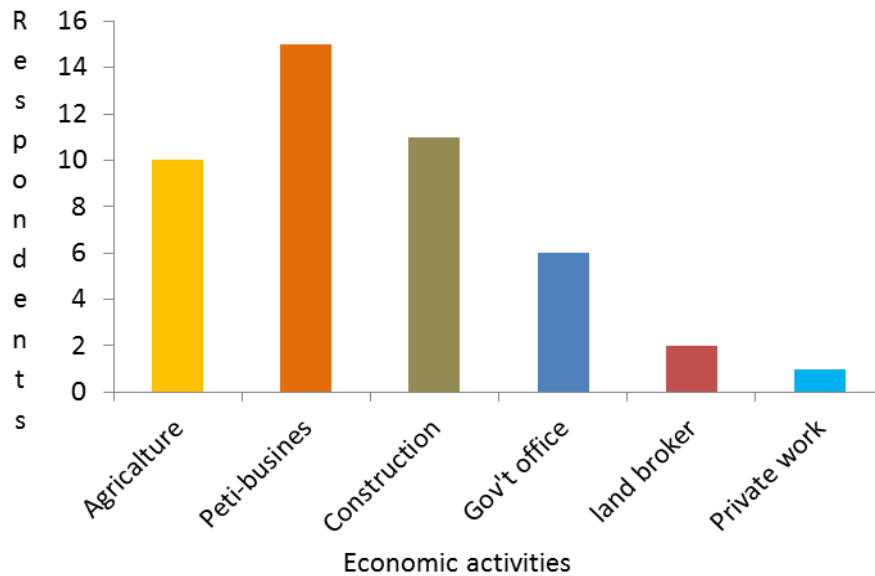
Figure 4 the economic activities of households in the expanded areas (Source: data from interviewed households, 2014)

About 33% of the respondents were working on petty business activities ranging from formal to informal businesses. 24% are employed on construction and related activities. The other 22% of the households were laboring on urban agriculture. 13% households work in government offices and 4% of the respondents are land brokers and only one respondent is engaged in her own private clinic service. According to the interview, result the private and office workers in expanded areas are small in number. This is probably because of the distance from office, lack of infrastructure, and economic capacity of households.

The different economic activities available in the expanded area indicate the job possibilities of households who can work concurrently more than one job but most of them are traditional type. In terms of profit, respondents were not interested to tell how much they earn within a month, but it is estimated ranging from 1000 ETB Birr (50 US Dollars) to Birr 4500 (225 US Dollars) between daily laborers and contractors respectively. The change of peri-urban land use in to built-up area is one of the main challenges in the city of Hawassa. Currently, most peri-urban agricultural lands have been converted in to built-up areas. Due to urban expansion process, the peri-urban agriculturalists were afraid of losing their agricultural lands in case of taken by the government action, then selling ahead in cheaper price.

Housing problem is the other critical issue of the city of Hawassa. In this case, condominium houses which were supposed to allocate to the residents, however in the allocation process the poor social groups have been marginalized. This happened,

because of the housing endowment program did not consider the monthly income of the poor households. The only option of the poor social groups is hiring houses from the rich thereby creating further burden on the poor meager income. This resulted social divisions between residents that cause unequal access in the utilization of resources and services in the city, the consequence of which is crime and theft. The emergence of squatter settlement in the city of Hawassa is the third major problem emerged during expansion. During field observation, pictures were captured to illustrate the real image of squatter settlement in the southern part of the city of Hawassa (See Figure 10).

- Figure 5 picture of squatter settlement in the city of hawassa, the left side represent the initial stage of squatter buildings and the right side shows the final squatter settlement stage (Source: picture from field observation, 2014)

In squatter settlement areas, the design of houses is made by the owner of the house without the knowledge and approval of the city planning and map preparation. About 64% of respondents said that residents do not have access to roads, water, power supply and waste disposal systems. These are major problems that stalled to achieve the livelihood security in the expanded areas. Related to waste products, Lake Hawassa is closer to the city which is likely to be in danger by the spill over effects of waste products. The traditional activities along the Lake side such as cooked fish and the left-overs remained in the water are pollutant problems. The consequence of this current situation can damage both the aquatic life and the surrounding environments.

The infrastructure service deliveries such as roads, water supply, power supply, health centers, banking service etc. are the main requirements for measuring the perception of household level of satisfaction (See Table 5).

Table 3 the availability of infrastructure service provisions in the expanded areas (Source: data from interviewed households, 2014)

Types of infrastructure	Yes in %	No in %	Total in %
Water supply	51	49	100%
Power supply	56	44	100%
Road accessibility	20	80	100%
Health service	56	44	100%
Access to school	71	29	100%
Banking service	53	47	100%

Majority of the respondents 71% have access to school. The number of respondents in this service is relatively higher and the respondents said that the government has been given attention for education. But concerning road network only 20% of households have access whereas the majority (80%) have no access. This designates the less implementation of physical infrastructure facilities to achieve the household livelihoods. Due to this poor service delivery system, households faced transportation problems and results socio-economic and physical isolations from the central part of the city. About 51% and 56% of households have the opportunity to reach to water and power supply system respectively. On one hand about 49% and 44% of the households were confronted with the inadequacy of services, and on the other hand the continuous interruption of water and power supplies have been disgusting the day-to-day activities of the residents. This represents the functional days of both services are fewer than the off days. The household level of satisfaction associated to infrastructure services is disgusted. 56% of the households have health service facilities and 53% have banking availability, however yet insufficiently provided. In general households who have access to services have greater satisfaction, while dissatisfaction is greater among households who were live in the marginalized areas.

The perception of households on the rate of urbanization is related to the spatial closeness, provision of infrastructure services and other related economic activities. Based on the interview data households were categorized in to the level of very satisfied, satisfied, unsatisfied, very unsatisfied and nor response counts (See Figure 11).
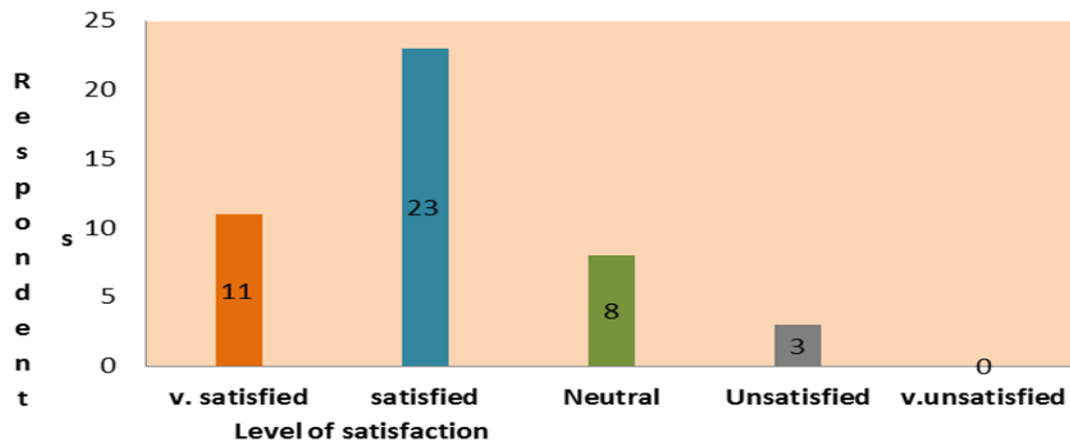
Figure 6 Perception of household level of satisfaction in the expanded areas (Source: data from interviewed households, 2014)

As can be seen in Figure 11, both satisfied and very satisfied households were urbanized before the year 2011. Then infrastructures are accessible within their reach. Some of the households were far from service deliveries, but some households argued that live closer to the city has better opportunities to adapt urban way of life than far areas. The other (18%) were in neutral category (no response), and 7% were unsatisfied. These two social groups have been isolated from services and they believed that already neglected by the municipality of Hawassa. The household satisfaction is presented in phases (See Table 6).

- Table 4 perception of household in terms of built-up years, level of satisfaction, and place of origin (Source: data from interviewed households, 2014)

Years	No HHs	satisfaction level	Place of origin
Phase 1. < 2004	11	Very satisfied	Hawassa
Phase 2. 2005 - 2009	23	Satisfied	(18 Rural), (4 Hawassa & 1 from other urban area)
Phase 3. 2010 - 2012	8	No response	Other urban
Phase 4. 2013 - 2014	3	Unsatisfied	(2 Nearby area & 1 from other urban area)

In phase 1, about 11 households who settled before the year 2004 are very satisfied which can be considered as the first phase of LULCC. They are spatially closer to the main road that crosses the centre of the city which connects Addis Ababa with Moyale, in Kenya. In addition, infrastructures (roads, water, power supply and others are well facilitated than the newly expanded areas, indicates the LULCC of the area. Before 1991 the area was enclosed by open spaces and agricultural lands predominantly occupied by huge State farms, particularly (Dato, Tilte and Fara)

villages, however [ater changed in to built-up area. The LULCC in these condition households have displaced. In phase 2 about 23 of the households were urbanized in the years of 2005-2009 are at satisfied level. 18 of them originated from rural areas, the other (4) from Hawassa and 1 from other urban areas. This part of the settlement area is found behind the settlement areas of the very satisfied households. Services are available but not as good as the first phase.

Some of the households are located in relatively far distance from the main road but the service provision is better than the newly expanded areas. In the phase 3 the 3 households came from the nearby area & other urban area and urbanized in the years of 2013 and 2014. They live in the newly expanded areas, far distance from any of the services in the city. They believed that, the area is neglected by the municipality and have less attention given for their survival. Due to the shortage of infrastructure services, slow interaction with the down town and the low economic capacity of households. In phase 4 about 8 of the households were come from other urban areas in the years of 2010-2012, currently found in the North and Southern part of the expanded areas. As interview result, households lived in the area more than five years however were not benefited due to lack of services in the area. In this phase households were not willing to tell their perception of urbanization rate, rather criticize the administration process of the municipality.

5. Conclusion

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In this study screen digitization using ArcGIS was the method considering the options to assess the quality of the datasets in the land use and land cover classification process. The combined remote sensing and GIS system enabled the detection of LULCCs and the resulting shifts of rapid spatial expansion in the expanded areas. The result of this study revealed that the vast agricultural land has been decreasing while in opposite, the built-up area has been rapidly increasing. The rapid expansion process in the city of Hawassa was driven by human action that results the change of land use and land cover changes in the expanded areas.

Due to rapid spatial expansion the current administrative boundary of the city has been further extending into adjacent rural areas known as leapfrog style expansion. This style of expansion process leads to the displacement of farmers and emergence of squatter settlement in peri-urban areas. Urbanization process has advantages of socio-economic and infrastructure development however has caused several problems such as agricultural conversion, housing problems and service inadequacies. Positively, households in the expanded areas engaged on several economic activities ranging from formal to informal business activities in that support their subsistence life and minimizing stresses. The household level of satisfaction was mapped and depicted that the better infrastructure is seen in old expanded areas and have more spatial interaction than the newly expanded areas. So, the scarcity of livelihood

amenities in the newly expanded areas creates an impoverished image of urbanization process in the perception of households.

Approximately 80% of the households believed that peri-urban area is the meeting place of old expanded, newly expanded, and rural communities but less attention was given from the municipality side. The situation resulted to the illegal selling and buying of urban land by the illegal land brokers on the expense of others. The rural and urban linkage would be a bridge for treating the day-to-day living activities of peri-urban households however the poor road networks that affects the spatial interactions in the area. The spatial interaction has been seen from the perspective of households related to the availability of services, LULCC and rate of urbanization. In result the old settlers have relatively well structured services than the newly built-up areas. The old villagers are experiencing with small scale businesses such as petti-business, shops, restaurants, street vending, as a copying strategy to satisfy their needs. These activities mostly made by youngsters used to satisfy the increasing needs of the new comers. The older settlers were also served as a congregation for new comers until they adapt to the new environment. This condition makes older residents enjoyable by the reception but more moneyed than the new comers. The perception of households in early built-up areas reflected happiness than the new settler households. The new urbanized households have problem of spatial interaction and lack of stability that increases their susceptibility of social bonds.

- ## 6. Discussions

The rapid urban expansion is an observable phenomenon in Ethiopia, specifically in the city of Hawassa. In order to investigate the land-use land cover change the first stage, screen digitization was made to show the classification maps of the study area. Although, screen digitization using low resolution of images was difficult, however supported by the support of human eyes, the classification was made. LULC classification by Arc GIS using the remotely sensed data (imageries) is most trustworthy when supported by the human eye (Singh, 1989). In order to recognize the type and the extent of changes, the "from to" change were applied based on the reference data derived from ground points by GPS. In my study there was some limitation of spatial accuracy because of (i) low resolution of the images, (ii) the bare soils had similar signature response with built-up areas, and (iii) some crop types shown similar signature response with vegetation during rainy season and dry out after harvesting season. A research was conducted in Beijing, China using Landsat satellite images between 1984 and 1997. The study has been used the Spectral-Structural Post-classification Comparison (SSPCC) approach to reduce the confusion between built-up and non-built-up areas (Zhang, et al., 1989).

To evaluate the accuracy of the dataset and image classification, sample points were randomly distributed on reference images and the procedures of classification accuracy assessment were used (Mandere, et al. 2010). The same technique was made

in my study using 30 test points randomly distributed on reference Landsat images for each LULC classes. The accuracy assessment was processed by the supervised accuracy assessment method. In the assessment result the overall accuracy is above 95% indicates high value. There are two possible assumptions for the high values the 1st was the LULC classes used for this study might have less variability between classes. The 2nd assumption was since 1995 to 2010 the large areas were superimposed by agricultural fields, that might not be affected by mixed signature responses.

Hawassa is at fast rate of urbanization processes and the situation deemed to be continual. Grounded from this rapid population growth, in the year 2014 the Federal Urban Planning Institute (FUPI) forecasted the city of Hawassa will reach around 6,465.32ha that includes the peri-urban and adjacent rural areas. According to Admasu, (2015), from the years 2003 to 2006 about 67.3 % of the peri-urban land was delineated under the built-up area and that makes households enforcing to look for other areas. The study revealed that searching of job opportunities has also the other significant negative impact on the mobility of people in different time spans. In the city of Bahir Dar, Ethiopia another similar result was presented in that urban expansion was under the expense of peri-urban agricultural lands (Mandere, et al. 2010).The inaccessibility of basic infrastructures for long time rendered households to be marginalized. These signify that the limited and less resource consumption capacity of households in the city that lead to the livelihood uncertainty. In my study the perception of households about the urbanization rate, the built-up years were classified spatially in to four phases below.

The 1st phase (before 2004) represents the old settlement areas and services are well facilitated, households became very satisfied. While in the rate of LULC classification the years of 1995 to 2003 show the highest built-up years detected about 842.5ha which were converted from agriculture and vegetation covers. Research in Cairo revealed that because of high demand for settlement in the years 1973 and 2006, about 136km^2 peri- agricultural lands have been converted in to built-up areas (Kombe, 2005). The 2nd phase include the years 2005-2009, in the LULC classification result approximately 300ha was converted from agriculture and vegetation into built-up area.

Before the year 2005 most part of the current households built-up area were part of the peri-urban agriculture but has been changed into built-up area. It is assumed that urbanization transition is an inevitable because of the operation of agglomeration economies and that facilitate urban services (Ginsburg, 1991). Then infrastructure services such as water pipes, roads and power supply are available in their reach and households adapted the built-up area. According to Abass, after the conversion of agricultural lands in to built-up area job opportunity can be available such as petty-business activities, predominantly for lower income urban communities (Abass, Afriyie, & Adomako, 2013). Similar activities such as street vending, shopping, wood

and metal work, car wash and labour works are major economic activities of the 1st and 2nd phases after the LULCC of the area.

The 3rd phase confined with the built-up years of 2010-2012 and the households perception related to the rate of urbanization is not clear. Households were come from other urban areas and socially isolated who are located in the North and Southern tip of the expanded areas. The multiple factors such as lack of adaptation, market and service provision, the future growth can be far from assured (Burchell, Listokin & Galley, 2000). In the LULC classification, this phase of urbanization process estimated to cover about the extent of 82ha. The 4th phase contains 2013 and 2014 represents the unsatisfied social groups of the expanded areas. In this last phase households came late to settle in the area and have similar characteristics with the 3rd phase. The municipality consider them as illegal settlers and have no right to appeal to have service as the 1st and 2nd dwellers. By relation, infrastructure is key to develop the socio-economic relationship of households (Asoka, Thuo, and Bunyasi 2013).

In order to mitigate the above problems, the National Ministry of works and urban development policy of Ethiopia enacts to ensure public participation and service delivery systems. But in practice the infrastructure plans and actions are based on the goodwill of local administrators. For example, the administrative system of the city is not participatory and follows a top-down approach. Poor administration is a common characteristics of most urban areas in developing countries that leads into socio-economic crises (Mandere, Ness, & Anderberg, 2010). Similar administration problems is seen in peri-urban areas of Nyahururu, Kenya and the researcher conclude that participatory urban policy framework promotes better city than order imposed from above (Abass, Afriyie, & Adomako, 2013). Urbanization process in expanded area proceeds with a slow progress in the quest to address socio-economic problems (Henderson, Quigley, & Lim, 2009). Lack of administration combined with high population growth brought an adverse effect on households life (Lambin et al., 2001). The deteriorating state of infrastructure, lack of social interaction and shortage of housing are the main noticeable problems in the context of selected livelihood framework in the city of Hawassa.

The local government occupy urban lands for different purposes such as industries, universities, offices, commercial centres, residential and for other urban services. This resulted into the worsening of the economy cities. For instance, in the year between 2003 and 2006 because of rapid expansion about 67.3% of adjacent land has become under the control of municipality jurisdiction. Land conversion from agricultural land into built-up area is an inevitable problem of most peri-urban agriculturalists (Lambin et al., 2001). Similar land conversion has been seen in all the phases of my study, however in the 1st and 2nd phases after conversion there have been service facilities infrastructures such as roads, water line, power supply which indicates the LULCC of the area. The bad effect of land conversion in peri-urban areas is the displacement of peri- agriculturalists and its spill over effect on household livelihoods (Desalegn,

2013). Pertinent to this because of population pressure housing has become the major concern of residents in the city.

In 2005 the Integrated Housing Development Program of Ethiopia (IHDP) was targeted at the lower income social groups to build up low cost shared apartments known as condominium. The poor characterized by Ministry of Finance and Economic Development of Ethiopia (MoFED, 2008), the group of people who obtain below 1,075.03 birr per year which means nearly 3 birr per day per person, which is equivalent to 0.20 dollar per day per person. However, this periodic household income is not sufficient to pay the 20% down payment of condominium houses. In this situation, questions can be raised as who can be benefiting? Here, the income level of is not affordable to the provision of condominium housing. Hence, condominium houses are fall under the hands of rich people. Therefore, most of the buildings were under the control of the rich and the poor were forced to let houses from the rich whereby the poor households likely to pay additional costs. Then the social division and livelihood disparity between the rich and poor creates:

- Unequal access to resources,
- Incompetent business activities of poor with rich social groups,
- Social crises such as crime, thefts, and housing problems.

The action of the government has partly exacerbated the poor to look for cheaper lands in the outskirt of the city. This upsurges the process of informal land transaction and the growing of unplanned houses across the city of Hawassa (Admasu (2015). The illegal land transaction has been made between land brokers and newcomers in Hawassa and similarly land transaction was seen in Dar es Salaam, Tanzania (Nelson, 2007).

In the expanded areas of Hawassa, most of the houses were squatter settlements and not legalized by the municipal authority and negligible from infrastructure service delivery system. Some houses were aged between15 to 20 years but have no map and master plans. Since, local buildings are illegally constructed and the municipality does not allowed households to maintain, renovate houses and fences. The same research was conducted in Ethiopia in the city of Bahir Dar and of Debre Markos, both showed that the municipality prohibited the maintenance of kitchens and fences for unlimited periods (Maru, et al., 2014). Subsequently, the availability of services, socio-economic and spatial awareness about new urban environment determines the spatial interactions of households in the area (Budhathoki and Nedovic-Budic (2007). Due to lack of spatial networks in the newly expanded areas of Hawassa, households mostly interacted with the nearby agricultural communities than the old settlement ar\eas. Whereas in the first and second phases comprising from the years 1995 to 2009 built-up areas, there are sercives and households are spatial networked. According to Kinzig, the day-to-day activities of peri-urban households more resembles with the adjacent neighbouring agricultural communities in the social and economical way of life (Kinzig et al., 2005). In the city of Hawassa little attention is given to the newly expanded areas and households are isolated from physical and social services. The

research result conducted by Nakamura indicted that the effect of poor administration of urbanization processes often benefits the old settled areas and disregard the new comers (Nakamura, 2014).

Lake Hawassa is providing opportunities of tourism industry, recreation, irrigation, transporting and domestic services. Apart from economic values the Lake has great value of the city of Hawassa as historical and traditional values. However, the spatial closeness of the people can cause to damage the quality of the Lake. A research result conducted on Lake Hawassa concluded that there are several factors affecting the water quality and sustainability of the Lake. According to the field observation there are plastic soups, dry and liquid wastes seen in the water which causes to pollute the water and risk for aquatic lives. Approximately 90% of the households agreed that the Lake Hawassa is the life of the city, without it the city would be dry land. But due to the limited method to study the economic value of Lake Hawassa, my report is a partial estimate of user's economic value and level of satisfaction Not only the waste products and unwise use of small economic activities but also the management of nearby wetland is required (Kebede, et al., 2014).

- ### 5.3 Recommendation

The study was conducted based on the remotely sensed data of satellite images and interview conversations. From the collected data the study has been attempted to achieve the intended objective and research questions. However, there were some constraints on of data quality, use of sample and method of study. Grounded from the findings and analysis for further improvement under the same study the following suggestions were forwarded.

- Study using other additional datasets, high resolution imageries and aerial photographs as well as use other way of method of analysis about the LULCC;
- Increase the sample size of households to increase the representativeness, the validity and reliability of collected data;
- Add more livelihood components, the analysis of enormous livelihood component benefits to find out the basic household necessities;
- The municipality of Hawassa should consider the actual policy implementations and facilitate infrastructure facilities to increase productivity of households in expanded area;
- The petty-business activities in expanded areas need support of entrepreneurial skill trainings, credit accessibilities, and market networking systems.

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Revelation of Invisible Disabilities in the Classroom:
Home-economics Teachers' Perspectives on Students' Clumsiness and
Developmental Coordination Disorder

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Abstract

This is a case study on students' disabilities in school settings using qualitative and discourse analysis. In the practice of medicine, education, training, and rehabilitation, disabilities have been viewed as an individual phenomenon, i.e. something that exists entirely within the affected individual. Some types of disabilities and impairments are revealed through learning activities in the schools. They include invisible dyslexia and clumsiness, which includes developmental coordination disorder (DCD). In this study, we sought examples of Home Economics class activities in which invisible disabilities were made visible by analyzing the narratives of Home Economics teachers. The strength of Home Economics teachers' narratives lies in the fact that Home-economics curricula include practices such as cooking, sewing and so on. Although students with invisible disabilities may not experience difficulties in regular classroom learning, they may encounter difficulties in Home Economics activities. It is also important to point out that the skills required in Home Economics classes are not of a high degree of difficulty but, rather, are skills that students are expected to acquire for their daily lives. We employed an inductive research design to understand participants' responses to open-ended questions. Semi-structure interviews were conducted with two home economics teachers working at regular junior high schools were regarding their recognition of students' clumsiness and DCD. Data related to clumsiness and DCD were extracted and coded by applying a grounded theory approach. Of the four categories of codes that emerged from this analysis, we investigated data in the "students' learning situation" category with respect to the research question from the standpoint of the social model of disabilities and disability studies and discussed implications for teacher training, not for special educators but, rather, for general educators.

Key Words: Developmental coordination disorder (DCD), invisible disabilities, schooling, grounded theory

Introduction

The discourse on disability being the result of interaction between a person and his or

her environment is gaining currency, supported by two developments in the disability sector, namely, the United Nations Convention on the Rights of Persons with Disabilities (United Nations 2006) and the World Report on Disability (World Health Organization 2011). However, this change does not necessarily apply to invisible disabilities, which continue to be portrayed as "historical continuous, clinico-medical, things-in-the world that can be "diagnosed" (Rapley 2004, Mckenzie 2013, Altermark 2015).

Some types of disabilities and impairments such as dyslexia and clumsiness, which includes the Developmental Coordination Disorder (DCD), listed in the fifth edition of the Diagnostic and Statistical Manual of Mental Disorders, (DSM-5 315.4, F82), are revealed through learning activities in the schools.

This paper draws on narratives collected through interviews with Home Economics teachers regarding students with exhibiting clumsiness and DCD. In addition, it represents a case study involving analysis of students' disabilities in schooling through qualitative and discourse analysis. In the practice of medicine, education, training, and rehabilitation, disabilities have been viewed as an individual phenomenon, i.e. something that exists entirely within the affected individual. The paper also focuses on the invisibility of students' disabilities in the specific settings. That is to say, in some cases, a student's disability may not be apparent throughout the school day but, rather, may become overt only when the student perform certain activities in which they have a learning difficulty. In this study, we sought examples of Home Economics activities in which invisible disabilities were made visible by analyzing the narratives of Home Economics teachers. Although students with invisible disabilities may not experience difficulties in regular classroom learning, they may encounter difficulties in Home Economics activities. It is also important to point out that the skills required in Home Economics classes are not of a high degree of difficulty but, rather, are skills that students are expected to acquire for their daily lives.

Review of Literature on Invisible Disabilities and DCD

As described in DSM-5, DCD is "characterized by deficits in the acquisition and execution of coordinated motor skills and is manifested by clumsiness and slowness or inaccuracy of performance of motor skills that cause interference with activities of daily living" (American Psychiatric Association 2016). DCD is also an issue in the schooling today. For example, Wilson et al. (2013) suggested that "motor clumsiness (or developmental coordination disorder [DCD]) affects between 5% and 10% of all children" and "efforts to understand the developmental precursors of DCD are important to avoid continued disruptions to skills development" through the meta-analysis of data related to DCD.

Although, today, DCD is recognized as an issue in schooling, for a number of decades, the concept of DCD was the subject of much debate in the field of the education and psychology for disabled children. Ayres (1972) suggested that motor incoordination results from inefficient organization of sensory information within the central nervous system (sensory integration disorder), and developed diagnostic tests and treatment protocols. Gubbay (1978) identified "clumsy child" syndrome, in which the predominant difficulty was dyspraxia or the inability to carry out motor actions despite normal strength and sensation. Other terms proposed for this disorder are developmental apraxia, disorder of attention and motor perception, developmental dyspraxia, perceptuomotor dysfunction, motor learning difficulty and sensorimotor dysfunction (Gibbs, Appleton and Appleton 2007).

An invisible disability has been defined as "one that is hidden so as not to be immediately noticed by an observer except under unusual circumstances or by disclosure from the disabled person or other outside source" (Matthews 1994) and encompasses both physical and mental conditions. Physical disabilities include various illnesses such as heart disease and lung disease while mental disabilities include learning disabilities and difficulties in cognitive processing such as dementia and intellectual disabilities. There has been a significant increase in the number of students diagnosed with invisible disabilities in schools. The increasing prevalence of students with invisible disabilities means that we must acknowledge the reality of invisible disabilities and understand the impact of "visibility" as a factor affecting the attitudes and behaviors of the students who learn while having such disabilities and others who interact with them.

In this study, the students with DCD typically do not have an impairment that is externally visible but have much difficulty learning in Home-economics classes. In an analysis of 151 students, Kawabata and Narumi (2012) found that there was no clear correlation between teachers' observation of students' difficulty with needlework and students' self-evaluations of their dexterity in terms of skilled motor activities such as knot-tying. This result suggests that the students, themselves, do not always see their experiences in Home Economics classes as being "difficult." Accordingly, in this study, we relied on the discourse of Home Economics teachers, who described the various measures that they employed to enable students with clumsiness to participate in practical classroom tasks.

In the field of the employment for the disabled, Dalgin et al. (2008) points out that, when the existence of a disability is apparent to the observer through evidentiary cues (e.g., use of a wheelchair or some other obvious assistive device), the individual may not have a choice whether or not to disclose his or her. When the disability is invisible to observers, then the individual may choose whether or not to disclose it and may exercise greater choice in the manner of disclosure. Thus, invisible disabilities are a particularly silent issue for individuals. Furthermore, as is indicated by Kawabata et

al. (2012), students with invisible disabilities, and especially children, may not necessarily be self-aware of their difficulties in the classroom.

Methods

From the interviews we identified illustrative cases that demonstrate the need to meet the educational needs of students with invisible disabilities. We further analyzed examples of measures that the teachers employed that could be used to meet the needs of students with the disabilities in regular schools.

We conducted semi-structured interviews with two home economics teachers working at regular junior high schools regarding their recognition of students' clumsiness and DCD. An inductive research design was employed to analyze interviewees' responses. The teachers were also asked about their impressions of the students' needs. The teachers' statements were recorded and transcribed. Because the focus of this study was limited to clumsiness and DCD, data related to clumsiness and DCD was extracted and coded using a grounded theory approach (Glaser & Strauss 1967, Kinoshita 2003).

Results

The codes extracted from the teachers' statements were grouped into four categories (students' learning situation, difficulties in teaching, teaching methods and support, and teachers' professional development). Of these four categories, the "students' learning situation" category was most closely aligned with our research question and was the focus of our investigation. The "students' learning situation" comprised 14 focused codes and four extracted codes. The four extracted codes are explained in the following sections.

An explanation of the code "self-awareness of difficulties" is provided in Table1. A distinction is made between passive attitudes and negative images. Students with clumsiness or DCD often have a negative image of or passive attitude towards practical learning activities such as cooking and sewing. One teacher noted that some of her students talked about their experiences about not being able to carry out certain tasks when they were in elementary school. From this, we can guess that students with the clumsiness or DCD had experienced difficulty or made frequent errors when they were younger.

Extracted Codes	Particular Case Narrated by Teachers	Focused Codes
Self-awareness of difficulties	Not participating in practical activities: cooking	Passive Attitude

	Students talking about their own experiences of not being able to carry out tasks at the elementary level	Negative image
	Using sewing machine set up by their friends	Passive attitude
	Having an image of being clumsy, which leads to failure in tasks	Negative image

Table 1. Explanation of the code "Self-awareness of Difficulties"

An explanation of the code "difficulty in motor skills" is provided in Table 2. The examples of difficulties for students with clumsiness and DCD assigned this code were more severe than those assigned the "self-awareness of difficulties" code and included problems that were readily observable for the Home Economics teachers but that would not have been obvious in regular classrooms and especially in lecture-style classes in which the students remain seated. The code "difficulty in motor skills" includes difficulties in cooking, using a knife, sewing, and using sewing machines. Students with clumsiness and DCD often have difficulty in activities involving motor skills. Thus, their clumsiness or disability may become apparent in Home Economics classes but not seated, lecture-style classes.

Extracted Codes	Particular Case Narrated by Teachers	Focused Codes
Difficulty in motor skills	Student cannot cut lemons into thin slices with confidence.	Difficulty using a knife
	Student's hands tremble when cutting foods and peeling the potatoes	Difficulty using a knife
	Student deforms food (e.g., fishes) when flipping them over (while broiling)	Difficulty turning food over
	Student puts stitching inside out.	Difficulty sewing
	Finished sewing work is crumpled.	Difficulty sewing
	Student cannot cut cloth straight.	Difficulty cutting cloth
	Student cannot the thread a needle.	Difficulty sewing

	Student takes too much time setting up (threading) the sewing machine	Difficulty using sewing machine
	Student is unable to pick up a pin/needle.	Difficulty sewing
	Student misaligns two stitching lines in backstitching	Difficulty using sewing machine
	Student spaces stitching 3 cm apart although directed space 5 mm apart.	Difficulty sewing

Table 2. Explanation of code "Difficulty in Motor Skills"

An explanation of the code "incorrect way to complete tasks" is provided in Table 3. This code includes examples of students' inability to understand or failure to pay attention to teachers' directions in order to complete learning tasks. In many of the examples, students begin tasks without listening to the teachers' instructions and advance with a mistaken understanding of the. For example, students are unable to use a sewing machine because they have set it up wrong or threaded it incorrectly.

Extracted Codes	Particular Case Narrated by Teachers	Focused Codes
Incorrect way to complete tasks	Students starts a task before listening to the teacher's instructions.	Lack of attention to teachers' instructions
	Food is half cooked (meunière, at least one group in each class)	Lack of understanding for doneness
	Incorrect threading of sewing machine	Incorrect set up of sewing machine
	Incorrect threading of sewing machine.	Incorrect set up of sewing machine
	Backstitching too many times using a sewing machine	Lack of understanding for the number of times
	Not chopping but slicing, when cutting foods	Lack of understanding of the correct method

Table 3. Explanation of code "Incorrect way to complete tasks"

The fourth category, presented in Table 4, is "Underdeveloped sense of volume or size." In many learning tasks in Home Economics, the sense of volume or size plays an important role when measuring the volume of food or length of cloths. For example, when the teacher instructs students to cut vegetables into 3-cm slices, some students are unable to do so. Despite the students' understanding of how big 3 cm is,

they are not able to apply this sense in actual cooking.

Extracted Codes	Particular Case Narrated by Teachers	Focused Codes
Underdeveloped sense of volume	Student cannot measure cloth to the nearest millimeter.	Difficulties in marking cloth
	Student is unable to estimate 3 mm for cutting vegetable and tries to use ruler instead.	Lack of image of 3 mm for foods

Table 4. Explanation of code "Underdeveloped sense of volume"

Visibility of DCD and Teaching

There are some common characteristics related to the emergence and visibility of students' disabilities. The junior high school students identified by the teachers are not intellectually disabled or physically handicapped. Therefore, they encounter few difficulties in the daily life, both at home and at school. In addition, they have few difficulties in the classroom in the case of regular academic classes such language arts and mathematics. However, the students' difficulties may be revealed in subjects such as Home Economics that feature practical learning tasks. This characteristic is aptly explained by the social model of disabilities, given that the disabilities emerge as a result of the specific circumstances of the learning tasks.

Students with disabilities face a variety of challenges in terms of classroom participation. Previous literature identifies various types of barriers, including those that hinder the individual from participating in the learning process and those that impede the actual learning process (i.e., skill deficits, disabilities). Thus, it is necessary to not only theorize how students' needs can be met but, also, to clarify how teachers are attempting to meet students' needs in actual practice.

The purpose of this study was to gather information regarding students' learning difficulties resulting from clumsiness or DCD from the viewpoint of the Home Economics teachers. The existence of disabilities of this type and the specific nature of disabilities are often made visible through learning tasks that require both cognitive and practical skill but not necessarily in lecture-style classes where the students remain seated. Kliewer et al. (2006) said "We do not believe a person *has* an intellectual disability; rather, the person is *defined* by others as having the condition" (Kliewer, et al. 2006, p.188). This is also true of DCD in the classroom. For example, instead of asking what DCD is, a social constructionist is more likely to raise questions about the validity of "official" determinations of DCD and the relevance of social context.

The borderline between DCD and the normal range of coordination depends on cultural and social values, drawing such a borderline cannot be avoided. Where this line is drawn depends on political priorities, including those related to curriculum development and teaching practice.

Anastasiou et al. (2011) suggested that general education is much less flexible than special education in terms of accommodating the educational needs of atypical children because of curriculum constraints. It is partly for this reason that general education has failed to meet the special educational needs of students with disabilities, especially when viewed from a historical perspective (Kauffman and Landrum 2005, Zigmond 2003). However, not just special educators, but general educators should be able to provide more carefully targeted and monitored, continuous instruction for atypical students in the regular classrooms.

Zigmond et al. (2011) suggested that students with disabilities should be treated differently and, more specifically, that they should be given more opportunity, more intensive instruction, individually-tailored curriculum, more carefully designated instruction. It is time to renew our commitment to students with disabilities and to ensure that the programs and resources necessary to fulfill that commitment exist. Appropriate social inclusion is consistent with the most effective instructional practices.

Discussion on the Viewpoint of the Social Model of Disabilities

The social model of disabilities has turned attention away from the preoccupation with people's impairments. The social model of disabilities is understood in contrast to the medical model of disabilities. The medical model of disabilities, which focuses on diagnostic labels, presents a number of educational and political problems (Matthews 2009). Matthews (2009) also argued that the medical model falsely implies that students with the same impairment have the same learning needs from a practical point of view. Disability researchers have also pointed out that focusing on individual impairments diverts attention away from the need for collective political solutions that change disabling social and physical environments (Mathews 2009). Based on the dominant disability discourse of 'impairment' as functional deficit, personal tragedy and lack, rooted in arborescent, hierarchical (but social) networks undergo a critical deconstruction within dynamic and reflexive networks of social engagement and activity (Goodley & Roets 2008).

As for schooling, disabilities and impairments are interconnected with the wider struggles of schooling and pedagogy related to race, gender, and class, etc. and are of equal importance in terms of creating integrated and inclusive schooling. The ICF (World Health Organization 2001) suggests an approach to dealing with physical impairments (which are visible) and health impairments (which are sometimes

invisible) that place them alongside social and relational factors such as "participation." According to Barnes (1991), for example, there is a sharp distinction between disabilities and impairments. Impairment refers to physically/bodily dysfunction, and disability refers to social organization.

Oliver (1996) and Hughes and Paterson (1997) presented the main concepts of the social model of disabilities in tabular form and contrasted these to the main concepts of the medical model. Oliver (1992) also suggested that disabilities are not a product of bodily pathology but of specific social and economic structure. Social and economic structures disable impaired people, excluding them from full participation in mainstream social activities (Oliver 1990, 1993, 1996, Anastasiou et al. 2011). The view presented by Oliver and other researchers based on the social model is applicable to students' learning in classrooms.

Returning to the example of DCD, students' difficulties are brought about by the underlying intent and expectations that are an integral part of curricula set by the instructors. For example, a common assumption about students with DCD is that they have difficulty completing practical and technical tasks. In the examples provided by the teachers in this study, many factors were at play in the interaction between students' clumsiness and the learning tasks, which included cutting, sewing, washing, and using sewing machines, etc.

Implication for teaching and teacher education

What are the implication of the above discussion for schooling and teacher education? First, in information based societies, students' invisible disabilities may not emerge except in the context of learning tasks with practical activities. Consequently, flexible and supportive teaching strategies should be adopted as much as possible, and students, as matter of routine, should be made aware of their availability. Second, teachers' ability in creating inclusive settings is important. Teachers in regular educational classes should strive to increase their repertoire of supportive pedagogies to support students with a range of needs. In contrast, it has also been argued that, in order to improve the experience of disabled students, it is necessary to approach questions of inclusive education and difference not on the level of individual teachers but in a more systematic manner (Matthews 2009).

Reacher training for special education has traditionally relied on the medical model of disabilities and on the view of disabilities as deficit that can be addressed through identification and remediation. The medical model of disability is rooted in positivist science, or the idea that there are inherent truths about the world that can be proven and objectively studied. Within the framework of the medical model, "there are discrete, definitive, and knowable categories of difference" (Ashby 2012).

In addition, DCD in the classroom may be "doubly" invisible. Such disability becomes apparent only when the subjects, themselves, acquire the right to speak or find a language to express their ontological needs and demands regarding their learning. Students often do not have sufficient vocabulary to express what their needs in the classroom are. As such, teachers' ability to understand students' clumsiness and DCD in relation to specific learning tasks and learning environment is critically important for teachers to create inclusive educational settings in which to meet their students' various needs.

The framework of the social model may give teachers permission to be creative problem solvers and to reach out to others from different disciplines (Ashby 2012). The field of disability studies urges us to reconsider disability, not as something to be cured and eliminated but, rather, as a type of student feature, which sometimes causes the affected student to experience difficulties that, in turn, may be reduced by teachers' design of the curriculum and selection of teaching/learning materials.

Lastly, it should be noted that the concept of "impairment" continues to be a topic of debate in the discourse on disability. Some have argued against the social model of disabilities, with many proponents of such views being strongly influenced by research in neuroscience and artificial intelligence. Further research is needed to connect these disparate points of view.

Acknowledgement

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SAFETY ISSUES FACING WOMEN IN LAGOS STATE, NIGERIA

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Abstract

Nigerian women are threatened by various safety issues and challenges that has reduced their worth and value in the society. The study therefore, examines the prevalence of safety issues facing women in Lagos state, Nigeria. Five research questions were raised and answered; and two hypotheses were tested to guide the study. The study adopted descriptive survey research design. A questionnaire titled "Safety issues facing women in Lagos state", (SIFWILSQ) was developed and validated by experts from Faculty of Education, University of Lagos, Nigeria. A total of four hundred and twenty (420) questionnaire were administered purposively to women in four local government areas in Lagos state, and three hundred and seventy (370) were retrieved. The reliability of the instrument was confirmed using a test retest procedure and correlation coefficient ranged between 0.85 and 0.87. The data was analyzed using frequency distribution tables, percentages, mean, standard deviation and ranking order for data presentation while t-test, ANOVA and Scheffe posthoc were used to test the hypotheses at 0.05 significance level. The study revealed the following; there is a significant difference between safety issues and related challenges; there is a significant difference between age range of women and the prevalence of safety issues. The study concluded and recommended the following; that women organizations and non-governmental organizations are to use conscientization approach, familiar and current issues on women to bring enlightenment programmes on safety issues and challenges on women to the door-steps of every woman (including school age girls) in Lagos state.

Keywords: Women, Safety, Enlightenment programmes, Security, Related challenges.

Introduction

The safety of women has become one of the most important concerns of the 21st century. Safety is a general phenomenon that is of crucial concern to human existence. It is a state of shield from any form of risk or unpleasant events, it is the

state of being "harmless"; the condition of being protected from harm or other non-desirable outcomes (WHO, 2009). Safety is a rights of every human being even the basic fundamental human rights stem from the need to protect the human race. The African woman can be described as the most threatened species because of the way she is treated and looked upon in her own world (Oladapo, 2008). Cultural conditions are from cradle to a life of submission and subservient against her natural inclination for freedom and self-determination (Aderinoye, 1997). Nigeria women are battered by various safety issues ranging from domestic violence and abuse, kidnapping, battering, sexual harassment, gender discrimination, rape, health, environmental, workplace and cultural issues; family, marital and home issues. Added to this is the current Boko Haram terrorism in the Northern part of Nigeria and kidnapping in the Southern part; night between 14th – 15th April, 2014, 276 Chibok girls were kidnapped and on the same day, there was bombing which claimed the lives of many women and children, (Wikipedia, 2017.). The concomitant effect of these challenges made Nigerian women more vulnerable, and reduces their worth and value in the society.

In the World Youth Report (2016), it was documented that women are unique individuals with rights and responsibilities similar to men, but specific circumstances have distinguished the lives of women from the men. Insecurity and fear of violence or harassment has been variously argued to limit the mobility of women and girls the world over and Nigerian women in particular. The World Health Organization also pointed out that these high levels of violence by men against women tend to occur in situations where gender relations are unequal, and women have limited civic, political and economic participation in society and where the human rights and safety of women are not protected; the resultant effect is reduction in the lifespan of women with these problems. The National Bureau of Statistics (2015) validated this fact when it estimated the life expectancy for Nigeria women at 56 years.

About half of the population in Nigeria are women with rights to vote and hold public offices in almost all states of the federation. Despite this huge population, Nigerian women are facing a lot of challenges that pose threat to their security. For instance, women continued to be under-represented at the national, state and local government levels. At the national parliament in 2015, 94.3 percent of seats were occupied by men compared to 5.7 percent occupied by women. At the state and local government levels, women seem not to appear in the power equation. However, men dominate the judiciary at the state level. Among high-ranking government administrators with decision making powers, women were equally under-represented (Ifeyinwa, 2015). The above challenges have really made it difficult for women to air their views and opinions on issues affecting their safety, security and welfare in the society.

Uduigwomen, (2004) discovered in her study that teenage marriage is still very rampant in rural areas especially in the Northern part of the country. She also discovered that most teenage girls do not have physical power to defend themselves

or economic power to depend upon and as such they must obey their parents even at the detriment of their own free will. Parents who are economically or financially incapacitated to take care of these teenage girls are forced to push them out to survive on their own or give them out in to marriage. Thus, teenage girls between 8-15 years are given out in marriage by parents even though they are not ripe for marriage. Many of these teenage girls are lost during pregnancy or when they are to deliver their babies; few that survived delivery are left with a permanent scar of Vesico-Vagina Fistula (VVF), Uduigwomen (2004). The outcome of a study conducted by Oladapo, (2008) revealed that VVF is a serious complications experienced mostly by teenagers after childbirth as they will be unable to control their urine; thus, making them to be constantly smelling and many of them are abandoned by their husbands.

In Nigeria, female children and teenage girls still undergo genital mutilation leading to the death of many and leaving many with unnoticeable infections that usually lead to infertility and other related health issues later in life. In a study conducted by Nigeria Demographic and Health Survey (NDHS, 2013), 89.9 percent of women and girls in the ages 15-19 years experienced genital cutting at ages less than 5 years. Nigerian women feel unsafe in many public places and spaces because of harassment from thugs, kidnappers, rapist, extortionist and hoodlums; thus, they avoid desolate bus stops or walking too early in the morning or late at night. This situation is more intense for women in urban areas particularly those who because of their age, income, type of occupation, and place of residence may be more vulnerable to these aforementioned problems.

In a recent study conducted by National Bureau of Statistics, (2015), domestic violence is widespread across Nigeria. The result revealed that 25% of women in Nigeria go through domestic violence and one out of four women in Nigerian suffers domestic violence in her lifetime. The result indicated that battering, trafficking, rape and homicide are the worst forms of domestic violence. Women who are victims of domestic violence usually suffer physical and mental problems. It is characterized with serious destructive social consequences including physical and psychological disorders. In the light of this menace and scribbling scourge bedeviling women in Nigeria, time has come to create awareness and sensitization programmes through lifelong education in all nooks and crannies of the society on their rights and privileges to stand against oppressors and abusers. Time has come to expose and enlighten women to various institutions and organizations that are of interest to women's safety, protection and welfare in the society as this paper is set out to explore the prevalence of safety issues facing women in Lagos state, Nigeria.

Statement of Problem
Safety of women in African society generally is usually treated as secondary and unnecessary issue. Nigerian women are vulnerable to various safety issues ranging from rape, kidnapping, health issues and early marriage. In spite of the socio-political

development of our age, Nigerian women are still under this bondage. Women who experience these challenges usually keep it to themselves to avoid public stigmatization. In the light of this menace and scribbling scourge, this study sets out to explore the prevalence of safety issues facing women in Lagos state, Nigeria.

Purpose of the Study
The study is set out to fulfill these purposes:
i.   Examine the major safety issues facing women in Lagos state.
ii.   Find out the most prevalence among these safety issues;
iii.   Find out the rate of official report on these safety issues; and
iv.   Examine the challenges threatening women in terms of safety and security.
v.   To determine whether the age range of women in Lagos state has something to do with the prevalence of safety issues.

Research Questions
The study will be guided by the following research questions:
i.   What are the major safety issues affecting women in Lagos State?
ii.   Which of these issues is most prevalent?
iii.   Are these issues officially reported?
iv.   What are the challenges facing women on safety issues in Lagos State?
v.   Does age range of women has something to do with the prevalence of safety issues in Lagos state?

Research Hypotheses
i.   There is no significant difference between safety issues and related challenges facing women in Lagos State.
ii.   There is no significant difference between the age range of women and the prevalence of safety issues.

Materials and Methods
Research Design
The study adopted the descriptive survey design; this design was chosen because it involves selecting samples from a large population to examine the determinants of safety issues among women in Lagos state.

Research Area
The research was carried out in Lagos State. Lagos State was chosen because of its cosmopolitan and unique nature. It is unique because it was formally the federal capital of Nigeria, and so all the ethnic groups of Nigeria are adequately represented in Lagos State because it is also the commercial nerve center of Nigeria.

Population of the Study

The population of the study was made up of women in all the twenty local government areas of Lagos State.

Sample and Sampling Technique

Purposive random sampling technique was used to select the subjects for this study. This technique was adopted in order to obtain an adequate representative sample of the women involved. There were twenty (20) registered local government areas in Lagos state, out of which four (4) were randomly selected using pick and drop technique. The local government selected are; Epe, Surulere, Ikeja and Badagry. Each local government area consisted a minimum of ten (10) wards. In each local government, three (3) wards were purposively selected from the four local government areas chosen in Lagos state. In selecting the respondents from each ward, purposive random sampling was also used to select thirty-five (35) respondents from each ward. In all, four hundred and twenty (420) respondents were selected which made up the sample size for the study.

Research Instrument

The research instrument used for this study was a questionnaire captioned "safety issues facing women in Lagos state" (SIFWILSQ). The researchers constructed the instrument. The instrument consisted of section A and B. Section A of the questionnaire sought information on the demographic characteristics of the respondents. These include; age, marital status, educational qualifications etc.
Section B on the other hand solicited information on the safety issues facing women and the challenges related to these issues. On the whole, twenty-seven (27) questions were raised in section B. The respondents were to rate the responses using a modified 4 point Likert scale ranging from strongly agree (SA), Agree (A), Disagree (D) and Strongly disagree (SD). The content validity of the instrument was ascertained through experts' judgement from colleagues and experts from Faculty of Education, University of Lagos Nigeria. The reliability was obtained through a test retest procedure and the correlation coefficient ranged between 0.85 and 0.87. This confirm the reliability of the instrument.

Data Collection and Analysis

The researcher administered the questionnaire instrument but also used two research assistants (Ph.D. students) to help in administering the questionnaire. In all, 370 copies of questionnaire were returned showing a response rate of 88%, this was considered adequate for the study. They were all good and used for the analysis. Frequency distribution tables, percentages, mean, standard deviation and ranking order were used for data presentation while t-test, ANOVA and Scheffe posthoc were used to test the hypotheses at 0.05 level of significance.

Results
Analysis of Respondents' Bio-Data

The bio-data of the study revealed that 56(15.1%) of the total respondents were under 20 years, 146(39.5%) of the respondents are between 21-30 years, 78(21.1%) of the respondents are between 31-40 years, 70(18.9%) are between 41-50 years and 20(5.4%) of the respondents are 51years and above. This implies that, majority of the respondents are between 21-30 years of age. In the same vein, 85(45.9%) of the total respondents were single, 83(44.9%) of the respondents are married, 10(5.4%) of the respondents are divorced, 4(2.2%) of the respondents are separated and 3(1.6%) of the respondents are widowed. This indicates that majority of the respondents are married. Similarly, 80(21.6%) of the respondents possess first school leaving certificate, 92(24.9%) of the respondents possess NCE, 174(47.0%) of the respondents possess Honors Degree/HND, while 24(6.5%) of the total respondents possess master's degree. This implies that majority of the respondents are Honors Degree/HND.

Research Question 1

What are the major safety issues affecting women in Lagos State?

Table 1: Major safeties issues affecting women in Lagos State

Safety Issues	SA	A	D	SD
Rape	230 (62.3%)	98 (26.5%)	24 (6.4%)	18 (4.8%)
Kidnapping	200` (54.1%)	87 (23.5%)	38 (10.3%)	45 (12.1%)
Domestic Violence	238 (64.3%)	85 (23.0%)	29 (7.9%)	18 (4.8%)
Health Issues	236 (63.8%)	80 (21.6%)	34 (9.2%)	20 (5.4%)
Early Marriage	145 (39.2%)	72 (19.5%)	59 (15.9%)	94 (25.4%)

The result in Table 1 reveals that 62.3% of the total sample strongly agree that rape is one of the safety issues affecting women in Lagos State, 26.5% agree, 6.4% disagree while 4.8% strongly disagree. On whether kidnapping constitutes a safety issue, 54.1% strongly agree, 23.5% agree, 10.3% disagree and 12.1% strongly disagree. 64.3% respondents strongly agree that domestic violence is one of the safety issues affecting women in Lagos State, 23% agree, 7.9% disagree and 4.8% strongly disagree. Regarding health issues, 63.8% strongly agree, 21.6% agree, 9.2% disagree and 5.4% strongly disagree. 39.2% of the total respondents strongly agree that early

marriage is one of the safety issues affecting women, 19.5% agree, 15.9% disagree and 25.4% strongly disagree. The result reveals that over 50% of the total sample, which constitute the vast majority, agree on each of the safety issues affecting women in Lagos State. This implies that rape, kidnapping, domestic violence, health issues and early marriage are major safety issues affecting women in Lagos State.

Research Question 2

Which of these issues is most prevalent?

Table 2: Prevalence of safety issues affecting women in Lagos State

Safety issues	SA	A	D	SD	Mean	Rank
Rape	230 (62.3%)	98 (26.5%)	24 (6.4%)	18 (4.8%)	3.46	2nd
Kidnapping	200 (54.1%)	87 (23.5%)	38 (10.3%)	45 (12.1%)	3.19	4th
Domestic violence	238 (64.3%)	85 (23.0%)	29 (7.9%)	18 (4.8%)	3.47	1st
Health Issues	236 (63.8%)	80 (21.6%)	34 (9.2%)	20 (5.4%)	3.44	3rd
Early Marriage	145 (39.2%)	72 (19.5%)	59 (15.9%)	94 (25.4%)	2.72	5th

Table 2 reveals that domestic violence is the most prevalent safety issue affecting women in Lagos State with a mean score of 3.47. This is closely followed by rape (mean=3.46), health issues (mean=3.44), kidnapping (mean=3.19) while early marriage (mean=2.72) is the least in the ranking order. Therefore, the most prevalent issues affecting women in Lagos State is domestic violence.

Research Question 3
Are these issues officially reported?

Table 3: Official reporting of cases relating to safety issues

Items	SA	A	D	SD	Mean
The case was officially reported to the police.	34 (9.2%)	26 (7.0%)	90 (24.3%)	216 (58.4%)	1.64

My parents warned me not to report to the appropriate authority.	32 (8.6%)	10 (2.7%)	100 (27.0%)	228 (61.6%)	1.58

The result in Table 3 shows that 9.2% of the respondents strongly agree that the case was officially reported to the police, 7% agree, 24.3% disagree while 58.4% strongly disagree. 8.6% respondents strongly agree that their parents warned them not to report to the appropriate authority, 2.7% agree, 27% disagree while 61.6% strongly disagree. Using a cut-off mean score of 2.50 for the rating scale, all the items had mean scores below the cut-off mean. This implies majority disagree on items. Hence, cases of safety issues are not officially reported.

Research Question 4
What are the challenges facing women on safety issues in Lagos State?

Table 4: Challenges facing women on safety issues in Lagos State

Items	SA	A	D	SD
My friends advised me not to report to my parents.	14 (3.8%)	18 (4.9%)	92 (24.9%)	246 (61.6%)
My parents warned me not to report to the appropriate authority.	32 (8.6%)	10 (2.7%)	100 (27.0%)	228 (61.6%)
Sometimes my husband forces me to have sex against my wish.	16 (4.3%)	40 (10.8%)	94 (25.4%)	220 (59.5%)
I did not report to outsiders to avoid stigmatization.	22 (5.9%)	42 (11.4%)	86 (23.2%)	220 (59.5%)
We were to pay a ransom to the people that kidnapped me.	34 (9.2%)	26 (7.0%)	86 (23.2%)	224 (60.5%)
We were told not to tell people that we paid a ransom.	16 (4.3%)	14 (3.8%)	90 (24.3%)	250 (67.6%)
I am always under fear when discussing with my husband.	6 (1.6%)	22 (5.9%)	78 (21.1%)	264 (71.4%)
I never told anybody of his violent act so as to keep my home.	16 (4.3%)	28 (7.6%)	70 (18.9%)	256 (69.2%)
My husband's seldom force me to do things against my wish.	28 (7.6%)	42 (11.4%)	82 (22.2%)	218 (58.9%)
I never registered for pregnancy before five months because of financial implication.	18 (4.9%)	36 (9.7%)	84 (22.7%)	232 (62.7%)

My family prefers traditional anti-natal care to modern medicine.	26 (7.0%)	24 (6.5%)	78 (21.1%)	242 (65.4%)
Many pregnant women are usually rushed to recognize hospital after traditional anti-natal care failed.	120 (32.4%)	74 (20.0%)	52 (14.1%)	124 (33.5%)
Many husbands abandoned their wives after such medical complications.	132 (35.7%)	118 (31.9%)	76 (20.5%)	44 (11.9%)
Early marriage contributes to domestic violence.	166 (44.9%)	60 (16.2%)	98 (26.5%)	46 (12.4%)

Results in Table 4 revealed that 8.7% of the respondents agreed to the statement that "My friends advised me not to report to my parents" while 91.3% of the respondents disagreed; 11.3% of the respondents agreed to the statement that "My parents warned me not to report to the appropriate authority", while 88.6% disagreed; 15.1% of the respondents agreed that "Sometimes my husband forces me to have sex against my wish" while 84.9% disagreed; 17.3% of the respondents agreed to the statement that "I did not report to outsiders to avoid stigmatization" while 82.7% disagreed;

16.2% of the respondents agreed to the statement that "We were to pay a ransom to the people that kidnapped me" while 83.7% disagreed; 8.1% of the respondents agreed to the statement that "We were told not to tell people that we paid a ransom" while 91.9% disagreed; 7.5% of the respondents agreed to the statement that "I am always under fear when discussing with my husband" while 92.5% disagreed; 11.9% of the respondents agreed to the statement that "I never told anybody of his violent act so as to keep my home" while 88.1% disagreed; 19.0% of the respondents agreed to the statement that "My husband's seldom force me to do things against my wish" while 81.9% disagreed; 14.6% of the respondents agreed to the statement that "I never registered for pregnancy before five months because of financial implication" while 85.4% disagreed;

13.5% of the respondents agreed to the statement that "My family prefers traditional anti-natal care to modern medicine" while 86.5% disagreed; 52.4% of the respondents agreed that "Many pregnant women are usually rushed to recognize hospital after traditional anti-natal care failed" while 47.6% disagreed; 67.6% of the respondents agreed to the statement that "Many husbands abandoned their wives after such medical complications" while 32.4% disagreed; 61.2% of the respondents agreed to the statement that "Early marriage contributes to domestic violence" while 38.9% disagreed.

Research Question 5
Does the age range of women have something to do with the prevalence of safety issues in Lagos state?

Table 5: Mean scores on prevalence of safety issues among women in Lagos State by age

Age Range	N	Mean
Under 20yrs	56	28.14
21-30yrs	146	35.85
31-40yrs	78	55.85
41-50yrs	70	74.54
51 and above	20	103.60

Table 5 presents mean scores on the prevalence of safety issues among women in Lagos State. The result indicates a progressive increase in prevalence of safety issues with age. Women above 50 years are most vulnerable with a mean score of 103.60 while those under 20years had the least prevalence of safety issues. This implies that age range of women have something to do with the prevalence of safety issues in Lagos State.

Testing of Hypotheses
Hypothesis 1
There is no significant difference between safety issues and related challenges facing women in Lagos State.

Table 6: t-test of safety issues and related challenges facing women in Lagos State.

Variables	N	Mean	SD	df	t	p
Safety issues	370	49.88	21.51		47.195^{*}	<0.05
				369		
Challenges	370	22.99	10.64			

*p < 0.05

Table 6 shows that there is significant difference between safety issues and related challenges facing women in Lagos State (t=47.195, p<0.05). The null hypothesis is rejected. Therefore, there is significant difference between safety issues and related challenges facing women in Lagos State.

Hypothesis 2
There is no significant difference between the age range of women victims and the prevalence of safety issues.

Table 7: ANOVA showing prevalence of safety issues by age range

Source	SS	Df	MS	F	P

Between Groups	158272.900	4	39568.225	1162.285*	<0.05
Within Groups	12425.867	365	34.043		
Total	170698.768	369			

*p < 0.05

Table 7 reveals that there is significant difference between the age range of women and the prevalence of safety issues at 0.05 level of significance ($F_{4, 365}$= 1162.285; p<0.05). The null hypothesis is rejected. This implies that there is significant difference between the age range of women victims and the prevalence of safety issues. Scheffe Post hoc analysis of multiple comparison of means is presented in Table 8.

Table 8: Scheffe posthoc analysis showing prevalence of safety issues by age range

Age	Under 20yrs	21-30yrs	31-40yrs	41-50yrs	51 and above	N	Mean
Under 20yrs			*	*		56	28.14
21-30yrs				*		146	35.85
31-40yrs					*	78	55.85
41-50yrs						70	74.54
51 and above						20	103.60

*p < 0.05

Table 8 reveals that there is statistical significant difference between the prevalence of safety issues among women victims who are below 20years and 31-40years at 0.05 level. Similarly, the mean difference between under 20years and 41-50years, 21-30years and 41-50years, 31-40years and 51years and above in terms of prevalence of safety issues is statically significant at 0.05 level in each case.

Discussion of Findings

Results of the analysis and test of hypotheses revealed valuable information on safety issues and challenges of these issues on women in Nigeria. On safety issues, the results revealed that rape, kidnapping, domestic violence, health issues and early marriage are major safety issues affecting women in Lagos. This has confirmed the result of Amaka-Okafor's, (2013) study that Nigerian women are confronted, battled and stigmatized with various safety issues.

On the issue of kidnapping, the results of the study revealed that kidnapping is becoming rampant in Nigeria and most in particular Lagos state. Most of the respondents 77.6% agreed that kidnapping is one of the social menace and an

indication of general insecurity prevalence in Nigeria. This is in conformity with the outcome of the study carried out by Ngwama, (2014) that kidnapping has become very rampant in Nigeria and invariably Lagos state even though it has been a global problem. The result of the study also revealed that relatives of victims usually pay ransom before they are released. This again confirmed Ngwama's view that kidnapping victims usually pay ransom. In few cases, ransom is paid and collected and victims are also killed or maimed depending on the mission of the kidnappers. Victims kidnapped for economic reasons are usually released after paying ransom whereas, victims kidnapped for vindictive acts from the kidnappers might be killed or maimed even after collecting ransom from their relatives.

On the issue of domestic violence, the study revealed that domestic violence is the most prevalent safety issues affecting women in Lagos state. At least 87.3% of the respondents agreed they have experienced domestic violence and as well live under fear. This confirmed the previous study of Ajirotutu, Gabriel, and Akinkunmi, (2010) that victims of domestic violence significantly experience psychological distress and general fear.
In the same vein, the outcome of the study revealed that 83% of the victims of safety issues were never reported to appropriate authority. Few claimed that it is cultural and acceptable for a husband to correct his spouse through different means including battering or even corporal punishment. So, they see it as no big issue to report their husband to an outsider not to talk of the police. This also has confirmed the previous views and the outcome of the study carried out by Oyeniran and Abanihe (2005), which revealed that culturally women find it difficult to air their views and opinions on issues affecting their safety in the society.

On health issues, the outcome of the study revealed that 85.4% of the respondents actually registered at the modern hospitals for antenatal care while 13.5% of them registered at the traditional centers. If we relate this to the outcome of a study carried out by Ojong, (2015), which confirmed that majority of Nigerian women have good knowledge and favourable attitudes towards traditional antenatal care; one can then conclude that even though Nigerian women are aware and have favourable attitudes towards traditional antenatal care but they prefer attending modern hospitals for their antenatal care. In the same vein, the outcome of the study does not support the views of Popoola, (2007) who discovered that majority of Nigerian mothers still engaged in Female Genital Mutilation. Similarly, the results of this study also contradicts the views of Ahanonu and Victor, (2014) that affirmed that female genital mutilation is still widely spread in Nigeria. However, the outcome of the study conducted by Ngianga-Bakwin, Nwakeze and Kandala, (2013) revealed that education plays an important role in women health related issues. This must have explained the reason for the revelation of the current study of women's reaction to female genital mutilation in Lagos state which was formerly the seat of the capital of Nigeria that invariably made it to be cosmopolitan with high literacy rate. Thus, majority of

women in Lagos state are literate and so prefer modern medicine to traditional medicine.

On the issue of early marriage, the result of the research work revealed that 95.1% of the respondents were against early marriage, because they believe that it attracts medical complications. The outcome of this research supports the early study of Nwimo and Egwu, (2015) that discovered that complications such as obstetric fistula, that is, perforation of the bladder or bowel, due to prolonged delivery is high among young girls. Other complications according them include the following: vulnerability to HIV/AIDS, physical pains associated with sexual intercourse, infant mortality and low infant birth weight among others. This also confirmed the outcome of a gender assessment carried out by USAID, (2003-2005) as cited by Devries, Kishor, Johnson, Stöckl, Bacchus, Garcia-Moreno, & Watts, (2010) which discovered that early marriage is directly linked to wife abandonment.

In the same vein, the study revealed 61.1% that early marriage contributes to domestic violence. This support the outcome of a gender assessment carried out by USAID, (2003-2005) that revealed that women who married before the age of 18 years experienced constant beating and threat (which are forms of domestic violence) from their husbands and they believe that their husbands are justified to beat them.

Conclusion
The prevalent situation on safety issues in Nigerian is a major concern to individuals and government. Nigerian women in particular faces a lot of challenges that pose threat to their security and welfare. Hence, there is need for Adult education and its programmes such as safety education and conscientization to give the adult citizens of the country the necessary aesthetics and cultural education for public enlightenment.

Recommendations
1.   The study established that the respondents that have been raped before were warned by parents or relatives not to report to the appropriate authority to avoid stigmatization. It is recommended that enough sensitization programmes should be organized for children and teenagers who will later become women to enlighten them on the importance of reporting such a crime to the appropriate authority. This will discourage many other men from committing such a crime and this will reduce such crime in our society.
2.   The study established that domestic violence is a major safety issue and an indication of general insecurity. Nigerian government needs to place stringent laws and sanctions on culprits so as to discourage people from such act and human right organizations should help in the protection of safety and welfare of women in the society in terms of advocacy project.
3.   The study revealed that majority of the victims of these safety issues never report to appropriate authority and this made them to live under fear. It is recommended that there should be enough awareness from relevant agencies

that the victims can report to. Culprits of such act should be appropriately sanctioned by government to deter other people from committing such nefarious act.

4.   Even though the study revealed that majority of the respondents do not support female genital mutilation but a handful still believe it is necessary. It is recommended that there should be more enlightenment programmes that will focus more on the negative implications of female genital mutilation that will reduce the number to the bearest minimum or eradicate it completely in our society.

5.   Women organizations and non-governmental organizations are to use conscientization approach, familiar and current issues on women to bring enlightenment programmes on safety issues and challenges on women to the door-steps of every woman (including school age girls) in Lagos state.

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The Legal System of the Saudi Judiciary and the Possible Effects on Reinforcement and Enforcement of Commercial Arbitration

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Abstract

The modernization of the Saudi arbitration environment is more in line with modern international norms of commercial arbitration rules, embodying several "arbitration-friendly" principles of the UNCITRAL Model Law, such as competence-competence and the autonomy of the arbitrating parties. However, the new Saudi arbitration environment is still subject to certain intricacies and obstacles presented by the Saudi municipal courts during the process of arbitration and often in the challenge and enforcement stage of an arbitral award in the Kingdom of Saudi Arabia. Thus, addressing such challenges posed by the Saudi courts and finding solutions through analyzing and examining the Saudi court system will help to pave the way toward creating a more welcoming arbitration environment locally and internationally and a viable choice for parties who will otherwise encounter an unwelcome environment in the Kingdom.

The Importance of a National Judiciary in the Arbitration Process

It is well known that investors prefer the method of arbitration to settle merchant disputes both in international and national fields[1]. Commercial arbitration has become more attractive because of its privacy, party control of the process and the international recognition and enforcement of its awards[1]. Hence, arbitration offers the opportunity to settle disputes between parties by using a private method that is binding and enforceable in general. Consequently, the Kingdom of Saudi Arabia realized that it should establish a new arbitration law that fits the international community to attract foreign companies to invest in the Kingdom rather than its old law, which did not meet the real legal and investment needs[2]. Accordingly, on April 16, 2012, Saudi Arabia issued a new arbitration law, which was inspired by the UNCITRAL Model Law[3]. This law offers greater independence in the arbitral process, which provides enhanced procedural powers of the arbitral tribunal and clearer enforcement of arbitration agreements and awards. Although the new arbitration law substantially limits the previous mandatory oversight of the local Saudi courts, parties still need to deal with Saudi courts at different stages during the arbitration process[3].

Under the new law, the disputing parties will need Saudi courts during the arbitration process similar to the practice in the other jurisdictions. For instance, the parties will be called to address issues like the appointment of arbitrators when they cannot agree or if a party needs temporary or injunction relief[4]. In this regard, most judges in Saudi courts are trained only in Islamic Sharia, and they usually lack any particular technical or commercial background.[i] Also, most rules applied in Saudi courts can be found in books that were written by medieval Muslim jurists[7]. For this reason, the Kingdom of Saudi Arabia solved the lack of background in technical and commercial legal matters by establishing specialized tribunals in different fields consisting of specialists to settle disputes involving their specialties.[ii]

The new Enforcement Law, which was issued through Royal Decree No. M/53 on July 3, 2012, represents a significant step toward aligning the law in the Kingdom with international standards and a facilitation of enforcement of arbitral awards with the creation of a particular jurisdiction and specific procedures applicable to such enforcement. However, the recognition and enforcement the arbitral awards will be determined by Saudi courts even though they have the reputation of being highly skeptical toward the recognition and enforcement of arbitral awards[9,10]. This skepticism is thought to exist in all cases involving investors, foreign and national, as the result of which investors try to avoid Saudi courts.[iii] Actually, the new law does not give clear direction about public policy as applied in the Kingdom or the meaning of Islamic Sharia concept as applied in the courts especially since there are different schools and opinions about many issues. For instance, granting interest, which is prohibited under Sharia according to most Muslim jurists, may void an award at the enforcement stage in a Saudi court. In such cases, if it is impossible to sever that part of the award that does not comply with the public policy, such as interest in this example, from the rest of the award, the enforcement court may order that the entire issue of damages be reheard. In the alternative, it may choose to enforce the award other than the provision for interest[4].

No foreign party needs to understand the Saudi judicial system only for its arbitration procedures; however, a foreigner might be forced to defend a case in a Saudi court if sued by a Saudi plaintiff. Appearance in a Saudi court may also be required by the terms of an agreement, if one of the parties, having more bargaining power, imposes the exclusive choice of a Saudi court. According to Fabio Bortolotti: "The party in question wants to make sure that possible disputes will be decided under a well-known procedural system, by judges who use the same language, with the assistance of lawyers with whom the judge is familiar"[11]. Hence, the study will consider extensively the Saudi judicial system to give foreign investors a clear picture of Saudi courts. This will also help legal researchers and policy makers in Saudi Arabia to improve the judicial system because national courts can exist without arbitration, even though arbitration cannot exist without the courts.

Background

Islamic Sharia, the primary source of legislation in the Kingdom of Saudi Arabia, according to its basic law[12], was developed during Islamic history gradually by Muslim jurists and scholars and was accepted as the basis of law in most of the Muslim world during the Islamic history and until now in some Muslim countries[7]. One of the significant areas in the Muslim world is the Arabian Peninsula, most of which is part of Saudi Arabia. Over the years, different regions of the Arabian Peninsula have been subject to different types of governments, which reflected the judicial styles and formats from one region of its area to another[13,14]. By examining the reality of the Arabian Peninsula, the study found that some of its parts, like Hejaz, possessed the administrative structure established by the Ottoman Empire and was sophisticated in its outlook both through its permanent contact with foreign Muslims partaking in the annual Haj[iv] to Makkah City and through its long-standing position on the trade route between Asia and Europe, so that the Hejaz judiciary had a measure of procedural sophistication[14]. In other parts, such as Najd, the form of its judiciary was affected by the tribal system and was shaped by customs and traditions without regard to form and procedure, because many tribes and clans in the Arabian Peninsula live according to the pattern of the desert and its customs, traditions and customs inherited among themselves[16].

As a result, in 1927, after King Abdul-Aziz established the Kingdom of Saudi Arabia, different court systems existed. Najd had a simple system. The ruler appointed single judges to the major towns, and usually, judges were involved in cases that the local governor, called the Amir, could not resolve a conflict amicably. The local governor would then refer such cases to judges for adjudication according to Islamic Sharia. The judgments rendered by the judges were then submitted to the governor to enforce. Moreover, appeals were possible only through a complaint to the local governor, who would often refer the matter to the senior scholars[7,13]. The King established a framework for the courts of the Hejaz, which was a more elaborate judicial organization. This structure contains multiple-judge courts, summary and general Sharia courts, and instances of appeal. Because the Najdi judges were not familiar with this judicial organization, this system remained only in the Hejaz area until 1960, when it was implemented in the other areas of the Kingdom[7,13,14].

Starting in the 1930s, the new kingdom needed to regulate its affairs nationally and with other states by enacting laws. However, the senior scholars opposed the new legislation, and the Sharia judges refused to apply it because they were man-made as they saw it[7,13]. According to Frank Vogel: "the 'ulama' - senior scholars- were unlikely to develop needs rules by Ijtihad,[v] and the 'ulama' rarely supported rapid modernization anyway. A famous story tells of 'ulama' opposition to introducing radio: Abdu al-Aziz was able to overcome their opposition only by having the Quran transmitted to him in their hearing thus proving that the invention was not satanic"[7]. As a result, the Kingdom was forced to establish specialized tribunals in specific legal

areas to adjudicate matters, and they were under the supervision of a particular ministry with jurisdiction over the tribunal's field. These tribunals included the Tariffs Committee in 1953, the Committee for Commercial Paper Disputes in 1963, and the Committee for the Settlement of Labor Disputes in 1969[13].

In 1955, a significant step was taken to establish a new judicial institution, which was an administrative court called the Board of Grievances. The Board's duty was to hear and investigate complaints against government officials or governmental agencies filed by Saudi citizens.[vi] This institution reported directly to and advised the King about each such case because he decided how each case was resolved[13]. In 1960, the Hejaz and Najd systems were united under the new Presidency of the Judiciary located in Riyadh after some improvements in the Hejaz judicial system, which were applied to all areas of the Kingdom. Furthermore, the "Presidency of the Judiciary" remained responsible for different religious and legal issues. For example, this institution was in charge of the issuance of fatwas, supervision of religious education, and the appointment of candidates in significant religious positions until 1975 as will be shown later[7,13]. Between 1970 and 1975, there were further modifications of the Saudi judicial system. The Supreme Judicial Council, the Council of Senior Saudi Scholars, and the Ministry of Justice were new institutions that assumed the tasks of the Presidency of the Judiciary. Moreover, the Judiciary Regulation granted the Sharia court in 1975 general jurisdiction to adjudicate all civil and criminal disputes except in the legal matters where the specialized tribunals were competent[7]. The Supreme Judicial Council operated under the direct authority of the King and sat at the top of the judicial pyramid, below which were the appellate courts in Riyadh City and Mecca City and smaller courts spread all over the Kingdom. The specialized tribunals were outside of the formal judicial system.[vii] They were under the scope of the executive branch. The Supreme Judicial Council was granted judicial, administrative, and regulatory authority[13].

In 2007, the Kingdom applied a modern judicial system[17,18].[viii] The King of Saudi Arabia issued Royal Decree M/78 to reform the judiciary and to create a new court system after the Saudi judicial system was criticized for being slow, arcane, lacking in the safeguards of justice and unable to deal with the modern world especially after the World Trade Organization approved of making the Kingdom a member after 12 years of talks[7,13,19]. In practice, however, the reforms have yet to be implemented totally, and the judicial system is still in reorganization. The changes included the creation of a Supreme Court, an appeal court for each province, and new specialist first-instance courts that comprise various types of general, criminal, personal status, commercial and labor courts[17]. Furthermore, the new law transferred the Board of Grievances' commercial and criminal jurisdictions to a restructured general judicial system[13]. As a result, the Sharia courts will be more specified, and the workload of the government's mini-tribunals will be transferred to the new courts.

The new judicial law provides a significant improvement over the old laws and applies a modern form under Islamic Sharia, which could be a big step in improving the legal environment in Saudi Arabia. According to Kenneth Dam:

> A sound judiciary is a key to enforcement. No doubt some technical laws can be enforced by administrative means, but a rule of law, in the primary economic sense of protecting property and enforcing contracts, requires a judiciary to resolve disputes between private parties. And protection against the state itself is made easier where the judiciary can resolve a controversy raised by a private party against the state based on constitutional provisions or parliamentary legislation[20].

Despite the fact that such reforms seem a great step, the question remains how in practice such modernization will influence the legal environment in Saudi Arabia particularly since the historical backdrop of the Saudi judiciary demonstrated that there was a radical dismissal of or inability to grasp the new models in various stages since King Abdul-Aziz, founder of the Kingdom, which forced him and the kings thereafter to create a special tribunal out of the judicial system to resolve different cases in different aspects, which is what the study will address in the wake of presenting the structure of the new judicial law in more detail.

Structure of the Saudi judicial system

As introduced in the history of the Saudi judicial system, Saudi Arabia chose in 1955 to have a dual judicial system comprised of the Sharia Courts System and an administrative judiciary called the Board of Grievances, which continued until the new law was established[18]. Hence, the study will show the structure of both systems in more detail.

The Role of the Supreme Judicial Council

The Supreme Judicial Council comprises the president and ten other members. The members of the council are the Chief of the High Court, four full-time members of the rank of Chief of the Appellate Court appointed by the King, the Deputy Minister of Justice, the Chief of the Bureau of Investigation and Prosecution, and three members who have the qualifications required to be the Appellate Judge and are appointed by the King. All members of the council serve for four years, which is renewable for other periods except for the Chief of the High Court, the Saudi Deputy Minister of Justice, and the Chief of the Saudi Bureau of Investigation and Prosecution[17]. Under the Saudi Judiciary Law of 2007, the Supreme Judiciary Council does not have a duty to serve as the Kingdom's highest court, because of the new law, unlike the previous law, provides for a Saudi highest court[17]. However, the Council continues to oversee administrative aspects of the judiciary, such as promotions, transfers, assignments,

and training, and it monitors the proper discharge of their duties by established rules and procedures to ensure the independence of judges[17].

The New Courts System
The new law organized the courts by a new hierarchical structure as set out below in descending order[18] (Fig. 1):
- High Court;
- Courts of Appeals; and,
- First-Degree Courts, which consists of:
-        General Courts;
-        Criminal Courts;
-        Personal Status Courts;
-        Commercial Courts; and,
-        Labor Court.

The High Court
The new High Court has the previous Supreme Judicial Council's primary function as the highest authority in the judicial system. The High Court is seated in Riyadh City[17]. This court is comprised of a president, who has the qualifications required by the Chief Appellate Judge, and is appointed by a Royal Order, along with an appropriate number of judges holding the rank of Chief of the Saudi Appellate Court, who is delegated by a Royal Order on the proposal of the Supreme Judiciary Council[17]. The Court exercises its duty through specialized circuits as needed, which consist of three-judge panels except for the Criminal Circuit, which audits judgments including certain major punishments, such as the death sentence. The Criminal Circuit is composed of a five-judge panel. The Chief Judges of the Saudi High Court Circuits are appointed by the Supreme Judicial Council on the proposal of the Chief of the High Court[17].

The High Court also supervises the implementation of Islamic Sharia and Saudi regulations, which are consistent with the matters that fall within the general jurisdiction of the judiciary[17]. Furthermore, the Court reviews rulings issued by the Courts of Appeals in different cases. These include cases that involve crimes punishable by death and other certain major crimes[17]; cases which issued or supported by the Courts of Appeals contains the challenge to the ruling that is contrary to the provisions of Islamic Sharia or laws issued by the Kingdom that do not conflict with Islamic Sharia; cases in which judgment was entered by a court that was not properly constituted as provided for by the Judiciary law and other rules; cases in which judgment was entered by an incompetent Court or Circuit Court; and finally cases that involve the failure to frame an incident or impropriety in its description of the case[17].
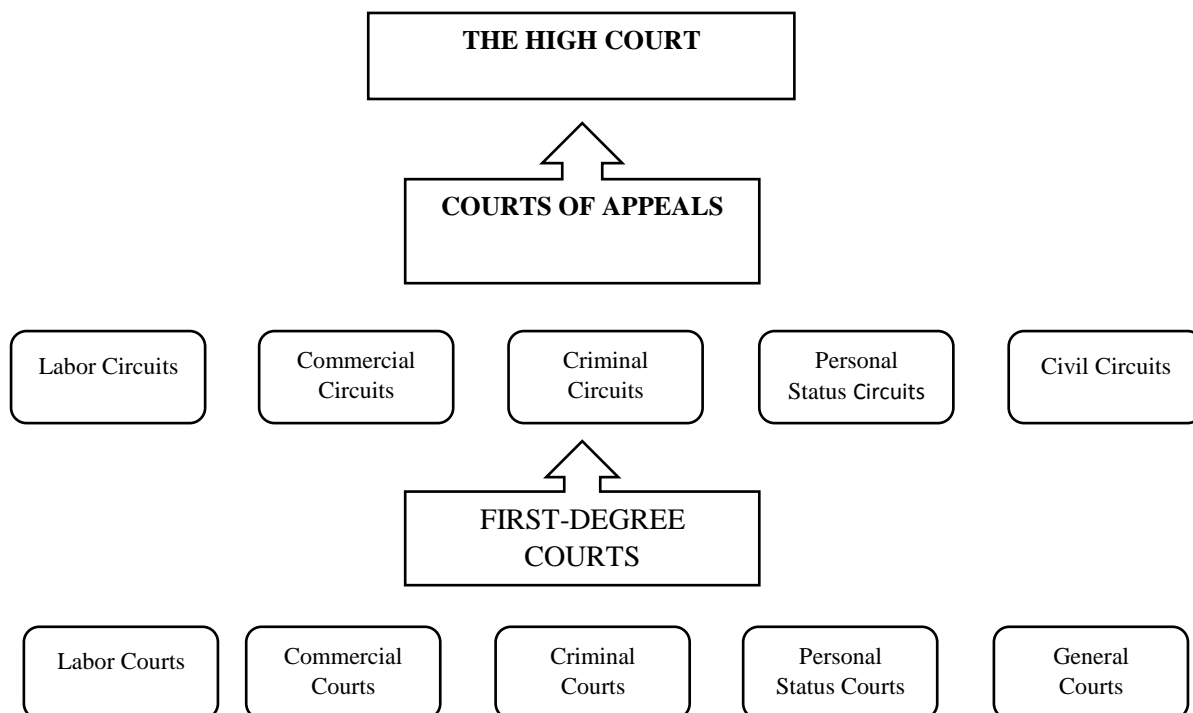
Courts of Appeals
The Courts of Appeals hears appealable decisions and judgments from lower courts[17]. The Court issues its decision after hearing the litigants' arguments under the code of

criminal procedure and the code of procedure before Sharia Courts[17]. The new Courts of Appeals consist of the following circuits: Civil Circuits, Circuits, Criminal Circuits, Personal Status, Commercial Circuits, and Labor Circuits[17]. Each circuit court is composed of a president, who is appointed by the Chief of the Appellate Court, and judges who hold the rank of Appellate Judge[17]. These specialized circuit courts comprised of three three-judge panels; however, the Criminal Circuit courts, which review matters involving certain major crimes, including those punishable by death, comprised of five-judge panels[17].

First Degree Courts
According to the new law, the First-Degree Courts are in the Kingdom's provinces, counties, and districts as needed[17]. There are different types of the first courts: General Courts, Criminal Courts, Commercial Courts, Labor Courts, and Personal Status Courts[17]. The General Courts are established in provinces and consist of specialized circuits, including Implementation Circuits, Approval Circuits, and Traffic Cases Circuits[17]. The law also gives the Supreme Judicial Council authority to determine if these circuits are composed of one or three-judge panels[17]. Moreover, the Criminal Court consists of the following specialized circuits: Qisas - Retaliatory Punishment - Cases Circuits, Hudud Cases Circuits -Prescribed Punishments, Ta'zir - Discretionary Punishment- Cases Circuits, and Juvenile Cases Circuits. The Criminal Court will be composed of a three-judge panel except concerning cases involving other offenses, which will be specified by the Supreme Judicial Council and which are heard by one judge[17]. Other types of courts in Personal Status, Commercial, and Labor consist of specialized circuits as needed furthermore, are composed of one or more judges as specified by the Supreme Judicial Council[17].

Fig. 1. Structure of the New Courts System Chart

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                    ┌─────────────────────────┐
                    │     THE HIGH COURT      │
                    └─────────────────────────┘
                              ▲
                    ┌─────────────────────────┐
                    │   COURTS OF APPEALS     │
                    └─────────────────────────┘
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Labor Circuits	Commercial Circuits	Criminal Circuits	Personal Status Circuits	Civil Circuits

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                    ┌─────────────────────────┐
                    │     FIRST-DEGREE        │
                    │       COURTS            │
                    └─────────────────────────┘
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Labor Courts	Commercial Courts	Criminal Courts	Personal Status Courts	General Courts

Board of Grievances Reforms

Royal Decree M/78 brought about the overhaul of Saudi Arabia's Board of Grievances, an autonomous authoritative, judicial commission mindful specifically to the King[21]. The pyramidal structure of the new Board of Administrative Courts is parallel to the structure of the Judicial Courts[21]. The Board of Grievances comprises a president of the rank of minister, at least, one vice-president, some assistant vice-presidents, and several judges[21]. Royal Order appoints vice presidents from among those who possess the qualifications required to become a Chief of the Appellate Court[21]. The law stipulates that the Board of Grievances is based in the city of Riyadh[21].

Furthermore, the new Board of Grievances Law establishes an Administrative Judicial Council, which consists of the president of the new Board, the Chief of the High Administrative Court, the most senior VP of the Board, and four judges of the rank of head of the Appellate Court appointed by Royal Orders[21]. The Council performs some administrative tasks similar to those of the Supreme Judicial Council[21]. The Administrative Judicial Council encompasses several committees, including the Jurisdictional Conflict Committee, the Judicial Disciplinary Committee, and the Department of Judicial Inspection[21].

The Board of Grievances Law arranges the Board as indicated by the accompanying various leveled structure as presented in Fig. 2:
- High Administrative Court;

- Administrative Courts of Appeals; and,
- Administrative Courts[21].

High Administrative Court
The new High Administrative Court consists of a president holding the rank of minister appointed by Royal Order and an adequate number of judges each having the position of chief of the Appellate Court, and Royal Order appoints them on the recommendation of the Administrative Judicial Council[21]. The High Court will practice its jurisdictions through specific circuits as required, which are composed of three-judge panels[21].

Furthermore, the High Administrative Court has the competence to audit rulings issued or maintained by the Administrative Courts of Appeals if the protest to the judgment involves a violation of Islamic Sharia provisions or any regulations that do not contradict Sharia principals; faults in its implementation or interpretation; the entry of judgment from an incompetent court; the entry of judgment from a court not duly constituted as required by the Board of Grievances Law; blame in encircling the impropriety or incident in its depiction; section of a judgment in spite of another previous decision issued between the parties to the proceedings; or a jurisdictional conflict among the Board's courts[21].

Administrative Courts of Appeals
The new law also establishes Administrative Courts of Appeals[21]. These courts hear appealable decisions from the lower Administrative Courts through Specialized Circuits composed of three-judge panels[21]. Moreover, they render their judgment after hearing the litigants' arguments according to stipulated law[21].

Administrative Court
The new law establishes Administrative Courts that function through specialized circuits, such as Administrative Circuits, Employment and Disciplinary Circuits, and Subsidiary Circuits[21]. According to the law, the courts are composed of either a one or a three-judge panel[21]. The Administrative Courts have jurisdiction to review the cases as follows:
(A) Cases related to the rights provided for in the Civil and Military Service and Pension Laws for government employees and independent public entities and their heirs and claimants;
(B) Cases of objection filed by parties concerned with administrative decisions, where the reason for such an objection is a lack of jurisdiction, a deficiency in form, a violation or erroneous application and elucidation of laws and directions, or manhandle of power. The rejection or refusal of an administrative authority to make a decision that it was required to make according to laws and regulations is considered to be an administrative decision;

(C) Cases of compensation filed by parties concerned against the government and independent public corporate entities resulting from their actions;
(D) Cases filed by the parties regarding contract-related disputes in which the administration or an independent public corporate entity is a party;
(E) Disciplinary cases documented by the Bureau of Control and Investigation;
(F) Other Administrative Disputes; and,
(G) Requests for the implementation of foreign judgments[21].

Fig. 2. Structure of the New Board of Grievances Chart
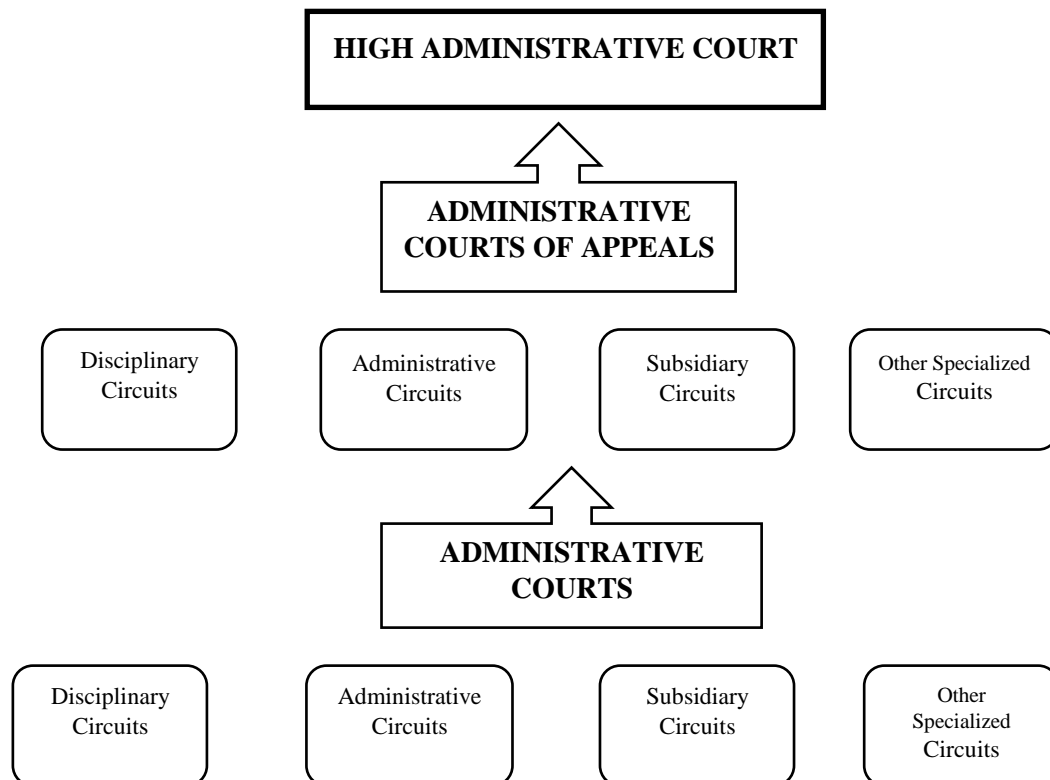
The new laws give the courts the authority to oversee all cases. For example, Commercial and Labor Courts will manage disputes that had previously been handled by special committee tribunals at the Ministry of Commerce and Industry and the Ministry of Labor[17]. According to Article 25 of the law of the judiciary: "Courts shall have jurisdiction in all cases according to the rules outlined in the legal proceedings system and the system of criminal proceedings"[17]. The Implementation and Regulations of the Law of the Judiciary excluded three legal tribunals in three sectors, which are banks, the financial market, and customs sectors. Furthermore, in 2012, Royal Order No. (37441) was issued regarding the formation of the first circle of the Appellate Committee of disputes and banking irregularities[22]. Hence, not just the committee will remain, but also more than five years after the issuance of the new

judiciary law, the appellate of this committee was issued, which means that the ruler regulates it to be as an independent court. So the question here is why these committees remained even though they were previously criticized for their decisions, which were not always enforceable, and they also were challenged in the Saudi courts[23]. The tribunals always faced questions regarding the impartiality and independence of these tribunals (committees), especially because they were under an executive authority[23]. The study needs to shed light on one of such committees, which is the Committee for the Settlement of Banking Disputes, the most important legal committee in Saudi Arabia for its particular nature as will be shown later.

The Committee for the Settlement of Banking Disputes
The Committee for the Settlement of Banking Disputes has been operating under the supervision of the Saudi Arabian Monetary Agency for three decades.[ix] This tribunal "committee" has been in existence in the history of the Saudi judiciary as a critical element for banks that need to enforce judgments against defaulting customers in the Kingdom. The tribunal's jurisdiction over banking disputes and its application to the particular principles to disputes, such as giving effect to the transaction agreed between the parties and upholding recognized, international banking practices, allows banking claims in the Kingdom to be enforced in a way that would not be possible in the general court system of the Kingdom for two main reasons[8].

The first reason is that Saudi judges do not have the training required to deal with these types of disputes. Nancy Turck says that "the judges are trained only in Sharia and often have no technical background to understand a complicated, highly technical case"[5–7]. Hence, the study will shed light on this matter later. The another cause for creating this committee is that the legal right of the bank to collect interest is unacceptable under Sharia as applied in the Saudi court. Abdurahman Baamir says about this issue:

> It should be noted that the committee was established as a compromise between Sharia and economic interest in order to remove the burden from judges who faced a religious dilemma when deciding on disputes related to banking business. The dilemma occurred because of the gap between the legal right of the bank to collect the amount of interest in full, as stipulated in the agreement between the parties following the principle of *pacta sunt servanda*, on the one hand, and the fact that the whole transaction is unacceptable under Sharia on the other[8].

As a result, this committee is the only authority in the Kingdom that recognizes charging interest as a valid legal practice[8].

Since the Banking Dispute Committee was created in 1987, there have been elements of ambiguity around the Committee's procedural rules and the enforceability of the Committee's decision. However, in practice, the Committee has always borne many of the characteristics of a court, and it is entirely dependent on the other governmental bodies, such as the Ministry of the Interior for the enforcement of its judgments[8].

In 2012, a new Royal Order No 37441 clarified the status of the Committee's powers and processes[22]. According to the new royal order, the Committee was to establish Circuits as needed. Each circuit or committee would consist of three members and an additional alternate member to allow for rotating members. The members must have legal qualifications and experience and be familiar with banking transactions. Moreover, at least one of the members must be Islamic Sharia qualified, and all members are appointments for four years by Royal Order[22].

Furthermore, the Committee shall hear disputes based on the information and evidence provided in the claim file and the agreements entered into between the disputing parties. The majority must make the Committee's decisions, and there is a right to appeal within 30 days to the new appellate committee, the decision of which is non-appealable before any other authority[22].

Moreover, a new appellate committee was created by Royal Order and consisted of a circle or more as needed. Each appellate committee consists of three members, at least one of whom must be Sharia qualified. This committee is competent to hear objections filed against decisions of the Commission for the Settlement of Banking Disputes as stipulated in the Royal Order. The appellate committee renders decisions by majority, and its decisions are not subject to appeal before any other authorities[22].

Furthermore, a new limitation period was issued. Claims will not be heard by the committee that are filed more than five years after the due date of the guaranteed sum or from the date when the claimant becomes aware of the event that is the subject of the application unless there is a justification that is acceptable to the Committee[22]. Also, the Royal Order expressly gives the Committee the authority to freeze a debtor's bank and investment accounts and entitlements at governmental authorities, restrict the debtor from dealing with national bodies and banks, and issue travel bans after its final judgment[22].

In sum, the Royal Order makes it eminently clear that the Committee for the Settlement of Banking Disputes is truly a court, and it is to be expected, according to the provisions of the Royal Order that its circuits will expand the capacity of the system across the country to cover the increase of banking disputes in the Kingdom. However, establishing committees that are under executive supervision out of judicial authority affects their independence. Micheal Lindsey says:

> Middle Eastern countries are generally characterized by weak judiciaries, which are not independent from the executive branches of government. The judges in the region are often government employees working under the executive through the minister of justice. This gives the executive branch the power to interfere in the judicial process. Egypt and Lebanon, for example, have highly developed judiciaries but are often under pressure from the executive branches of their governments[24].

No doubt, the existence the several committees in different legal aspects raise serious inquiries about the quality of judges in the Kingdom especially after establishing a new judicial system and failing to depend on it and enforce it entirely. Hence, the study will examine and analyze in the next part the qualifications, job performance, and training of Saudi judges in more depth.

Saudi Judges
The study will divide this subject into three main points:

Judges' Qualifications and Training
Since Islamic Sharia is the primary authority for Courts in Saudi Arabia, the Law of the Saudi Judiciary requires that each candidate for a judicial position have graduated from one of the Sharia colleges in the Kingdom of Saudi Arabia[17]. Although there are some legal schools in Saudi Arabia, only Sharia graduates are qualified to be judges in Saudi Arabia with other requirements as stipulated by the Saudi law[25]. Hence, the Sharia schools in Saudi Arabia should be studied in more detail.

- *Sharia Schools*
- Historically, the Kingdom of Saudi Arabia began opening Sharia schools at different times to meet different needs in the courts, education and other required governmental and non-governmental organizations starting with the Sharia College at Umm Al-Qura University in 1949. This was the only school that offered a legal education in the Kingdom in the form of a Sharia degree. After that, different Sharia schools opened including the Sharia College at the University of Dammam in 2013. Currently, there are thirteen Sharia schools in the Kingdom[25].
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- The Sharia schools in Saudi Arabia depend in their teaching on the Hanbali School of the Islamic jurisprudence by studying medieval texts that were written by the Muslim jurists in that era[7]. For example, the major textbook in the Sharia College at Al-Imam Muhammad Ibn Saud Islamic University is *Alrrud Almurabbae* Book for Mansour Al Bahuti, who died in 1641. This book consists of seven volumes, and it is a mandatory textbook, which is studied for all four years of study at the Sharia school.[x] Furthermore, as a result, graduates of the Sharia schools lack knowledge about the country's regulations and laws, and they enjoy far-reaching implementation of legal systems of the past[7], so that the historic refusal of the Sharia judges to apply

modern regulations, which was one of the main reasons why the Kingdom was forced to create the legal administrative committees, is the result of the nature of their education.
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-       Furthermore, the Kingdom tried to enable judges to attain the highest levels of education by creating an Institute of Public Administration in 1961[xi] and the Judicial Institutional Academy in 1966,[xii] to train Saudi judges, enhance their expertise, develop their skills, and provide them with the legal details that they need in practice.[xiii] Also, the law encourages the judges to join these institutions by stipulation in Article 43 by providing that graduation from one of these schools is equivalent to four years of service in the courts[17]. In response to questions about the efficiency of these academic institutions to meet the judiciary requirement especially after the new judiciary law, in 2013 the reorganization of the Judicial Institutional Academy was approved to serve the needs of the new judiciary law.[xiv] However, it did not live up to the requirements of the judges, especially because the law of the judiciary stipulates that the Sharia certificate does not require additional training[17]. Consequently, the impact of these institutions cannot be tested easily in the Saudi legal practice.
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-       As a small step forward in Saudi Arabia, after realizing that graduates from Sharia schools are not sufficiently exposed to the theory of law and the country's regulations, some programs were established that combine both Islamic Sharia and law courses[25]. For instance, in 2010, Al-Imam Muhammad Ibn Saud Islamic University created a bachelor degree in law that is affiliated with the law program at the College of Sharia. Since it is part of the College of Sharia, the law program aims to teach the principles of law with Islamic Sharia.[xv] However, it is still not clear if these types of programs will be handled as a Sharia department or as legal schools, and they are under evaluation as new programs, because the effort needs time to see its results in the legal environment in the Kingdom. In addition to establishing specialized tribunals, the Kingdom established legal schools to prepare specialists to work on different legal aspects in the state. Some of them are currently in public and private schools, which offer a legal degree that provides its holder the privilege to practice law in Saudi Arabia except in the judiciary. Besides, Islamic Sharia and law schools and departments have entirely different approaches to their curricula[25].
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-       ***Job Performance and Independence***
The Saudi judiciary law clearly recognizes that an independent judiciary is a core to protecting the rights and freedoms of the people by providing a fair trial in an independent and impartial Court System. Article 46 of the Saudi Basic Law of Governance states that "the judiciary shall be an independent authority and, in their administration of justice, judges shall be subject to no authority other than that of Islamic Sharia"[12]. The same independence principle is embodied in many provisions of the Law of the Judiciary, which provides several safeguards. For instance, Article 1 of the Law of the Judiciary states that "judges are independent and, in the

administration of justice, they shall be subject to no authority other than the provisions of Sharia and laws in force"[17]. The same Article provides that "no one may interfere with the Judiciary"[17]. Article 5 of the Ordinance concerning the Prosecution of Ministers prohibits any types of interference with judicial affairs and makes personal interference in the issues of the judiciary a crime punishable by imprisonment for a term going from three to ten years[26].

Furthermore, one of the significant characteristics of judicial independence is the protection of judges from removal from office or transfer or any act that might compromise their independence. Article 2 of the Law of the Judiciary states that "judges are not subject to expulsion from office with the exception of in the cases set forth herein"[17]. Besides, Article 3 stipulates that "judges may be transferred to other positions only with their consent, and they are not subject to removal from office except in cases specified by the law, such as retirement"[17].

Moreover, special procedures are provided and safeguards needed to ensure the protection and independence of judges in conditions that warrant disciplining judges. The Law of the Judiciary states expressly that the Supreme Judicial Council is the only authority empowered to discipline a judge to ensure that the executive authority cannot interfere with the judicial system[17].

One of the most significant advantages of the new judiciary law is an utilization of the judicial independence principle, as confirm by the limit imposed by the Ministry of Justice administrative power over the judiciary. According to the law, the right to supervise various aspects of the courts and judges were exchanged from the Minister of Justice to the new Supreme Judicial Council. These aspects include judges' promotion, transfer, assignment, replacement, and training, and monitoring the proper discharge of their duties and other matters[17]. Hence, the new judicial system provides greater independence for judges and their adherence to Islamic rules clearly with adequate safeguards to protect them from an arbitrary transfer, dismissal, or legal action. However, Kenneth Dam says: "Judicial independence does not depend solely on the structure of government and the judiciary's formal role within it. It also depends on the judges themselves"[20]. Hence, how the Saudi judges exercise their considerable independence in practice over cases is a factor for consideration. The study found that the courts in the Kingdom depend on the traditional approach taken by Muslim judges in the Islamic history. Accordingly, the study will present the traditional Muslim judge in the Islamic history.

Ijtihad in the Saudi Courts
Unlike Western law, in Islamic Sharia, each case has to be viewed based on its own merit, and past decisions can be considered only as guidance for the new cases under most Muslim jurist opinions[27,28]. This position is as yet being kept up by a few states like Malaysia[xvi] and Saudi Arabia[28]. Frank Vogel, who spent several months in the

Kingdom of Saudi Arabia to study the Saudi judicial system, says: "We find that Saudi qadi (judge) is in fact given freedom to practice a broad Ijtihad and is not restricted to the Hanbali or any other school"[7]., He also says: "Saudi qadis (judges) do occasionally apply rules from other schools (in Islamic jurisprudence) when they believe that such rules are suited to the case before them"[7].

The functional and regulatory obligations of a Muslim judge have been clearly identified by Caliph Umar, the second leader of the Muslim state after Prophet Muhammad, to Abu Musa al-Ash'ari: "If you gave judgment yesterday and today, upon reconsideration, come to the correct opinion, you should not feel prevented by your first judgment from retracting... Utilize your brain about matters that confuse you and to which not one or the other the Quran nor the Sunnah seems to apply"[28]. Clearly, this letter is contrary to the doctrine of judicial precedent and the duty of Muslim judges to settle on choices in view of their own personal interpretations, and they are not prevented nor bound by their previous decisions. Also, there is a rule upon which most Muslim jurists depend that provides that "Ijtihad cannot be revoked by another Ijtihad"[28]. In fact, following this practice of the Saudi courts led to two significant consequences.

The first result is the difficulty in appointing enough competent judges who possess the qualification of exercising Ijtihad in deciding cases[29]. Historically, some qualifications must be in the mujtahid. They must know enough Arabic so that the judge can understand both the Holy Quran and the Sunnah of the prophet; they must possess an extensive, comprehensive knowledge of the Quran and the Sunnah; they must have a full understanding of the Quran's legal contents, understanding the particular texts that refer to legal rules and the incidence of abrogation in the Sunnah of the prophet; they must possess the ability to confirm the consensus of the Companions and capacity to understand the objectives of Islamic Sharia fully; they must be dedicated to protecting the Five Principles of Islam, which are lineage, life, intellect, religion, and property; they must be able also to distinguish strength and weakness in reasoning; and, finally, they must be known publicly as a sincere and good person[30]. In the history of Islam, the most famous scholars in Islamic Sharia were candidates to be appointed a judge[27]; the community was small, and people did not need many judges as they do now. To achieve most of these requirements, Saudi Arabia faced a lack of judges in the Saudi courts, as the Chairman of the Board of Grievances, the Chairman of the Judicial Council, and the Administrative Sheikh Ibrahim Hugail stated during a television interview in 2010[29].

The other significant obstacles within the Saudi judiciary system is that the decisions rendered by courts are random because they do not follow the rule of *stare decisis* or a similar doctrine to bind judges to their prior decisions or those issued by higher courts[5,7]. This obstacle forced the Kingdom to establish the specialized tribunals outside of the judicial system to assure investors, companies, and banks about their

investing in the country as discussed earlier. Recently, the country started publishing the previous decisions in different volumes, which are available on the website of The Board of Grievances; however, they are not complete and continue to be prepared.[xvii] This seem to be an extraordinary step for the Saudi judiciary. Nevertheless, the past rules do not mean that any other judge will rule the same way in the future, but having access to previous decisions may help to predict future outcomes.

Possible Solutions and Improvements

The Kingdom has tried during its legal history to balance between the sovereignty of Islamic Sharia as an Islamic state and a reasonable legal system to settle the different legal aspects, especially those involving business. However, in practice, the Kingdom established various types of courts; the Sharia court is a part of them as presented in banking disputes tribunal, and the committee became like a court. The study found that it is hard to make Sharia courts oversee entire cases in the same the classic way in the Islamic history for the reasons that the study presented earlier; however, the Ottoman Turkish Empire offers a great example of a sufficient potential solution to the Kingdom, because both of them seek to apply Islamic Sharia on all aspects of life. Some modifications may be required.

The Mejelle Ottoman Turks made the first attempt to codify a part of the Islamic jurisprudence for the Islamic state. The Mejelle was the civil law of the Ottoman Empire in the late 19th and early 20th centuries. The Mejelle issued sixteen volumes containing 1,851 articles from 1869 to 1876, which entered into force in 1877. Its design, structure and approach were clearly influenced by the earlier European codifications. These codes were based only on the Hanafi School, which was the official school of the Ottoman Empire[31].[xviii]This appear to be a useful proposal for Saudi Arabia, and it can be improved by basing the law on all of the Islamic schools instead of just the Hanafi School to achieve the modern needs in the legal environment in the Kingdom. However, because the change in the Ijtihad principle as applied in Saudi courts needs the reforms of legal education, which may take a long time, the Kingdom needs a temporary solution to deal with arbitration and ADR issues beginning with assistance during the arbitration process and finishing with enforcement and recognition. After examining this area, the study found that banking disputes, as explained earlier, faced the same type of challenges with Saudi courts and that the Kingdom provided a temporary solution, which appears efficient in addressing the arbitration and ADR issues. This solution was establishing a temporary independent specialized committee (tribunal) for arbitration and ADR, which this study is proposing.

The proposed tribunal could operate under the Ministry of Commerce and Investment, which has experience in supervising different types of commercial disputes through, such as disputes involving commercial paper. The proposed tribunal would have jurisdiction over arbitration affairs and its application of mandatory rules, the

arbitration agreement and the upholding of recognized international commercial arbitration norms and practices, which would likely allow arbitration awards to be recognized and enforced in a way that could not be possible were such cases to be submitted to the Saudi court. Furthermore, like the banking disputes tribunal, the proposed tribunal may establish circuits as needed. Each circuit may be comprised of three members, and all members should have a legal qualification and experience and also be familiar with arbitration and ADR principals. Also, one member must also to be Sharia qualified to be sure to comply with general Islamic Sharia principals, as they are the primary source of the Kingdom of Saudi Arabia.

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Pedagogical Grammar in the English Language Curriculum for Primary Education in Turkey: Lexical Approach

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Abstract

This study aimed to identify the nature of grammar presentation in the new *English Language Curriculum for Primary Education* (ELCPE) in Turkey. The content of curricula for the 4th, 5th and 6th grades was regarded as the data for analysis. Two different experts worked on the interpretation of this set of data. While coding the content, they employed reflective analysis through which the qualitative researchers base their decisions on personal judgment and criticism. In order to identify the code to analyze the document, the classification of compositionality and non-compositionality was taken into consideration, and an agreement rate of 0.89 was obtained. Among the language items included in the curricula examined, the total number of 447 fixed expressions and sentences were identified and categorized in accordance to presenting grammar in either compositional or non-compositional constructions. Among 447 items of language presentation, 190 of them (42,5 %) were classified as non-compositional, and 257 (57,5%) items were compositional. Within ELCPE, there does not exist any statement that an almost equal representation of non-compositional and compositional constructions is given importance. Nevertheless, the results indicate that even not intended or targeted, compositionality and non-compositionality represent a balanced variation within the curriculum. Therefore, it can be stated that while defining the methodological features of the curriculum, it should be indicated that the lexical approach to language teaching is also effective in its design.

Keywords: Pedagogical grammar, curriculum, compositionality, English

1. INTRODUCTION

Grammatical features of the linguistic items used in a language are analyzed and explained by linguists. Nevertheless, pedagogical grammar diverges from the definitional content of grammar as its goal is to help language learners and instructors in learning/teaching process. In relation to the targets attained, the linguistic grammar and pedagogical grammar differ fundamentally from each other (Dirven, 1990). Therefore, pedagogical grammar is described as "the learning materials containing the

best possible illustration, presentation and gradation of the learning problems in a given area of language learning" (Dirven, 2001, p.18). Provided that the major goal of language instruction is to enable the development of learners' communicative competence, mastering all the possible grammatical structures is insufficient (Keck & Kim, 2014). Language instruction should also be in the pursuit of language appropriacy which can be achieved by pedagogical instruction of grammar use with functional purposes.

In line with the pedagogical goal mentioned on grammar instruction, Larsen-Freeman (2003) suggested a framework for a pedagogical grammar to be used for second and foreign language instruction. The framework consists of three main components, named as "the three dimensions" which are form, meaning and use (2003, pp. 34-35). Within this framework, 'form' is defined as phonology, graphology, semiology (sings, morphology) and syntax. 'Meaning' refers to semantics, in relation to the meaning attached to a particular form. Finally, 'use' is the pragmatic aspects of a language regarding a speaker's intentions specific to a communicative context. Therefore, in order to achieve comprehension and production of the various meanings of a form in different contexts, grammar instruction should be perceived and designed via a multi-dimensional perspective.

In pedagogical grammar, a typology is suggested for the presentation of target language constructions: compositional and non-compositional (Taylor, 2002). A grammatical construction is regarded as compositional if such a string of language items represents a productive pattern. In a compositional pattern, some or all of the items can be substituted with other items that represent meaningful content. This identification is a contribution of cognitive linguistics as the principle of compositionality that is defined as "the meaning of the whole is a function of the parts and the grammatical structure" (Sbisa, Ostman & Verschueren, 2011, p.161). In compositional constructions, the meaning in a sentence is the productive and rule-governed combination of its constituent items. Therefore, the compositional constructions enable learners' language productivity via alternating the selected items depending on the preferred meaning in spoken or written outputs. Non-compositional constructions, on the other hand, are regarded as fixed expressions and treated as lexis. Such constructions are also named as pre-fabricated and formulaic chunks. When discourse and spoken output are taken into consideration, it is observed that non-compositional constructions outnumber the compositional ones (Eeg-Olofsson, & Altenberg, 1994). Idioms, collocations and also formulaic sequences fall into the non-compositional category of grammar construction, since they all display the feature of unchanging and fixed language usages.

Fried and Ostman (2004) indicate that in the English language, there exist few patterns in which the meaning is only dependent on the word order. With such an argument, the importance of non-compositionality is emphasized, which leads to the build-up of the theoretical background of lexical approaches to language teaching. Non-compositional units of "fixed and semi-fixed" elements are treated as the basis of

creativity in language use and learning (Lewis, 1997). It is suggested that the repertoire of lexis and formulaic chunks used in speech and writing help native speakers to be productive in language and allow them to spare time and attention to other aspects of communication (Widdowson, 1989). Therefore, such an assumption paves the way to language teaching approaches which are more lexis oriented (Nattinger & DeCarrico, 1992). In applied linguistics, language instruction in line with the lexico-grammatical continuum was initiated by *The Lexical Syllabus* (Willis, 1990), *Lexical Phrases and Language Teaching* (Nattinger & DeCarrico, 1992) and *The Lexical Approach* (Lewis, 1993). Therefore, it can be stated that constructions involved in language presentation has an affect on language teaching methodology. The new English Language Curriculum for Primary Education (ELCPE) in Turkey targets the development of communicative competence (MoNE Board of Education, 2013). Since such an outcome is stated within the curriculum, the language input provided in terms of constructions and compositionality requires a close analysis to identify the methodological aspects concerned.

2. METHOD

The study followed an interpretational analysis procedure to code and to classify the data presented in the curriculum content. The analysis process was initiated with compiling the data set taken from the national curriculum for the 4th, 5th and 6th grades, numbering lines of the text sequentially, developing categories to code the data, coding each segment and generating constructs (Gall et al., 2005). In order to identify the code to analyze the document, the classification of compositionality and non-compositionality were taken into consideration. Besides, the scope was narrowed down to the 4 to 6th grades to specify the area of analysis to examine the renewed *English Language Curriculum for Primary Education* (ELCPE) in Turkey. The research question identified for the present study was:

- What is the nature of grammar presentation in terms of compositionality in the English language curricula designed for the 4th, 5th and 6th grade students in Turkey?

Two different experts worked on the interpretation of the curriculum. While coding the content, they employed reflective analysis through which the qualitative researchers based their decisions on personal judgment and criticism. Each coder was given a copy of the document and instructions for coding. While assessing the inter-coder reliability, the percent agreement index was used. An agreement rate of 0.89 was obtained for the study. In order to ensure the reliability of research, the experts compared the results they obtained and negotiated on the code identifications that differed.

2.1. Limitations

Non-compositional constructions are treated as fixed expressions; nevertheless, compositional ones display a grammatical pattern built up with substitutable and interdependent elements. In the related literature on theoretical linguistics, there is a debate on whether a construction can distinctly be in one of these categories or not (Taylor, 2002). This doubt of fixed categorization stands as the limitation of the present study. In addition, the possibility of a third category of construction may also be questioned. In this study, the grammar constructions are examined via the perspective of 'fixed expressions' used as chunks of utterances and 'sentence-based' productions built in accordance with tense and aspect. While examining the language content of the selected curriculum, the experts took into consideration only two groups of language usages: fixed chunks representing non-compositionality and changeable strings of grammatical elements at the sentential level that signified compositionality. One-word items were excluded from the total number of language representations since single word lexis was not regarded to present grammar and restricted to morphology.

3. FINDINGS

Among the language items included in the curricula, the total number of 447 fixed expressions and sentences were identified and categorized in accordance to presenting grammar in either compositional or non-compositional constructions. Within 447 items of language presentation, 190 of them (42,5 %) were classified as non-compositional, and 257 (57,5%) items were compositional. The distribution of items specific to each unit was as follows:

Table 1: Distribution of Non-compositional and Compositional Constructions in the 4th Grade Curriculum

Unit	Non-compositional	Compositional
	(f)	(f)
1	14	2
2	4	12
3	11	10
4	6	14
5	16	12
6	5	10

7	3	7
8	5	6
9	2	8
10	5	9
Total	71	90
(%)	44,1	55,9

For the 4th grade curriculum, the analysis results indicate that there are 161 language items are used for grammar presentation. The first and the fifth units successively include 14 and 16 non-compositional items, which is (f=30 in total) the highest number of such items presented when compared to the other units. The following unit outnumbering others in terms of presenting non-compositional constructions is the third unit with 11 language items. Nevertheless, unit nine (f=2), seven (f=3) and two (f=4) present the lower number of non-compositional items. The units six, eight and ten include an equal number of non-compositional items (f=5). Lastly, the unit four introduces the target language grammar via 6 non-compositional constructions. In total, 44,1% of the whole language presentation is composed of lexical units.

The analysis of units for the 4th grade with regard to including compositional items indicates that 55.9% of all language items are presented via compositionality. The unit two and unit five contain an equal number of compositional items (f=12). The unit four outnumbers these two units with 14 compositional items. The unit three and six follow the scale with an equal number of items (f=10). Unit ten (f=9), nine (f=8), seven (f=7) and eight (f=6) include non-compositional constructions in a predominantly descending order. The unit with the lowest target constructions is unit one with 2 items.

The same procedure of analysis reveals the results for the 5th grade curriculum content. Within the related curriculum, the content of target grammar was analyzed for the whole curriculum and ten units were reviewed in total. Within these ten units, 143 language items were identified, and of the total items, 42,7% (f=61) were categorized as non-compositional and 57,3% (f=82) were compositional. The distribution of both non-compositional and compositional items within the units is as illustrated in the table below:

Table 2: Distribution of Non-compositional and Compositional Constructions in the 5th Grade Curriculum

Unit	Non-compositional	Compositional
	(f)	(f)
1	4	9
2	13	8
3	9	8
4	5	12
5	9	3
6	0	10
7	9	9
8	2	12
9	5	7
10	5	4
Total	61	82
(%)	42,7	57,3

The curriculum for the 5th grade opens up with 4 non-compositional and 9 compositional items included in the first unit. In the next unit, the frequency of non-compositional items increases to 13 and the frequency of compositional items is 8. For the unit three and seven, an equal distribution is observed for the non-compositional items (f=9). The compositional items with the frequency of 8 in unit three and 9 in unit seven also display an almost equal distribution. The unit five also includes 9 non-compositional items but the frequency for compositional items lowers down to 3. The unit four, nine and ten have the same frequency for non-compositional items (f=5). However, the frequencies are different for compositional ones (unit four: f=12, unit nine: f=7, unit ten: f=4). The lowest frequency of non-compositional items is observed in the unit six (f=0) and eight (f=2). Within these units, the presentation of non-compositional items is 42,7% and the percentage of compositional ones is 57.3.

For the 6th grade, the curriculum includes ten units, as it is the case for the previous grades of 4 and 5. The target structures are presented via 58 (40,6%) non-

compositional constructions and 85 (59,4%) compositional ones. The detailed analysis of language items represented on a frequency basis is given in the table below:

Table 3: Distribution of Non-compositional and Compositional Constructions in the 6th Grade Curriculum

Unit	Non-compositional	Compositional
	(f)	(f)
1	12	9
2	10	9
3	2	10
4	3	7
5	8	10
6	2	7
7	3	10
8	2	10
9	7	6
10	9	7
Total	58	85
(%)	40,6	59,4

The high frequency of non-compositional constructions is observed within the units of one (f=12), two (f=10), ten (f=9) and five (f=8). In these units, the frequency of compositional items ranges from 7 to 10 (unit 1: f=9, unit 2: f=9, unit five: f=10 and unit 10: f=7). The unit nine follows the high frequency for non-compositionality with 7 items. In the unit four and seven, non-compositionality reduces to 3 items for each unit and these units display compositionality with 7 items in unit four and with 10 items in unit seven. The unit six and eight have 2 non-compositional items and also in each of these units include 17 compositional items (unit six: f=7, unit eight: f= 10).

4. DISCUSSION AND CONCLUSION

Within ELCPE, there does not exist any statement that the representation of non-compositional and compositional constructions in language presentation is given importance. Nevertheless, the results indicate that even not intended or targeted, the cases of compositionality and non-compositionality represent a balanced variation within the curriculum. Even though the results signify that the frequencies and percentages of non-compositional language items decrease from the 4th to 6th grade, the lowest percent does not appear less than 40,6% of the total language items presented in the curriculum. Therefore, it can be stated that the curriculum is not governed by only the compositional items of language presentation; the non-compositionality is also observed in ELCPE in Turkey. This might be regarded as the result of aiming communicative and functional language production in language production. The language functions are accompanied by language constructions within the curriculum. Nevertheless, since the high percentage of non-compositionality is not highlighted and reminded for the practitioners and material designers, the lexico-grammatical aspect of the curriculum requires emphasis. Therefore, while defining the methodological features of the curriculum, it should be indicated that the lexical approach to language teaching is also effective in its design.

The non-compositional feature of language representation within the curriculum necessitates highlighting the importance of pedagogical grammar giving value to language usage in pre-fabricated patterns and chunks. As indicated by Little (1994), form is a servant to meaning and pedagogical grammar should enable giving more value to words rather than structures. Since non-compositional items are included in the curriculum, while evaluating learners' language productions and designing assessment tools, in addition to sentence-based grammar knowledge, phrase and chunk-based language output and knowledge should also be evaluated. The content validity involves strategies to enable the assessment tool to be a representative sample of objectives it is designed to measure (Siddiek, 2010). Thus, while identifying the objectives of the assessment tools, which will be designed for the target group of Turkish learners of English, non-compositional language productions and related language knowledge should also be taken into consideration to ensure content validity in evaluation.

Formulaic language can enable expressiveness and via the acquisition of memorized sequences of formulas, language learners can achieve fluency and higher performance than their actual level of target language (Ellis & Sinclair, 1996). When language learners use formulaic language, they are regarded as more proficient (Boers, Eyckmans, Kappel, Stengers & Demecheleer, 2006). Besides, as indicated by relevant research, mastery of formulaic language is fundamental to the way language is used and processed in both the acquisition of the mother tongue and foreign language (Moon, 1998; Nattinger & DeCarrico, 1992; Sinclair, 1991). Therefore, it

can be stated that the lexico-grammatical representation of language in ELCPE developed for Turkish learners provides a substantial foundation for an effective language methodology. This feature of the curriculum requires careful attention and more emphasis. Enriching the lexical aspect of grammar presentation in the curriculum and developing suggested practice and materials for use in line with such perspective would enable more effective results of the English language instruction.

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Strategic HR Management at the Thai Synchrotron

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Abstract: Synchrotron Light Research Institute (SLRI) is an institute for advanced physics. Our main responsibility is to generate synchrotron light for scientific investigation of all sorts of materials with focuses on industry applications. The organisational structure has been specifically designed for the purposes. Our article describes the organisational structure as a background to understand our strategic hr management. The organisation consists of three major sections namely administrative and strategic departments, accelerator and beamlines departments, and engineering supports departments. Then we explain our hr strategies that cover new comers to our top talents. Our "on-boarding", "career growth plan", "succession plan and talent management" programs will be discussed, respectively. Audiences will learn how we apply new concepts and ideas of innovative organisation, and strategic hr management.

Keywords: hr management, strategic development, career development model.

1. Introduction

Our history started in 1995 when SORTEC Corporation, Japan, made an announcement of their donation of a 2nd generation synchrotron machine. A year later the Thai Government began a national project on synchrotron light research laboratory for the use of this donated light source. The machine was designed for deep x-ray lithography technique with limited intensity of light and energy. Therefore, it had a circular electron storage ring. It took a few years for thai physicists to redesign and build the storage ring as it is today. Presently, the electron storage ring contains four straight sections capable of accommodating a few insertion devices. This makes it possible for this upgraded synchrotron machine to operate at 1.2 GeV energy level and produce light (photon beam) covering infrared to hard x-ray. The first beamline of photoemission technique came to service in 2003. Thirteen years later, the machine accommodated 10 beamlines with 12 end-stations. At present, the 11th beamline called ASEAN beamline is under design and construction. It is supposed to be the last one due to space limitation.

In 2008, the national laboratory became a new public organisation under the name Synchrotron Light Research Institute or SLRI. The institute has been serving national and international users from academia and industry. Now, SLRI has 170 staff members, 40 of which are scientists with doctoral degrees and 13 are laboratory supportive staff. We employ 70 engineers and technicians, while the rest are administrative staff members. It is noticeable that the proportion of our administrative staff is as low as 27.65%.

To run an organisation with highly scientific nature is a challenging task. Particularly, it has a large number of scientists and engineers. These are strategic personnel or A-players, while some of them are talents. Interestingly, our engineers have gained a great amount of experience from building and construction of the light source and its beamlines. Some of their skills are in high demand by industry, i.e. vacuum components, high-precision mechanics, for instance. We also have supportive staff members regarded as B-players and essential for technical and administrative supports. In order to appreciate our strategies, some background information about the institute is necessary as explained in Section 2 of the article. We carefully designed and developed our strategies as described in Section 3. The description of our management strategies for human resources appears in Section 4, and Section 5 concludes the article.

2. Organisation and Missions

For the readers to understand our missions and strategies, we should briefly explain what synchrotron light is. We choose to explain this in a simple way: "synchrotron light is a powerful light used by scientists to reveal atomic and molecular secrets of matters". There are several ways to generate this powerful light but the one we use is to force speedy electrons to curve and then they emit light or photons. A circular particle accelerator is a backbone technology to achieve this. In fact, such an accelerator has been known as "synchrotron booster" for a number of years. Now, the readers should appreciate the importance of a particle accelerator to our mission.

Figure 1 illustrates the organisational structure of SLRI. Executive Board is the governing body of the institute, which has its director as CEO. For good governance, Audit Committee is independent from the director. There are several sub-committees supervising administration of the institute. Among those, Human Resources, Strategic, and International Advisory Sub-Committees are so important to the success of the institute. The readers may notice that there are six separate departments. These can be bundled into three groups: strategic and administrative, accelerator and research, and engineering supportive groups, respectively. Each department has its own divisions to execute the missions. Since we are a kind of

governmental entity, the structure like this is considered as flat in comparison with the others in Thailand. There are only six members in the director's team.

Figure 2 best represents the business model of the institute. The Thai Government provides annual budget for the institute to complete it missions: research, development and innovation (RDI), services of light and engineering technology, and human resources development. Such missions are confined in the area of synchrotron applications and related technology. Being a public organisation, we are not eligible to gain profit from our services; we can charge service fees with a certain limit. As a result, income benefits our budgeting, and HRD benefits the national strategic needs. Outcomes result in development and improvement of our scientific infrastructure, innovation, knowledge and growth of industry. Impactful research results will lead us to a highly acceptable status in our society.

Our readers may wonder now what kinds of scientific services we provide. We offer material characterisation using synchrotron light by the following techniques, i.e. spectroscopy and microscopy. The most favorite technique is the x-ray absorption spectroscopy (the machine covers soft, tender and hard x-ray). Infrared spectroscopy and imaging techniques are favorable to biotechnology research and industry. The institute also offers device prototyping using our skills on vacuum technology, high precision mechanics, electronics and control instrumentation. Such skills are vital for running and maintaining the light source.

3. Strategy Development

At SLRI, strategy development is a responsibility of everyone. Two years ago, we began our process of developing a new strategic plan for 2017-2021. Being a science-based organisation, we preferred SWOT analysis than scenario-based approaches. Conducting the process as represented by the diagram in figure 3, it was an   effective   way   to   engage   the   board
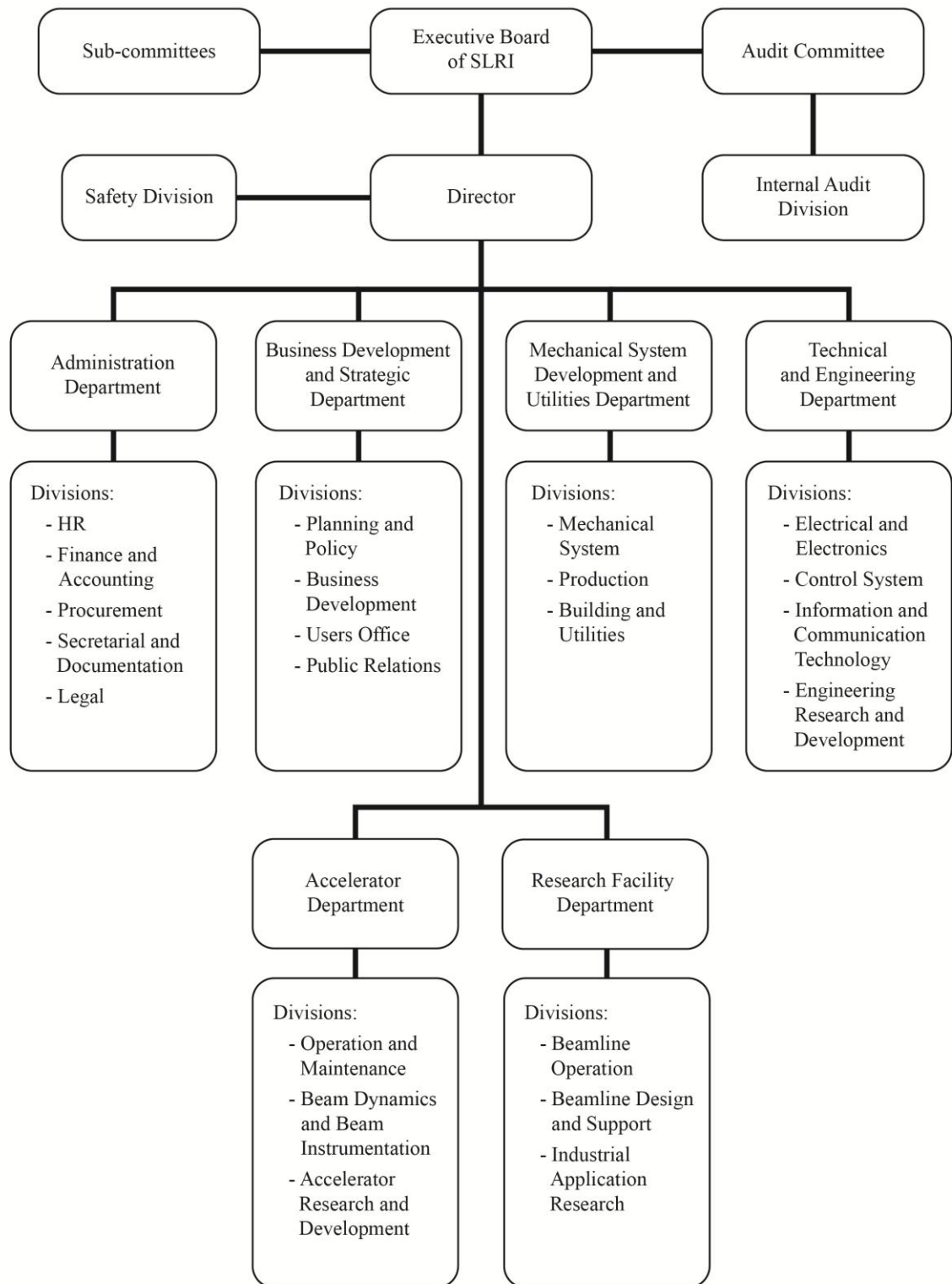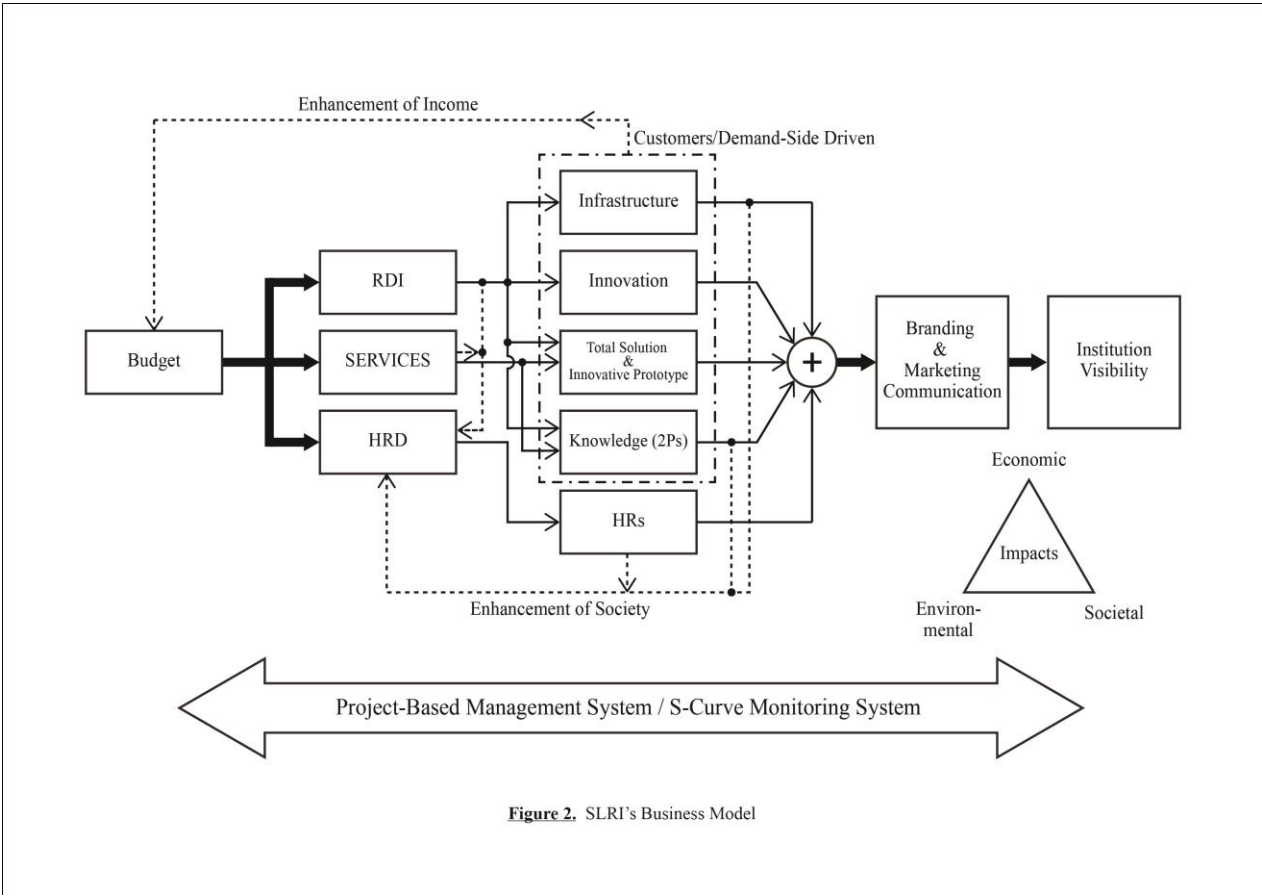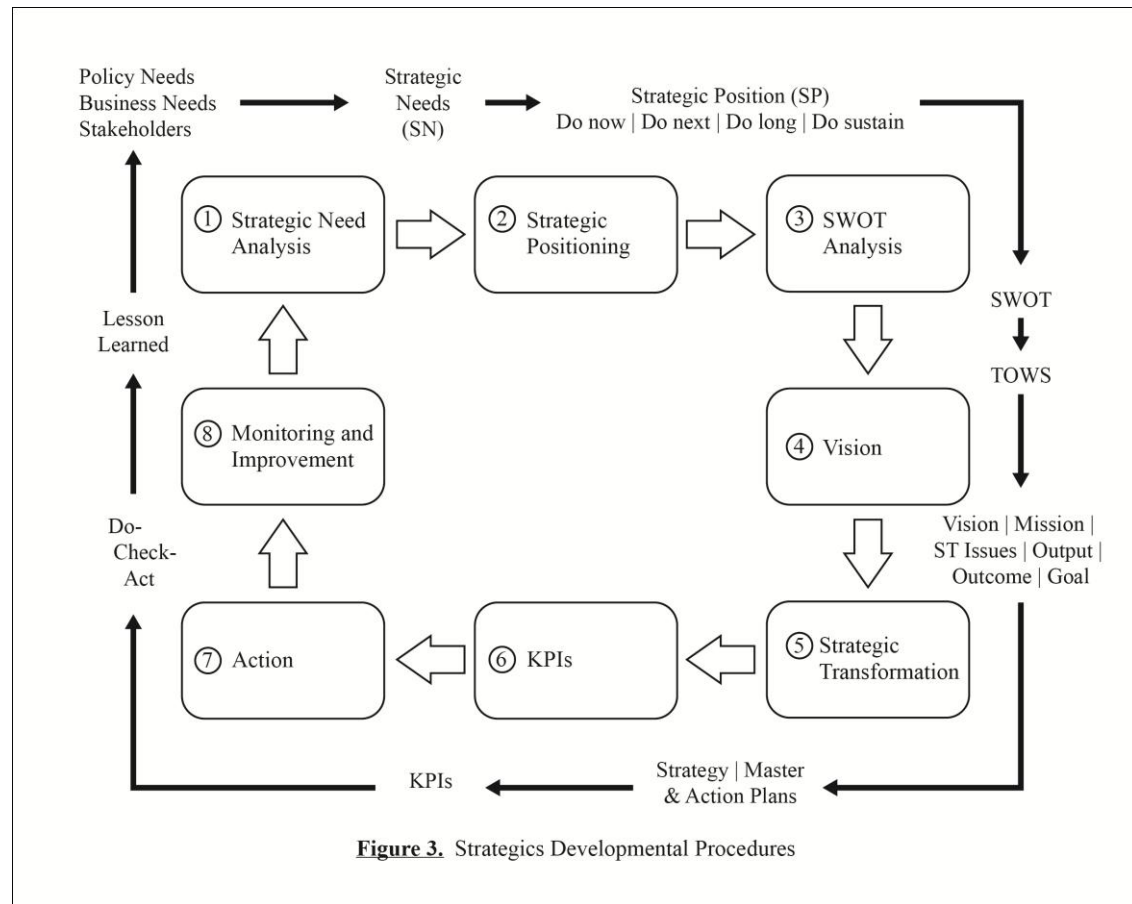
Figure 1. Organizational Structure of SLRI

Figure 2. SLRI's Business Model

Figure 3. Strategics Developmental Procedures

members and the employees together to achieve a single goal. The process went through eight steps starting from strategic need analysis and end at monitoring and improvement. After one and a half years, we obtained our strategic master and action plans with corresponding KPIs a few months before 2017 fiscal year began.

Our vision is to be the top ASEAN nation in synchrotron science and related technology. The institute supports the development and improvement of home-based industry particularly food, agriculture, polymer and rubber, but not limited to. There are four strategies as follows: (i) R&D in synchrotron applications, (ii) R&D in hard infrastructure of synchrotron and linear accelerators with an emphasis on industrial use, (iii) HRD for synchrotron and accelerator technology and (iv) visibility of the institute via products and services to real sectors. The main KPIs are economic impact, availability and quality of the synchrotron light, number of external users and projects, patents and journal publications. Closed-loop strategic management as represented by the diagram in figure 4 is in use with an s-curve tool for monitoring all the projects. The s-curve tool is an in-house innovation. The board members and the

director can monitor the progress of the institute conveniently. This helps the institute keep on its track and finish all the projects effectively and efficiently.

4. HR Strategy

As a result of the strategy development explained above, our hr strategy is aimed to prepare and develop specialists in synchrotron science and related technology. It can be achieved through short-course trainings, under- and post-graduate courses offered by universities and colleges, workshops and seminars. We organise many workshops for ASEAN region annually. This way, networking among regional scientists is effectively possible. The main KPIs are number of trainees, and an increase in number of external users. For higher level trainings, we provide full financial supports for our scientists for postdoctoral attachment abroad.
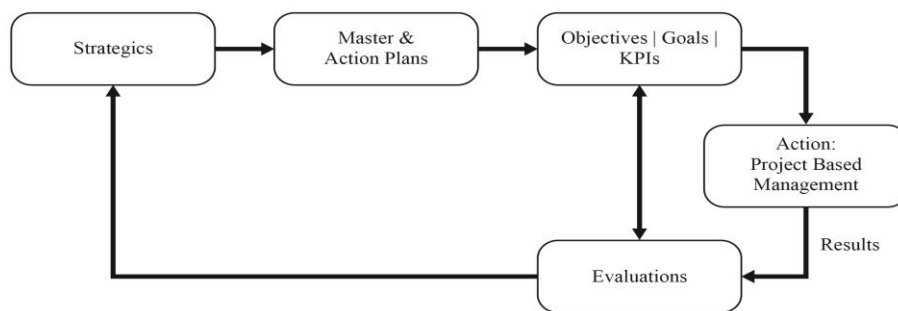

Figure 4. Closed - Loop Strategic Management

Figure 5 is a sketch of our HR strategic roadmap. We already mentioned about various training schemes. These include ASEAN School of Synchrotron, CERN-SLRI Accelerator School, and Postdoctoral Attachment as examples. Now, we turn to career
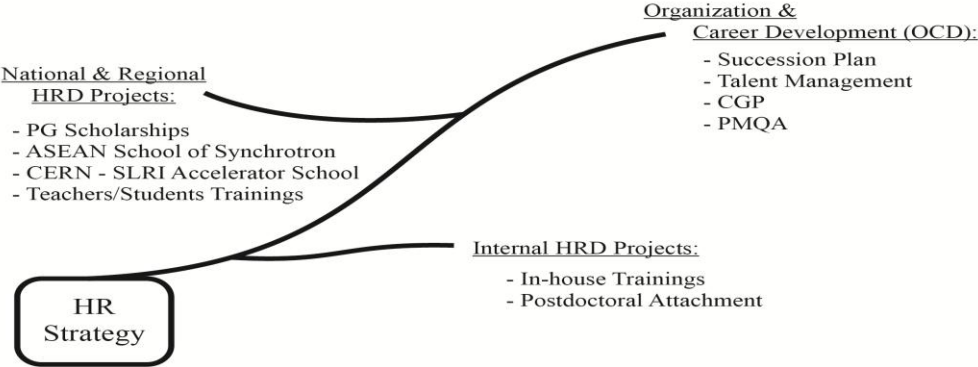
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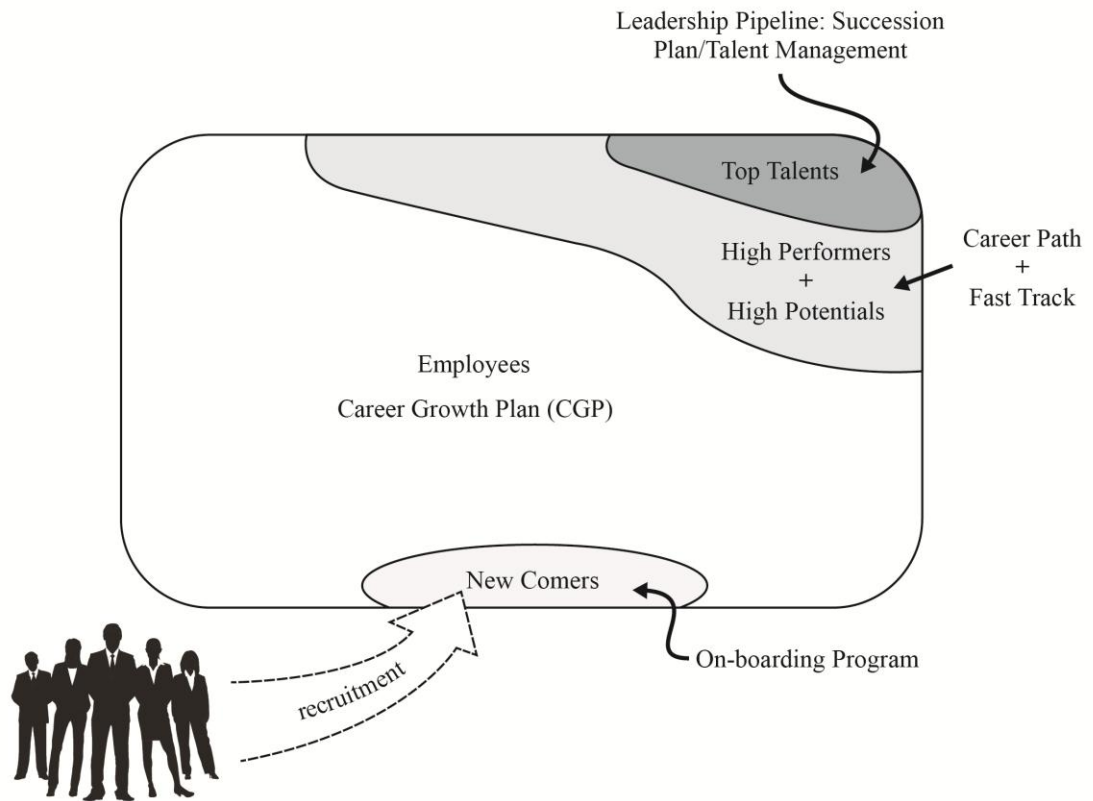

Figure 5. HR Strategic Roadmap

Figure 6. Representation of SLRI's Carrer Development Model

issue (see figure 6). Our hr activities cover from new comers to retirement. We run an on-boarding program in order to give our new comers background of the institute, and proudness to be our crew. We are designing career growth plan (CGP) for everyone. This is to assist our employees to grow in the directions they want in corresponding to our strategic directions. For high performers and high potentials, we offer them fast-track career paths. Some of them may grow up to be executives or science experts. We have succession and talent management programs to shape up and help these talents to grow at their full potentials.

Now, we consider the talent management and succession plan (TMSP) programs designed for a specific group of our employees. The members of the group are two deputy directors, three assistant directors, six department heads and two chiefs of sections. Since strategic planning and business development issues are so crucial for the institute, chiefs of the two sections are members of this group. Some scientists and engineers are also higher performers. They, hence, belong to talent group. These A-players have good opportunities to lead challenging projects, work independently

and coach some employees. We design the programs on the concept of ARDM hr management, i.e. ARDM stands for acquiring, rewarding, developing, maintain and protecting. The programs with an excellent career supportive system or work-eco system help us build their loyalty and retain them.

We now turn to our three A's strategy, which form the concept of the TMSP programs. The strategy covers autonomy, affinity and affiliation. For autonomy issue, we run leader and senior camps, coach development activity, coaching and mentoring other players. For affinity issue, the institute makes sure that our employees are assigned valued jobs and innovative projects (scientific and CSR). The A-players have opportunity for trainings on project management. In term of affiliation issue, we have to make sure that we offer reasonable salary, reliable work evaluation system, good collective work eco-system and a happy work place. For the talents, we offer them trainings on self-control and self-management, people management and psychology in work place, analytical thinking and decision making, as well as strategic thinking and project-based management. These are aimed for bringing out successes to the institute.

The use of this strategic plan commences this fiscal year (2017). We are confident that we will meet all the strategic goals, and be well prepared for our new synchrotron machine. It will be an x-ray diffraction limited one regarded as one type of 4th generation synchrotrons. Our feasibility study was completed last year. Now, detailed designs of the new machine, beamlines, buildings and utilities are ongoing.

5. Conclusion

The article has described a real case of hr management of Synchrotron Light Research Institute, Thailand. It is an advanced physics institute providing services of synchrotron-based science for academic and industry customers. Our essay explains about the institute's missions and organisational structure as a background for the readers. Development process of its strategies is explained with hr strategy highlighted. Our hr strategies cover new comers to top talents. We implement the programs including on-boarding, career growth plan, and succession plan and talent management. Successful management of the institute relies on our engaged employees under matrix and project-based schemes. Monitoring and evaluating mechanisms are in use and referred to as closed-loop strategic management. Growth of the institute towards its strategic goals can be monitored effectively via an s-curve system, which is an in-house innovation.

Acknowledgement

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Secret Societies In Dan Brown's *Angels And Demons* (2000)
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Abstract

Secret societies have always been interesting topics for novelists of thriller and conspiracy theories and Dan Brown is one of them. With the dawn of the twenty first century a new interest in secret societies spread through all venues of life and shaped the way of this centuries' culture, in literature, arts, movies, industry; it even reached politics and religion. Terms like Illuminati, Hassains, Masons as well as their symbols like the All Seeing - Eye, the pyramids, and many more are everywhere in songs, novels, in cartoons, even in many famous trademarks. Many criminal acts, terrorist attacks, wars and controversial political issues are blamed on one of these secret societies. Dan Brown's novel, *Angles and Demons (2000)* is a perfect example of a conspiracy novel that is rich with the most prominent secret societies in the world; The Hassassins, and the Illuminati. In this research both secret societies are analyzed and compared to facts, authentic references and sources. The research will answered questions like what is a secret society? Who are the Hassassins? Who are the Illuminati? How much of the information provided about them in this novel is true how much is not and why? What are the conclusions that the researcher came up with?

Key words: Secret societies, conspiracy fiction, Hassassins, and the Illuminati

1. Introduction :

A Secret Society, According to Wikipedia, is "a club or an organization whose activities, events, and inner functioning are concealed from non-members."[1] Although it is complex to judge a certain organization as a secret society, most definitions agree that in order for an organization to be secret society it should "insists on secrecy," higher members should either provide or withhold "secret knowledge" from other members, having certain binds among members, and "the use of secret rites or rituals which solidify members of the group."[2]

In other words, secret societies coexisted with mankind, since there is knowledge there is an urge to hide it from those who either want to misuse it or destroy it. Over the years many secret societies emerged some existed for a short period of time others lasted for longer periods, some of these famous societies are The Knights Templar, the Assassins, the Freemasons, The Illuminati, the skull and bones and many more. Since all these societies have secret agendas and history, they are associated with conspiracy theories.[3]

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[1] "Secret Society," Wikipedia the free online encyclopedia. Retrieved at 3/5/2016

[2] Ibid.

[3] "A conspiracy theory is an explanatory or speculative hypothesis suggesting that two or more persons, or an organization, have conspired to cause or cover up, through secret planning and deliberate action, an event or situation typically regarded as illegal or harmful." "Conspiracy theory," Wikipedia the free – online encyclopedia. Retrieved at 3/5/2016

Although secret societies and conspiracies are as old as history, the term Conspiracy fiction was coined in the twentieth Century. Conspiracy fiction or conspiracy thriller is a subgenre of thriller fiction in which the protagonist investigates a thread that reveals a great conspiracy.[4] During the twentieth century the public was highly interested in secret societies as a result of the World Wars, economic depressions, the fall of great nations and the rise of new ones, and innovations in science and religions. In the United State of America Conspiracy fiction "reached its zenith" in the 1960s and 1970s due various famous scandals and letdowns including the Vietnam War, John F. Kennedy's assassination followed by many assassinations, the Watergate scandal and many more.[5] The public started to pin every change in their social, political or religious lives to a secret society with a secret agenda that targets them. Writers of fictions used this interest well; they started providing novels with rich information about these secret societies and the conspiracies they are involved in. The best conspiracy fiction during the twentieth century is Richard Condon's *The Manchurian Candidate* (1959), Robert Shea and Robert Anton Wilson's trilogy *Illuminatus!* (1969 – 1971). Umberto Eco's *Foucault's Pendulum* (1988), and Dan Brown's *Angels and Demons* (2000).

It is undeniable that Dan Brown is considered the most famous conspiracy novelist in the twentieth and twenty – first centuries with his novels revolving around great historical and modern secret societies. His novels were adapted into films maintaining the same popularity and arousing great interests in the societies he portrayed in his novels. John Helfers, in his book *the Unauthorized Dan Brown Companion*, states that Dan Brown's novels became a phenomena; "more than four hundred books have been published to date to amplify, or challenge the four published novels."6

1.1. Dan Brown

Daniel Brown (1964 -) is an American author famous for his unique themes of symbols and codes that the protagonist must solve within 24 hour time frame. Brown was born in Exeter and grew up in the Philips Exeter Academy campus. His father being a mathematics teacher provided his son with many puzzles, anagrams, crosswords, codes, and treasures hunts. These childhood games clearly developed into well planned novels. He attended Amherst College and after graduation he became an English teacher as well as a songwriter and a pop singer. It was not until 1998 that Brown published his first novel *Digital Fortress*. Two novels followed *Angles and Demons* (2000) and *Deception Point* (2001) however his career as a bestselling novelist was set with his fourth novel *The Da Vinci Code* (2003). Due to the great success of both *Angles and Demons* and *The Da Vinci Code* Brown completed this series writing *the lost symbols* (2009), and *Inferno* (2013) these four novels tackle the theme of conspiracy planned by real strong secret societies and through extensive

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[4]"Conspiracy fiction", Wikipedia the free – online encyclopedia. Retrieved at 3/5/2016.
[5]Ibid.
[6] John Helfers, *the Authorized Dan Brown Companion*, New York: Citadel Press, 2006), p 10

knowledge of these societies the protagonist, Robert Langdon, solves the dilemma and prevent a catastrophe.[7]

1.2. *Angels And Demons 2000*

In 2000 Dan Brown published his novel ***Angles And Demons.*** The novel was an instant hit and soon became the bestselling mystery thriller that tackles New World Order Conspiracy and was adapted by film in 2009.[8] It was published by Random House, Pocket Books and then by Corgi Books.[9] It introduces the character Robert Langdon, the hero of all following sequels.

The novel is rich with the most famous secret societies known to Man; The Knight Templar, the Hassassins, Freemasonry, Illuminati, Rothschilds, Rosicrucians, and The Bilderberg Group. To investigate and analyze each secret society one will need more than this research permit thus only the Illuminati and the Hassassin secret societies will be thoroughly examined because they are both portrayed as main characters in the novel.

1.3. Angles & Demons' Plot

The novel is about two historical secret societies, the Illuminati and the Hassassins, teaming up to destroy Vatican City during Papal Elections. Robert Langdon, a symbolist and a professor, is asked to examine an ambigram branded on the chest of a murdered priest – scientist Leonardo Vetra. The ambigram is of a secret society called the Illuminati. Langdon, along with Vittoria, Vetra's daughter, and Maxillian Kholer, the director of CERN set out to search for the stolen antimatter canister that has been taken from Vetra's lab. On the other hand, the pop in the Vatican city is poisoned and murdered thus a new pop must be elected. The Vatican is filled with religious men from all over the world to perform the papal elections when they get a threat from an Arab claiming he is a descendent of the Hassassins executing the plan of the illuminati to destroy the Vatican using the antimatter canister planted inside the city. This destruction is their revenge against the Vatican's repression of both secret societies in the past. Although the canister will explode at midnight, the hassassin promised to kill each of the four candidate cardinals for papacy in public churches, each cardinal in a different church ending in the Church of Illumination.

Langdon and Vittoria try to help the Vatican police to find the antimatter canister before it explodes and the cardinals before they are killed. Langdon, being a specialist in secret societies and their symbolism gives rich information throughout the novel in solving each clue after the other. The novel ends up with all four cardinals killed but the antimatter is found and destroyed by the Camerlingo, the priest that later on Langdon discovers is behind this terrorist plan from the very beginning using the name and reputation of these two secret societies to achieve his own plans. Dan Brown, in his author's note, states that all the information in his novel is factual, a statement that ranked the novel successful, page turner and a great thriller. As a research though, one must separate facts from fiction on one hand, and

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[7] "Daniel Brown" Wikipedia the free – online encyclopedia. Retrieved at 3/5/2016
[8] "Angels & Demons" Wikipedia the free – online encyclopedia. Retrieved at 3/5/2016.
[9] Ibid.

appreciate the novelist art and craft in mixing facts with fiction to offer such a bestselling novel. The Protagonist, Robert Langdon, faces two masterminds to save the day, the Hassassin and the Illuminati.

2. **The Secret Society of The Hassassins :**

The Hassassin is the very first character introduced in the novel along with the victim Leonardo Vetra, the physicist. He is portrayed torturing the scientist by branding his chest with the ambigram 'Illuminati' to get a certain pass for antimatter canister. When the old man refused to give the pass, the Hassassin simply pulled the old man's right eye from its socket and murdered him.

After murdering Vetra and stealing the canister, the Hassassin plants the antimatter canister under the Vatican City to explode at midnight. After completing the first phase of his job he rewards himself with sadistic intercourse with a prostitute. Feeling energized he moves to phase two by disguising himself as a priest and kidnapping four candidate cardinals for Papacy.

All protagonists of the novel are in great confusion lost in searching for answers until the Hassassin initiate contact and provide answers along with a clear threat. He first introduced himself stating that he is a messenger of the Illuminati and they intent destroy the Vatican City for revenge. The Camerlengo questions his abilities of accessing the City, the Hassasin added insult to injury by bragging of kidnapping the four favorite cardinals from within the City. The Camerlengo was overwhelmed

Camerlengo : what do you intend with these men?

The Hassassin: what do you think I intend? I'm a descendant of the Hassassin.[10]

The name of this secret society gave Langdon the shivers and for a good reason, the Hassassin threatened to kill one cardinal every hour starting at eight till midnight and their manner of death will carry the trade mark of the Hassassin. He intended to brand them and kill them in public places and not in random places; in churches.

The Hassassin describes his method proudly 'Public killings have intoxicating horror about them, don't they?"[11] and continues stating that "history repeat itself, does it not? Of course, we will be more elegant and bold than the church was. They killed privately, dropped bodies when no one was looking. It seems so cowardly."[12] He ended his phone call by placing personal sadistic threat to Vittoria stating that he will find her and when he does he will rape and kill her. The Hassassin successfully murders all four cardinals, kidnaps Vittoria and was about to rape her when he is caught by Langdon and after a hectic fight with Langdon and Vittoria, the Hassassin fell died from the balcony.[13]

Dan Brown provides a detailed background for his character stating that he is a descendent from a historical Islamic secret order that existed in the 10th century.

His ancestors had formed a small but deadly army to defend themselves. The army became famous across the land as protectors – skilled executioners who

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[10] Dan Brown, *Angles And Demons* (New York : Pocket Books, 2000), p194
[11] Ibid
[12] Ibid, p196
[13] Ibid, P 558

wondered the countryside slaughtering any of the enemy they could find they were renowned not only for their brutal killings, but also for celebrating their slayings by plunging themselves into drug – induced stupors. Their drug of choice was a potent intoxicant they call hashish. As their notoriety spread, these lethal men became known by single word – Hassassin – literally "the followers of hashish." The name Hassassin became synonymous with death in almost every language on earth. The word was still used today, even in modern English …but like the craft of killing, the word had evolved. It was now pronounced assassin.[14]

The Hassassin is portrayed as a Middle Eastern Muslim man. Physically, he is well built and skilled in the art of assassination. His voice was "metallic, cold and laced with arrogance,"[15] and his body, his pride and joy, is "well – tuned, lethal machine,"[16] that he refuses to harm with narcotics. Throughout the novel he is shown to be dedicated to his cause, professional at executing his plans and is sadistic towards women.

The inconsistency in Brown's portrayal of his character lies in the fact that he keeps repeating that the killer is descendant of the Hassassin. Although Brown gives the perfect background of this sect, his character falls short of his ancestors. To be more accurate, the Hassassin is a pure mixture of all Islamic terrorist[17] movements that existed throughout history and has very little in common with his so called ancestors.

Historically, the Hassassins are a secret order founded by a religious intelligent man called Hassan –i Sabbah[18] who was devoted to the Nazari Ismaili doctrine against the Sunni Seljuq Authority.[19] Hassan took a remote castle on high mountain in Persia called Al Mount and used his fame and popularity to recruit followers and form a strong militant group.[20] The aim of this group was to defend this doctrine and its believers from all those who try to suppress and attack them including the authorities back then.[21] The recruits were trained as typical Islamic worriers in the art of war, linguistics, strategies as well as equestrian, combat and disguise.[22] This training was

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[14] Brown, p18

[15] Ibid, P190

[16] Ibid, p 44

[17] Islamic terrorism "is terrorist acts committed by Muslim groups or individuals who profess Islamic or Islamist motivations or goals. Islamic terrorists have relied on the tenets of the Quran and the Hadith, citing these scriptures to justify violent tactics including mass murder and genocide." Wikipedia the free – online Encyclopedia. Retrieved at 10/5/2016.

[18] Hassan-i Sabbāh (1050s-1124) was a Nizārī Ismāʿīlī missionary who converted a community in the late 11th century in the heart of the Alborz Mountains of northern Persia. He later seized a mountain fortress called Alamut . He founded a group of fedayeen whose members are often referred to as the *Hashshashin*, or "Assassins". Wikipedia the free – online Encyclopedia. Retrieved at 10/5/2016.

[19] History Of Secret Societies" Documentary On History Channel, see Also Al – Hashashin" Al Jezera Documentary Channel, and "Assassin" Wikipedia the free – online Encyclopedia. Retrieved at 10/5/2016.

[20] Ibid

[21] Ibid

[22] "Assassin" Wikipedia the free – online Encyclopedia. Retrieved at 10/5/2016.

directed to execute assassination and espionage against important political and religious figures who "committed massacres against community,"[23] or those who threaten their doctrine.[24] Many of the recruits are trained as a Fidai, devoted soldiers who are planted among the private men of political targets for some time it can take years or months before he is asked to assassin his target and if killed during his mission he is considered a martyr.[25] It is important to note that the Hassassin Fidai is not a suicide attacker because they are trained on the principle "no suicide unless absolutely necessary."[26] The Hassassins follow unique assassination strategies, first they only killed political figures that threaten them and never target civilians,[27] secondly, all assassinations are performed in public places and usually during important days to guarantee the existence of many witnesses that would spread the event and to demonstrate power,[28] thirdly, they always threaten their target first and if the target does not listen he is assassinated.[29] Fourthly, they were considered "defensive response"[30] thus they held many truces with their enemies both Muslim and non Muslim. History proved that The Hassassins made truces with the Knights Templar and the Crusaders. With the Knights Templar they exchanged ransoms and tributes, they negotiated treaties and occupied castles next to each other to meet and discuss religion.[31] Over three hundred years, the Hassassins successfully killed two caliphs, many viziers, sultans as well as crusader leaders.[32] Most Hassassins were hunted down and killed along with their families by the Mongols in 1256 and all their secret archives were destroyed. Very few Hassassins, however, managed to escape.[33]

One of the inconsistencies of Brown's Portrayal of this ancient group lies in the origin of the name. The name, the Hassassin, is a highly disputed issue, many sources state that the term Hassassin is derived from hashish eaters[34] yet all these resources are based on the same reference; Marco Polo.[35] Polo was well – known traveler who

[23] Ibid.

[24] Ibid

[25] Ibid

[26] Edward V. Linden, *Focus On Terrorism*, Vol. 6 (New York: Nova Science Publishers Inc, 2003)

[27] Ibid

[28] James M. Lutz and Brenda J. Lutz. *Global Terrorism*. 3rd Edition (London: Routtedge, 2013), p1648

[29] "an Oculists Guide to the Assassins and The Illuminati" interview with James Wasserman

[30] Lutz, p 1648

[31] Helfers, John. *The Unauthorized Dan Brown Companion* (New York :Citadel Press Books, 2006), p 154

[32] "Assassins" Wikipedia, the free online encyclopedia. Retrieved at 10/5/2016

[33] All references motioned above.

[34] John. p 154 see also " Assassins" Wikipedia, the free online encyclopedia, History of Secrete Societies." Documentary, "Al – Hashashin." Al Jezira Documentary Channel, "Shaik Al Jebal Wa Qaid Al Hashashin." Documentary on Hassan –i Sabbah, and "an Oculists Guide to the Assassins and The Illuminati" interview with James Wasserman

[35] Marco Polo 1254 – January 8–9, 1324 was a Venetian merchant traveler whose travels are recorded in *Livres des merveilles du monde* (*Book of the Marvels of the World*, also known as *The Travels of Marco Polo*, c. 1300), a book that introduced Europeans to Central Asia and China. Wikipedia the free – online Encyclopedia. Retrieved at 10/5/2016.

recorded his journey to the Middle East and described in details the Hassassins and their manner of recruitment. According to Marco Polo, Hassan –i Sabbah, whom he nicknamed the Old Man of the Mountain, selects a man then drugs him using hashish till the recruit loss conscious. When the recruit wakes up he find himslef in garden designed exactly like the Garden of Eden described in The Holy Quran with rivers of milk and wine, exotic fruits, and beautiful maidens. The recruit is given drugs again till unconscious and when he is conscience again he is told that he is chosen for a mission and upon completing it successfully he is rewarded with the paradise he dreamt of.[36] The problem with this story is it lacks historical evidence. When the Hassassins' fortresses were captured by the Mongols no such garden or any type of gardens existed. Moreover, many sources that quoted Marco Polo's disagreed with this story and refuted the Hassasins use of hashish in recruitment or in celebration for example James M. Lutz and Brenda J. Lutz in their book *Global Terrorism* after giving a detailed description of this sect and their strategies they state "any individual under influence of narcotic would not be an attacker."[37] Furthermore, they state that the Hassassins are considered an "important early example of terrorism precisely because they were so effective."[38] Almost all sources describe this sect as being "highly spiritual"[39] and "maintain high ethical standards"[40]

Some believe that the term Hassassin to refer to the followers of Al – Hassan[41] while other like Amin Maalauf[42] in his book *the Crusade through Arab Eyes* (1983) believes that according to texts Hassan called his followers Asasiyun meaning "people who are faithful to the Asas, the foundation of faith, which was clearly misunderstood by foreign travelers to be hashash."[43]

Although the origin of the term Hassasin is highly disputed, the origin of the English term Assassin being derived from the Hassassin remains undisputed.

Other than the origin of the name Hassassin; two main issues rises in the Hassassin's characterization. Brown described his hassassin character as a sexually sadistic Muslim terrorist, traits that are inherited from his ancestors.

The Hassassin is a Muslim terrorist that Brown said to be descendant from an ancient organization that he keeps proving throughout his character's actions unfortunately these actions not only prove his character not to be a Hassassin descendant only but also modern updated terrorist profile of a collective Islamic

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[36]"Assassins" Wikipedia, the free online encyclopedia, History of Secrete Societies." Documentary, "Al – Hashashin." Al Jezira Documentary Channel, "Shaik Al Jebal Wa Qaid Al Hashashin." Documentary on Hassan –i Sabbah, and "an Oculists Guide to the Assassins and The Illuminati" interview with James Wasserman

[37]Lutz, p 1648

[38] Ibid.

[39]Dan Burstein and Arede Keijzer. *Secretes of Angles and Demons* (A Weidenfeld & Nicolson E – Book, 2005)

[40]"an Oculists Guide to the Assassins and The Illuminati" interview with James Wasserman

[41] John, p 154.

[42]Amin Maalouf (Arabic: أمين معلوف, born 25 February 1949 in Beirut) is a Lebanese-born French.

[43]"Assassins" Wikipedia, the free online encyclopedia. Retrieved at 10/5/2016

Terrorist movements. The Hassassin, after committing his first murder, becomes proud and imagines his ancestors "smiling down on him"[44] because he was fighting the old battle between his sect and the crusaders who captured his lands, killed and raped his people because they though them to be infidels thus destroyed their temples and gods.

Unfortunately, actions speak louder than words, the Hassassins actions and assassination strategies does not match that of his ancestors, on the contrary, they match actions of a mixture of modern Islamic terrorists groups. This point can be further analyzed through two main actions; actions towards non – Muslims and actions towards women.

As mentioned earlier, the Hassassin were "defensive response"[45] not terrorist who try to destroy Christianity and condemn Christians as infidels, a belief held by many modern Islamic terrorist groups namely Al – Qaeda and ISIS. History shows that the Hassassin had one enemy, their own Islamic authorities and in some rare incident when their sect is threatened by the crusaders. History proves that the Hassassins made many treaties with the crusaders and the Knights Templar, both were Christians.

Women is another highly disputed issue, the Hassassin is portrayed through the novel as a sexually sadistic and hedonistic man who takes pleasure in forcing himself on strong – willed women. Brown, in the novel states that the Hassassin sees women of his country as 'possession'[46], 'weak,'[47] 'tools for pleasure,'[48] cattle to be traded like livestock,'[49] thus he took pleasure in raping strong and independent European women because "forcing them into physical submission was gratification he always enjoyed,"[50] and "seeing terror in a woman's eyes was his ultimate aphrodisiac."[51] Brown portrays his Hassassin as being addicted to this type of intercourse thus described as his favorite type of narcotic and sometimes it is an appetite he inherited from his ancestors.[52]

No records were found of any type of rape committed by the Hassassin against any women. Hassan did not allow the existence of women in his many recruiting fortresses[53] including his own wife and daughters.[54] Women were never a target nor a mean for this sect thus these characteristics of his Hassassin does not match the historical facts although Brown keeps repeating that he inherited these practices from his ancestors, facts does not prove his claim. There are modern Islamic terrorist

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[44] Brown,

[45] Lutz, p1648

[46] Brown, p82

[47] Ibid

[48] Ibid

[49] Ibid

[50] Ibid

[51] Ibid, p 489

[52] Ibid, p 44

[53] Al Jezira Documentary, "Assassin" Wikipedia, the free online encyclopedia. Retrieved at 10/5/2016

[54] Ibid

groups, however, that has these practices in their doctrines for instance Al – Qaeda and ISIS. In both groups women are kidnapped and used for sex.[55] Al – Qaeda fighters, according to their doctrine, can have any woman they judge as infidel and is considered reward for his achievements.[56] These rewards can be traded one for another as a sex salve or a concubine.[57] Both groups view women as cattle thus treated accordingly.

3. The Secret Society of Illuminati :

Dan Brown in his Author's Note states that "The brotherhood of the Illuminati is also factual." But who are the Illuminati? According to Brown :

"In the 1500s a group of men in Rome fought back against the church. Some of Italy's most enlightened men – physicists, mathematicians, astronomers – began meeting secretly to share their concerns about the church's inaccurate teachings…they founded the world's first think tank, calling themselves 'the enlightened ones. The Illuminati"[58]

Brown enriches the reader with a full detailed account of this secret society providing encyclopedic information and historical facts. Brown continues stating that since this group challenged the church, the Catholic Church hunted them down ruthlessly thus they became extremely secret and met regularly in Rome in the Church of Illumination. The illuminati wanted to fight back against the church yet Galileo Galilei, the "most reverend member"[59] refused eventually Galileo was caught and "severely punished"[60] for claiming that the sun is the center of universe which according to the church it is blasphemy to claim that God created mankind and placed them far from the center of universe. The church became furious and started to become violent, it arrested four illuminati members tortured them by branding them alive with the symbol of the cross then threw their bodies in the streets of Rome as a warning for joining this society.[61] As a response, the Illuminati hid deeper and mixed with other groups that were hunted by the Catholic Church like Muslims, Jews, occultists, etc and became "the single most dangerous anti – Christian force on earth" with mysterious rites and deadly secrecy whose sole aim to revenge on the Catholic Church. The group was doomed as "Shaitan" an Arabic Islamic word considered to be "the root of the English word …Satan"[62] They fled Rome and were taken in by the freemasons in 1700, they fell a victim and the front for illuminati recruitment, a secret society within another secret society they grow stronger and wider, they took most of Europe and moved with the masons to the united states "they took advantage of infiltration and

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[55] "Islamic Terrorism" Wikipedia, the free online encyclopedia. Retrieved at 10/5/2016
[56] Ibid
[57] Lutz p1648 and Ibid.
[58] Brown, p40
[59] Ibid
[60] Ibid
[61] Ibid, p 42
[62] Ibid, 43

helped found banks, universities, and industry to finance their ultimate quest …the creation of a single unified world state – a kind of secular New World Order.

Unfortunately, rich as it may seem, Brown's account of this secret society was judged inaccurate. According to Mark Dice[63], the author of *The Illuminati In Hollywood*, *Angles and Demons* (2009) is considered "the biggest Illuminati – themed film to date hit the theaters….Filled with historical and scientific inaccuracies and served to introduce a highly distorted version of the illuminati to millions of people who had not yet heard of it"[64] Mark Dice, in his other Book *The Illuminati : Facts & Fiction* accused Brown of "muddying the water for real researchers of the illuminati"[65] this research is an attempt to clear the waters for researchers interested in the secret society of Illuminati while appreciating inaccuracies in this great piece of fiction.

3.1. Who are the Illuminati :

According to Wikipedia "the illuminati is a name given to several groups, both real and fictitious, historical, the name refers to the Bavarian illuminati."[66] Simon Cox, in his book *Illuminating Angles And Demons* states that "the term illuminati is taken on by many several groups throughout history from ancient Egypt till modern times, yet it is usually used to refer to the Bavarian illuminati."[67] Almost all other references related to the illuminati state the same thing; many groups were called the illuminati yet the Bavarian illuminati stands out as the notorious secret society.

If Dan Brown was referring to one of the many 'several groups' that took on the name then all dates and members can be accepted as facts. Brown gives the date 1500s as the beginning date of this group thus he made many enlightened figures of this century members of this secret society like Galileo, Raphael,[68] and Bernini[69]. Most criticism was directed to Brown's Statement "Galileo was an Illuminatus."[70]

Galileo Galilei (1564 – 1642) was an Italian scientist who specialized in astronomy, physics, engineering, philosophy and mathematics. He played a great role in the scientific revolution of the seventh century thus it is no wander that he is called

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[63]**Mark Dice** is an American author and conspiracy theorist based in San Diego, California, who argues that the New World Order secret societies, such as the Illuminati, Bilderberg Group, Skull and Bones and Bohemian Grove, direct human affairs and global politics, particularly those of the United States. Wikipedia the free online encyclopedia. Retrieved at 10/5/2016

[64] P 239

[65] P313

[66] "illuminati" Wikipedia, the free online encyclopedia. Retrieved at 1/6/2016

[67] "Illuminating Angles and Demons Documentary". www. Youtybe.com

[68] Raffaello Sanzio da Urbino April 6 or March 28, 1483 – April 6, 1520), known as Raphael was an Italian painter and architect of the High Renaissance. His work is admired for its clarity of form, ease of composition, and visual achievement of the Neoplatonic ideal of human grandeur. Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[69] Gian Lorenzo Bernini 7 December 1598 – 28 November 1680) was an Italian sculptor and architect. Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[70] Brown, p 41

the "father of science."[71] Since Galileo was an astronomer, he believed that the earth revolved around the sun a matter that caused him problems with the Church during his lifetime. A series of trails[72] was conducted to make Galileo change his statements, just like Brown describes exactly but with one major difference, torture. Brown portrays the church as a violence oppressor that tortured Galileo severely for his heresy yet history proved that the church only house arrested him till his death of natural causes at the age of eighty.[73]

Brown build the entire novel on Galileo as a highly influential member of the Illuminati and most symbols and ambigram are tribute to his love of symmetry. The path of illumination leading to the Illuminati church is encoded in one of Galileo's forbidden books hidden in the Vatican's Archives. As a researcher one can only admire the craft in using many historical facts as a base for such plot. The inaccuracy here is so clear that is impossible to overlook. Although many groups throughout history took up the name of Illuminati, Dan Brown more than once specifies this Illuminati group as The Bavarian Illuminati.[74] The Bavarian Illuminati was founded on May, 1, 1776 by Dr. Adam Weishaupt (1748 – 1830) who was a "Jesuit – trained professor of canon law at the University of Ingolstadt."[75] The aim of this secret society was "to oppose superstitions, obscurantism, religious influences over public life and abuses of state power."[76] The society was outlawed by Charles Theodore with the encouragement of the Roman Catholic Church.

In other words, Galileo was dead two centuries before the Bavarian Illuminati so was Raphael and Bernini thus they couldn't have been illuminatus as Brown claims. Brown changed date, place, and members of this secret society to design a rich plot. He changed the date to incorporate the most influential persons in arts, architecture and science. He changed the place from Bavaria to Italy to incorporate the Vatican City, the city of religion. He changed the founding members to include Galileo, the father of science, to start a fictional war against the Holy Father. Brown benefited from the well known fact that some of Galileo's books were forbidden and that the Vatican archives were forbidden too

Brown, to add fuel to fire, made up a historical event that he called 'La purge' in which the church branded four illuminati scientist with the symbol of the cross in 1668 to purge them from their sins then they murdered them and dropped their bodies in public locations around Rome to warn people of joining this society.[77] This historical event is purely fictional simply because there was no Bavarian Illuminati at that time; however, this story serves as a great motive for revenge on the Catholic Church.

3.2.   The Illuminati And Luciferian Doctrine:

[71] "Galileo," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[72] For more information check "Galilio Affair" Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[73] "Galileo," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[74] Brown p124 and p199

[75] "Illuminati," Encyclopedia of Religion in American Politics, (USA : Oryxpress, 1999), p126

[76] "Adam Weishaupt" Wikipedia, the free online encyclopedia. Retrieved at 1/6/2016

[77] Brown p195

Brown states the belief system of this secrete society in details by describing them as being Luciferian not Satanic. The name Illuminati, as quoted earlier, means the enlightened ones, but the Catholic Church claimed illuminati is derived from the illuminator or the light – bearer the Latin name of Lucifer, Satan. Thus they outlawed this society and condemned it as "the world's oldest and most satanic cult"[78] but then Brown states "Satanic but not in the modern sense"[79] modern Satanism that consist of black magic animal sacrifices, and pentagon rituals are lies by the church.[80]

Again one piece of information changes a whole frame of mind why state that Illuminati are Luciferian and not Satanic? Satanism "is a group of ideological and philosophical beliefs based on the character of Satan who is considered as a supernatural deity."[81] Luciferianism, on the other hand, "is a belief system that usually reverses Lucifer not as the devil, but as a liberator, guardian, or guiding spirit or even the true god as opposed to Jehovah."[82] Thus according to Luciferians or Illuminati Lucifer or Satan enlightened mankind with the knowledge he seduced Adam and Eve to take from the forbidden tree of knowledge. Lucifer elevated mankind from pure slaves to think tanks and of course scientists appreciate this gift. Again, an excellent choice of belief system to set up the readers' frame of mind that the Illuminati are scientists that provide knowledge on oppose to the church that keeps people in the darkness of ignorance to protect them from knowledge that could harm their faith if used incorrectly.

Prominent religions, namely Christianity and Islam, believe the Illuminati is the Antichrist. In Christianity, the bible prophesies describes the Antichrist with Luciferian characteristic just like the Illuminati thus one can see the 666 association with the Illuminati. The triple six is the mark of the beast that will rise to end humanity bringing doomsday. In Islam, prophecies describe Al Dejal,[83] as one eyed being.[84] Thus the All Seeing Eye on the top of the pyramid as well as the one – eyed technologies created by the Illuminati to serve Illuminati aims like cameras, webcams on laptops, cell phones, smart phones, social media, net work and world wide web are all associated with Al Dejal.

3.3. Illuminati Symbols :

Dan Brown portrays Vatican City as a large labyrinth for the Illuminati. The entire scene is architectured according to the illuminati belief systems and carries their symbols. All artists, painters and architects are illuminatus namely Bernini and

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[78] Brown 43

[79] Ibid, 46

[80] Ibid

[81] "Satanism," Wikipedia the free online encyclopedia. Retrieved at 2/8/2016

[82] "Luciferiansim," Wikipedia the free online encyclopedia. Retrieved at 2/8/2016

[83] Al-Masih ad-Dajjal (Arabic: المسيح الدجّال Al-Masīḥ ad-Dajjāl, "the false messiah", or "the deceiver") is an evil figure in Islamic eschatology.[1] He is to appear, pretending to be al-Masih (i.e. the Messiah), before Yawm al-Qiyamah (the Day of Resurrection). He is to be an anti-messianic figure, comparable to the Antichrist in Christian eschatology and to Armilus in medieval Jewish eschatology. Wikipedia the free online encyclopedia. Retrieved at 2/8/2016

[84] Dice, 2009, p17

Raphael. In order for illuminati members to meet in secret, a meeting place was dedicated for this reason. This secret place was called the church of illumination and for members to find it they should follow certain clues engraved on prominent art works and statuses in plain sight yet only those who know the symbols can find the path consequentially, the church.

Ironically most artworks mentioned in the novel are real and are exactly like Brown described, yet other works are misplaced or misinterpreted so as to fit the plot and theme of the novel. The Vatican City was built over many other ancient cities each has its own belief system and symbols that lived on till this day. Some symbols and artworks are considered pagan and unfitting to the new Christian city yet these artworks were not replaced or removed, so Dan Brown played skillfully on these pagan remains of ancient religions and considered them illuminati simply because the illuminati are considered pagan or luciferian as mentioned earlier. Professor Langdon, the protagonist, explains this fully in his class and called it "conquering religions"[85] or "transmutation"[86] "it helps people acclimatize to the new faith. Worshipers keep the same holy dates, pray in the same sacred locations, use a similar symbology...and they simply substitute a different god."[87]

In order to give these artworks their due justice another research is required. In this research, however, only the most famous symbols of illuminati will be explained namely the all - Seeing Eye, pyramid, and the Egyptian obelisk.

Most secret societies relay heavily on ancient religious belief systems that are condemned as being pagan thus such societies as the Illuminati are always associated with Occult.[88] Although the Illuminati are repeatedly accused of being Luciferian and Satanic, their symbols show that they adapted the ancient Egyptian pagan belief system.[89] The most famous Illuminati symbols all – Seeing Eye, the Pyramid and the Obelisk are all connected to one famous Egyptian legend or myth.

Legend[90] has it that Osiris, the god king of ancient Egyptians was married to his sister, Isis, the god of fertility. Set, their brother, was jealous and wanted the kingdom for himself so he murdered his brother and dismembered him throwing his body parts all over the underworld. Isis looked for her husband's 14 body parts and managed to collect all of them except his penis that was eaten by fish in the river Nile. Isis by the use of magic placed the body parts together and replaced the penis with a golden one. After magical rituals and intercourse Isis claimed that she is pregnant and eventually gave birth to Horus, the god of sky, war and hunting. His right eye represented the sun while the left eye represented the moon. Horus started a war on Set to revenge this

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[85]Brown, p 303

[86] Ibid

[87] Brown, pp303 – 304

[88]Michael Cage, *Illuminati Secrets : Unmasking the New World Order*, E – Book, Illuminati Publishing, 2015.

[89] Ibid

[90] Kevin Tucker, *Web Of Illuminati*, Tucker Inc, 2013, p 15 see also "Osiris" Wikipedia the free online encyclopedia. Retrieved at 2/8/2016

father and as a result he lost his eye. With the use of magic the eye was replaced with the All Seeing Eye, the eye of deity that protects his worshipers and provides them with power.[91]

The All – Seeing Eye is the eye of a pagan god inside a triangle that represents the pagan trinity Osiris, Isis and Horus; the mother, father and holy son. This same pagan symbol was adapted by Christianity in which the eye stands for the Eye of the Christian God watching over mankind and enclosed in a triangle that is the symbol of the Christian trinity.[92] The All Seeing Eye symbol was and still is widely known throughout history and cultures and is famous for being the Eye of Horus. One can see this eye almost everywhere, it appears on coins, altar decorations, logos, clothes, modern currency like the one dollar bill and many more. In 18th century, the Freemasons adapted this symbol and ever since then this symbol is always associated with the freemasons and Illuminati.

The Pyramid is another symbol frequently used by the illuminati. Pyramids are one of the wonders of the world with mysteries unsolved. It is widely known that these pyramids were built as tombs for pharos; however, the illuminati believe that they are schools for teaching mystery to secret societies. Man can become a god if he is provided with the right secret knowledge and with this knowledge he can rule the ignorant. The pyramid represents a social hierarchy in which very few elite on the top rule over many "masses of ignorant working bees on the bottom"[93]

The last of illuminati symbols is the Egyptian obelisk. An obelisk, according to Wikipedia "is a tall, four-sided, narrow tapering monument which ends in a pyramid-like shape or pyramidion at the top. These were originally called "tekhenu" by the builders, the Ancient Egyptians."[94] The origin of designing such a phallic architecture was that Isis ordered these obelisk monuments to be erected in temples to be worshiped in honor of her husband's lost penis.[95] Off course if this obelisk is erected inside a circle which stands for a woman's vagina it refers to "the very act of copulation."[96] The Obelisk in St. Peter's square is an Egyptian obelisk erected in the middle of the circular square.[97]

The Illuminati is an old secret society that adapted ancient beliefs in their symbols yet the irony is that we are now surrounded with all these illuminati – Egyptian symbols more than ancient cultures ever was. Almost all western world singers use the symbol of the All Seeing Eye in their songs, some of them dress up as

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[91] Horus, see also "Eye of Horus", "the eye of providence" Wikipedia the free online encyclopedia. Retrieved at 2/8/2016

[92] Albert M. Potts, *The World's Eye*, (USA: The University Press of Kentucky, 1982), p68

[93] Mark Dice. Inside *the Illuminati: Evidence, Objectives, and the Methods of Operation* E – book, 2014.

[94] "Obelisk," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

1   [95]Chris Relitz, *Antichrist Osiris: the History of the Luciferian Conspiracy*. (Canada: Daniel 1133 Books, 2012), P105 see also Kevin Tucker, *Web of the Illuminati*, Tucker Inc, 2013, p 17

[96] Ibid.

[97] Ibid

Isis like Madonna in the opening ceremony of the 2012 Olympic Games, the music industry lunched many songs with the word Illuminati in them. Egyptian pyramids and Obelisks are the number one architectural design in the western world. In fact in United States of America there are more Egyptian Obelisks than in Egypt itself! The highest Egyptian obelisk not in Egypt but is founded in St. Peter Square ! How and why did these symbols invade the western world?

3.4. The Illuminati and New World Order Conspiracy Theory

Every secret society has its own agenda that is why it is secret. The Illuminati has one major goal; establishing New World Order ruled by very few enlightened elites. To achieve this goal there are famous techniques that Adam Weishaupt, the founder of the Illuminati, introduced. The most famous of these techniques is conquering finance, politics, media and religions. As we mentioned earlier, the Catholic church outlawed this secret society and tried hard to oppress them but the result was that this secret society only became more secretive and blended with another strong secret society, the Freemasonry.

Brown traces accurately the development of the illuminati and how, after being chased and by the Catholic Church, they moved to the new Continent, America, along with the Freemasons to build their New World Order. As Brown mentioned in his account of the illuminati, the freemasons were infiltrated by the illuminati and became a secret society within a secret society allowing a new branch of masonry to emerge, "illuminized Masonry."[98]

According to conspiracy theorist, this order compromised finding a world government by destroying all religions and political systems ruled by elites of this secrete society.[99] The Illuminati enforce their power through finance and politics. In finance they were the first to establish banks and played a great role in issuing the first American currency. They worked themselves up till they became some of the most powerful leaders of the American Revolution thus gained political status. George Washington, the very first president of the United States nicknamed the founding father of the United State who drafted the present day constitution[100] was a freemason.[101] Nine signers on the declaration of the independence were freemasons so was thirteen presidents of the United States. [102] Although many conspiracy theorists believe "America itself was a secret Masonic project,"[103] the influence of the Masons was no secret at all. During the ceremonies of dedicating the US capital, President George Washington wore the Masonic garb and performed Masonic rituals. Washington, the capital of the United States of America was architected and built with Masonic symbols some hidden while other are lying in plain sight like the Washington

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[98] Ibid

[99] "New World Order," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[100] "George Washington," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[101] Peter Knight, ed, *Conspiracy Theories In American History; Encyclopedia,* Vol 1 A – L. (Oxford: ABC – CLIO, Inc, 2003). Also all Documentaries

[102] "The Secret History of Freemasonry" History Channel. www. Youtube.com

[103] Ibid.

monument which is clearly an Egyptian obelisk.[104] The design of the great seal[105] and the United States' currency also carries great Masonic symbols. It is important to notice that each society has its own belief system and symbols so the reader can clearly discern that Langdon is signaling out the illuminati symbols not the freemason's symbols. In his lengthy detailed account of the One Dollar Bill symbols, Langdon states that the "One – dollar bill US currency is covered with illuminati symbology"[106] then continues clarifying that the obverse of the United States great seal is Masonic and leaves all its symbols unexplained. Then he concentrates on the reverse. The seal shows an unfinished thirteen steps pyramid above it is an eye. The thirteen steps are thought to represent the original thirteen colonies, the pyramid is unfinished means that America is not complete yet, the three sides of the pyramid represent the three branches of government. Conspiracy theorists thoroughly studied this seal and found out that the Eye is the All Seeing Eye; watching over the population. Under the pyramid there is a Latin phrase novus ordo seclurom which means New World Order. The Latin numbers at the base of the pyramid are actually the founding date of the Illuminati (MDCCLXXVI = May 1st 1776).[107] Conspiracy theorists believe that the seal is the incarnation of the freemasons' and illuminati's power and influence in America and the establishment of New World Order.

3.5. Illuminati As Terrorist Group:

Brown refute the idea that the illuminati are terrorist[108] and states that they are more of moralists; "They wielded their power through political and financial means not through terrorist acts. Furthermore, the illuminati had a strict code of morality regarding who they saw as enemies."[109] He rejects the idea that they target scientists because the illuminati "held men of science in the highest regards"[110] this contradicts the aims of his secret society and of course the latter definitions that he gave to terrorism. Brown state that terrorist have one single goal which is "to create terror and fear. Fear undermines faith in the establishment. It weakens the enemy from within…causing unrest in the masses"[111] the Illuminati's aim is to find a New World Order by destroying all governments from within and this is done through making citizens lose faith in their political systems. So according to his own definition of terrorism and the aims he stated for this secret society it is a terrorist group. When threats of murdering the four cardinals in churches were declared his protagonist,

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[104] "Washington Monument," Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[105] "the Great Seal of the United States" is used to authenticate certain documents issued by the U.S. federal government. The phrase is used both for the physical seal itself (which is kept by the U.S. Secretary of State), and more generally for the design impressed upon it. The Great Seal was first used publicly in 1782. Wikipedia the free online encyclopedia. Retrieved at 1/6/2016

[106] Brown, p 139

[107] Dice, 2009, p 39

[108] Ibid, p 114

[109] Brown, p 52

[110] Ibid

[111] Ibid, p217

Langdon, quickly tries to label the Illuminati's acts "Calculated terrorism"[112] or "planned chaos."[113]

Assassinations, planned chaos and terrorism are always associated with the Illuminati. Public Assassinations of religious, political figures and even famous stars are mostly attributed to the illuminati.[114] Many beloved celebrities are widely known to be assassinated by illuminati like Michael Jackson.[115] Many Pops were killed yet few of them were killed under suspicious circumstances and conspiracy theorists accused the Illuminati of their deaths. Brown waves in the real story of one of seven Pops allegedly murdered by secret societies to strengthen the backdrop of his novel and link it with facts that readers already know.

In 1770 George Hegel, a German philosopher, introduced a political technique called ordo – chao which is a Latin phrase meaning "order out of chaos" this technique has been used by governments since its introduction worldwide. The technique requires the government creating a problem that in order to solve it; people willingly give up some or all of their rights to the government.[116] The 9/11 attacks is considered to be a great example of such technique. The government made an attack on its own citizens and blamed it on Islamic terrorist groups. The citizens were in panic and in order for the government to protect them from such attacks, they were asked to give up all their civil rights and agreed to start a war on terror. The government had the right to spy on its citizens using one – eyed technology, arrest them without charges and invade countries in the name of fighting Islamic terror.[117] Great holy wars among the most prominent religions in the world Judaism, Christianity, and Islam was started to achieve the great aim of demolishing all religions. Is it really a coincidence to nickname a terrorist Islamic group whose goal is to destroy Islam ISIS, just like the Egyptian goddess Isis?

Media is another powerful means that the Illuminati skillfully manipulate for spreading their agenda and recruiting members. Many broadcasting agency are financed by the Illuminati and has their symbols encoded in their logos like the CBS News with their One – Eyed logo. In *Angles and Demons*, The Hassasin, with or without the consent of his Illuminati Leader, contacts the BBC reporter and informs him of their plans of killing the four cardinals in churches and blowing up the Vatican City at midnight. The Hassassin ends the phone call with this excellent quote "media is the right arm of anarchy."[118] Langdon when he is asked to come and investigate the murder of Leonardo Vetra, he was astonished to see how they, Kholer and Vitoria, know so much about the Illuminati. All media and social media are rich with information about this society. Vitoria recognizes the secret society immediately from the very popular video games that her fellow scientists play "Bavarian Illuminati: New

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[112] Ibid

[113] Ibid

[114] Dice,

[115] Mark Dice, *The Illuminati In Hollywood* (San Deigo: Resistance Manifesto), 2016

[116] Cage.

[117] "9/11 conspiracy Theories" Wikipedia the free – online encyclopedia, retrieved at 7/9/2016

[118] Brown, P 259

World Order. Steve Jackson[119] computer games. Half techies here play it on the internet."[120] Kholer too was able to find everything he wanted to know about the Illuminati from a simple web search[121]

Although books and novels are rich with illuminati information like the one we are studying, television, film, music, video games, card and board games have their fair share. All Illuminati conspiracy theorists agree on this point. Mark Dice in his book *The Illuminati In Holleywood* believe that children and teenagers are a fresh target to invest in. Walt Disney cartoons, Nickelodeon, Hollywood and most of the film and music industry are filled with illuminati symbols and serve Illuminati aims. Their aim is familiarizes audiences of all ages and cultures with Luciferian doctrine; homosexuality, child abuse, pornography, criminology, devil worshiping etc. In addition to that, the illuminati aim at distorting regions and patriotism making it hard for citizens to keep faith in their religions and governments.

3.6. Does the Illuminati Secret Society Exist ?

After an excellent informative journey to the Illuminati secret society Dan Brown shouts out "Absurd! The illuminati are ancient history! All academics know that!"[122] Conspiracy theorist and those who believe in them do believe that the Illuminati secret society exists. Mike Dice states

"The surprise ending serves to reinforce the idea that anyone who believes the illuminati continued to exist after their discovery in the eighteenth century is just a paranoid conspiracy theorist. The film serves to instill in the mind of the viewers that the illuminati is just a fictional group of bad guys from Hollywood movie.[123]

4. Conclusion:

Dan Brown in Angles And Demons gracefully incorporated two strong secret societies as antagonists; the Hassassins and The Illuminati. Although the Hassassin secret society does not longer exit, the western interest in this society lives on. Islamic terrorism became very popular theme in western literature a matter that led many novelists to search for historical backgrounds for such groups and the Hassassin stands out as the one and only secret society that shock the world during its reign. Brown provided accurate historical account of his Hassasin yet his character's action falls short of his historical ancestors. His hassassin is a typical updated Islamic terrorist that has nothing to do with the historical secret society with its strict moral values. The Illuminati, on the other hand, is a secret society that is believed by many to exist nowadays much stronger than they ever did in history. The rich encyclopedic information and the deliberate inaccuracies that Brown provides for this society left conspiracy theorist investigating about Dan Brown himself. As a literary researcher

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[119]**Steve Jackson Games** (**SJGames**) is a <u>game</u> company, founded in 1980 by <u>Steve Jackson</u>, that creates and publishes <u>role-playing</u>, <u>board</u>, and <u>card games</u>, and the <u>gaming</u> <u>magazine</u> *Pyramid*. Wikipedia the free on line encyclopedia. Retrieved on 16/8/2016.

[120] Brown, p 124

[121] Ibid, p 38

[122] Brown, p 57

[123] Dice, 2016, p 240 -241

one can only admire Brown's manipulation of facts and inaccuracies to serve his literary elements. Dates, places and members are changed to create perfect setting, plot, theme and characterization. Dates were changed to incorporate prominent figures in all fields of life. Places were changed to include the Vatican City, the core of Christian religion as well as the perfect scene for incarnating the clash of religions. Members were changed to show the enormous size of the Illuminati web. As a conspiracy researcher, however, one can only suspect Brown's involvement in this secret society especially after his great conclusion that is it absurd to assume the Illuminati still exist. Illuminati Conspiracy theorists, namely Mike Dice, traced Dan Brown's life and education to conclude that Brown graduated from Philips Exeter Academy that is "largely funded by the Illuminati."[124] Students are educated and prepared to serve the Illuminati goals. Brown's books including *Angels and Demons*, are all initially published by Random House, an illuminati publishing company before being adapted by other publishers.[125] In other words, Dan Brown after receiving a rich Illuminati – funded education, published illuminati – themed novel by an illuminati publishing company concluded his novel stating that the Illuminati does not exist! What a conclusion.

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[124] Dice, 2016, P316
[125] Ibid, P317

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Who is Hikonyan? The Phenomenon of Japanese Yuru-Chara and the Implications for Cool Japan Project

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Abstract

In 2007, Hikonyan was the first winner of a nation-wide "yuru-chara" competition. "Yuru-chara" is short for "*yurui* mascot character". This paper looks at Hikonyan and other yuru-charas through articles, documentation, and literature that explores their history and status in Japan. This article additionally explores expert and professional opinions of the design aesthetics of yuru-chara through qualitative interviews. These resources and interviews will explore the design choices of yuru-chara, the reason behind them and what they mean, in addition to how yuru-chara impact the Japanese market. The article also talks about Japanese branding and how yuru-chara fit into the concept of Cool Japan. Finally, it explores some possibilities of expanding the concept of yuru-chara to international markets and different cultures and how they could be received abroad.

Key Words: Yuru-chara, Cool Japan, Branding, Authenticity, International Markets

Introduction

Hikonyan is a white mascot cat with a red and yellow "samurai" helmet. He was created in 2007, to celebrate the 400th anniversary of Hikone Castle in Hikone City, Shiga Prefecture. His name is a portmanteau of the city, Hikone, and the onomatopoeia for the cat's meow (*nyan*). Mascot characters have been around since long before Hikone, but Hikone was different. He was the first popular "yuru-chara" as coined by Jun Miura. In 2008, Hikonyan was the main character for the "Yuru-chara Matsuri in Hikone 2008, which would eventually become the "Yuru-chara Grand Prix". Hikonyan is the unofficial start to the yuru-chara phenomena in Japan, which has exploded in popularity since then.

What are Yuru-chara?

Yuru-chara is short for "*yurui* mascot character," where *yurui* is a complicated Japanese word that can mean loose, easy, lazy, careless, halfhearted, or lenient. Japan has many cute, *yurui* characters to represent otherwise

professional or serious groups, companies, or regions. Hikonyan and the thousands of others that soon followed, ushered in a new type of mascot, ones which were cute, lovable, and approachable. But most of all, these characters were *yurui*.

These mascot characters are everywhere, promoting cities, town, municipalities, government agencies, and even companies. In August, 2016, Tokyu Power Supply, an electric company, held a naming promotion over their new mascot character, an anthropomorphized light bulb. (Tokyu Power Supply, 2016)

These characters are mainly used for promotions, public relations, and branding. They appear on all manners of objects, especially near their hometowns. A couple of the yuru-chara have become so well-known and popular that you can purchase them nearly anywhere in Japan.

These yuru-charas are designed to be cute, but also designed to appeal to adults as well as children. For example, when I visited Kaunet headquarters, I was introduced to Bouchan, an orange box with a smiling face that recently had become the new mascot. Bouchan does not fit the strict definition of yuru-chara, which are described below, because it does not hold special meaning to a region. Although it is not quite a yuru-chara, it is a representative of the style and it is a *yurui* mascot character. The team in charge of the Bouchan promotions described the character's design as being cute (*kawaii)*, even though they and had no intention of marketing him towards children. They mainly sold office supplies as a b-to-b business, and even their lesser direct to customer sales were mainly for office supplies. Their character design incorporated many ideas, but one of the main purpose of building the character and individual homepage was to create a space where the customers could "refresh" or feel "at ease." (Kaunet, 2016)

History of Mascot Characters and Yuru-chara

However, Hikonyan was not the first Yuru-chara. Mr. Miura actually coined the term to describe Bunkakki-, an oyster (*kaki*) character with a maple leaf hat, created for the Citizen's Prefectural Festival (*kemmin bunkasai*) in Hiroshima in 2000. At the time, yurui was used as derogatory as in the creators did not put effort into creating the character. Later, Mr. Miura embraced the term, along with yuru-chara, as a positive character design.

When Mr. Miura coined the term, he also created the criteria for what makes a yuru-chara. Officially, yuru-chara have to have three characteristics.

1. It must convey a strong message of love for one's hometown.

2. The character's movements or behavior should be unique and unstable or awkward.
3. The character should be unsophisticated or laid-back and lovable.

In 2011, the first official, national Yuru-Chara Grand Prix was held, and every year since then, the number or participating yuru-charas has increased, and nearly doubling between 2012 and 2013. Some of these characters have become insanely popular within Japan. (http://yurugp.jp)

While yuru-chara as a specific type of mascot characters are recent, mascot characters have been around for a long time, especially in athletics and children products. Internationally, the Olympics mascots have officially been around since 1972 with the dog Waldi for the Munich Olympics (Olympics, 2016). Schools and universities often have a history of mascots, as well. American companies have had a rich history of "advertising characters" since the turn of the twentieth century. [Dotz Husain, 2003]

In Japan, mascot characters have existed for more than half a century. In 1949, a frog character named Koro-chan was introduced for Kowa Corporation. In 1950, a dessert and pastry company called Fujiya introduced Peko-chan, a girl mascot character who constantly has her tongue sticking out. Small, incremental introduction to mascot characters continued in Japan.

Current Popularity

Within Japan, mascot characters play a large role in marketing, branding, and marketing campaigns. Almost all major companies have mascot characters, such as Japan's National Broadcasting Station (NHK)'s Domo-kun. Prefectures and regions also have mascot characters, which happen to be mostly Yuru-chara. Many of these regional characters followed in the path of other popular characters such as Hello Kitty and have relatively easy obtainable licensing. Prefectural websites will typically have online application forms for permission to use the characters' image. Some yuru-chara like Kumamon, a bear character from Kumamoto Prefecture, can be used for free, even on commercial products.

Compared to the US, these characters are cuter, more popular, and more abundant. In a way, they are an untapped resource for the Cool Japan's marketing campaign abroad. There is an almost uncountable amount of yuru-chara in Japan. There is also the thought that there may be too many yuru-chara. Government offices in Osaka were asked to stop creating and even to cull some of the yuru-chara because it was starting to cause confusion and was perceived as excessive and a waste of money, per an article in The Guardian. (McCurry, 2015)

One indication of how popular yuru-chara are becoming is the Yuru-chara Grand-Prix, which is held every year in a new city. In 2015, there were 1,727 yuru-chara registered for the event. That is nearly five times amount of entries compared to the first grand-prix contest held in 2011 with 348 entries.

One of the most popular yuru-chara is the above mentioned Kumamon. On April 20th, a series of large earthquakes hit and devastated Kumamoto Prefecture and the surrounding areas. Agencies, donations, and relief workers have gathered around the symbol of Kumamoto so show support and raise funds and supplies to help the area. Before the event, Kumamon was already a popular character within Japan. He won the 2011 Grand-Prix had has been on numerous television programs. Also, because he is also free to license on most products, so you can find him on a variety of packaging, from food, blankets, notebooks, and more. After the earthquake, Kumamoto Prefecture's government expedited the license application process for relief efforts because before the process would take about a month. [くまモン利用申請, 2017]

When visiting the Yuru-chara Grand Prix in Matsuyama, the Japanese visitors interviewed there said that characters that they liked the most provided a sense of comfort and connection with their design. Many of the yuru-chara's motifs are taken from elements of the area or company. [ゆるキャラ®グランプリ2016 ランキング一覧, 2016] It provides a sense of connection be community to those directly involved. At the Grand Prix, comfort, local pride, attractiveness, and authenticity seem to be the main elements that indicate successful yuru-chara.

While the characters typically do not speak, outside of a few exceptions, their "voice" when handling social media is crucial to this image. Using "nyan" as a cat and "wan" as a dog are so common that it would be odd if it were not the case. This means that the yuru-chara can give a face to the voices of the PR arms of municipalities and companies. Yuru-chara "use" Twitter, Instagram, Facebook, along with websites, TV appearances, and in person appearances to promote their company or region. When before, the "town" itself, or perhaps a public worker, would send out the information. Now, the characters can communicate the desired information. It provides a personal connection to the audience that might not have be there before. At least that is the intent.

Japan Abroad

Anime has been hugely successful abroad. Allison Anne in Millennial Monsters: Japanese Toys and the Global Imagination (Allison, 2006), investigates Japanese toys, games, and anime in the U.S. and how its foreignness helps add to their appeal. She contends that the appeal of

Japanese characters, or monsters, is that they are a mixture of both foreign and familiar. And that is that specific mix that helps make them popular globally. Some evidence and be found in the fact that Pokémon and Recently PokémonGo, with their combination of recognizable and unrecognizable monsters as the stars, are globally recognized games.

Paul Bloom in How Pleasure Works (Bloom, 2010), identifies that buying branded products are connected to identity and how we perceive ourselves and our own happiness. This means that authenticity of the product is crucial for the product's identity or brand to succeed. The mostly young people who purchase Cool Japan merchandise identify with Cool Japan and it is part of their identity. In my articled published in Japan SPOTLIGHT (Suter, 2015), I argue that since yuru-chara have not been created with the even the slightest intent to introduce them to an international market, that their authenticity is higher than that of a product designed to appeal to both Japanese and international consumers.

Japan's Cool Japan Project is a government program aimed at capitalizing on the popularity boom of Japanese products such as anime characters outside Japan starting in the 1990s. (Cool Japan / creative industries policy, 2013) One of their current missions is the "[e]nhancement of the Japanese Brand through Efforts to Open Up and Expand Cool Japan Business Ventures. However, while the successful projects are publicized for how well Japanese products do aboard, there are also examples of "Cool Japan" that have been unsuccessful. For example, there was the unsuccessful venture with the "Japanese High School Girls Ambassadors".

Planning success does not represent such an insurmountable goal as one would be led to believe. A case can be made that the mystery certain characters and researching to find out what something means can be inciting as well. In 1996, NHK created a mascot character called Domo-kun [Walker, 2007]. While technically not a yuru-chara, Domo-kun fits most of the criteria that the yuru-chara meet for being interesting to international consumers. First, he was designed by someone Japanese for a local Japanese market. This makes him authentic. Second, he is cute, but also a bit slow and awkward. This is a relatively unusual and interesting combination in the U.S.

Domo-kun had received wide attention from international consumers, first on the Internet and then with actual physical products. In 2014, Domo-kun products, such as bags, hats, and shirts were still being sold in U.S. shops. He also because the mascot for 7-11 Slurpee™ in 2011 and Target Halloween collection in 2011, as well [Walker, 2007].

Yuru-chara Potential Abroad

Yuru-chara appeal abroad would not be the same as their appeal in Japan. I interviewed two international travelers interested in yuru-chara at the Yuru-chara Grand Prix in Matsuyama on November 6, 2016. They mentioned that while they loved the yuru-chara, they could not imagine them being used as representatives or mascots in their home country of Canada because they do not convey enough authority. (Anon, 2016)

An American I interviewed, Elizabeth Quart, who works part-time as a designer in Japan and has a working knowledge of both Japan and American culture, also agrees that yuru-chara "could [be popular in the US] but it may be slow coming. There are mascots as it is in sports teams and even businesses, but rarely are they accepted as something more outside of that setting or targeted group." (Quart, 2016)

It also has been mentioned that while yuru-chara can sell well and become popular, they are not merely representing themselves. They are, at the most basic level, mascot characters for a region, company, governmental office, or something similar. They were made to support something and were not created for their own sake. Their representation would be lost on people outside of Japan for the most part. For example, Kumamon is a bear because the "kuma" in Kumamoto means bear in Japanese. However, anyone who doesn't speak Japanese, most foreign consumers, would not be able to make this connection naturally and would have to be told.

It is important to keep in mind that while translations need be handled with care, it is even more important to consider pure look of the character and how that might translate across cultures. For example, in Japan, Kumamon's expression was explained as being full of wonder at the magnificent things around him in Kumamoto Prefecture. [水野, 2012] However, while not exceeding popular in Japan, Kumamon has showed up on some English-speaking websites. A common image of Kumamon is him staring at the camera with a bonfire in the background containing the quote "Why? For the glory of Satan, of course." Additionally, his English consumer-given nick-name is "For the Glory of Satan Bear." (For the Glory of Satan Bear, 2017) Obviously, his expression is seen a bit harsher in the U.S. than in Japan.

Conclusion

Yuru-charas and other mascot characters are hugely popular in Japan and could be a viable part of Cool Japan and Japanese brand identity expansion if used correctly. They are recognizable characters to the international market, but also different enough to be singled out as Japanese. Again, they are combining familiarity with foreignness that has worked well for the most popular Japanese products internationally. They have built in popularity and authenticity within Japan, both major components for brand awareness.

Beyond just marketing purposes, understanding why yuru-chara like Hikonyan are popular in Japan and not elsewhere provides valuable insight into the mindset of Japanese people and their marketing strategies. This provides the potential of using cute and *kawaii* to connect to the consumers abroad beyond children and people already interested in Cool Japan. And studying these characters more could provide a chance to close the gap between cultural misunderstandings with a thoughtful approach to global marketing solutions.

For further research, I would like to conduct focus groups of American consumers with different amounts of details given about multiple characters to estimate how popular yuru-chara could become as a pure consumer items in the U.S, as opposed to a mascot item.

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RELATIONSHIPS BETWEEN MARKET ORIENTATION, ENTREPRENEURSHIP AND BUSINESS   PERFORMANCE OF THE SMALL SPA ENTERPRISES IN PATTAYA, THAILAND

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ABSTRACT

This study investigated the relationships between Market Orientation, Entrepreneurship and the Business Performance of small enterprises by studying of spa enterprises. The study aimed to study market orientation, entrepreneurship and business performance, and to investigate the factors that affected and interrelated between their entrepreneurship, market orientation, and business performances of small-sized spa owners at Pattaya city, Thailand. A questionnaire based survey in which data was gathered by conducting personal interviews with 82 small-sized spa owners and managers throughout Pattaya area. The research findings concluded that most respondents are female within 35 to 40 years of age, are vocational school and below, and married. The most respondents are single owners without registered capital. The business owners indicated that their degree of entrepreneurship ranged from the highest to the lowest mean scores as follows: Initiative and Venture Growth, Self-Control and Reliance, Creative Thinking and Business Innovation, Business Perspective, Business or Venture Achievement, Risk Taking and Uncertainty, and Independence and Flexibility. Among the three components of market orientation concepts, Customer Focus was ranked the first by firm owners, Competition Orientation ranked the second, and Inter-Functional Coordination ranked last. There are significant differences in entrepreneurship and market orientation based on gender, education level of the business owners, type of entrepreneurship, position in the business, time of operation, business size. Also there are significant differences in marketing orientation based on annual sales and performance satisfaction. Additionally, there are positive relationships between entrepreneurship, market orientation and annual sales. Future study would recommend some improvements as for the continuous development and transfer of knowledge, through network development and business start-up simulation game learning method, in several

aspects including risk taking management enhancement skills, continuous improvement operations and service delivery.

KEYWORDS: **MARKET ORIENTATION, ENTREPRENEURSHIP, BUSINESS PERFORMANCE, SMALL SPA ENTERPRISES, THAILAND**

INTRODUCTIOn

A firm's marketing orientation and entrepreneurial orientation is increasingly recognized as essential attributes of high organizational performance (Kohli & Jaworski, 1990; Narver & Slater, 1990). Both the consequences of these strategic orientations and the likely relationship between them have been discussed for more than four decades. While both orientations represent very appealing concepts as a foundation for a firm's strategic approach, there is very little empirical research about how they relate to performance, especially for smaller firms. The small-sized enterprises have come from firms with less than 100 employees (Zeng, Xie, & Tam, 2010). Additionally, it is unlikely that these two orientations will influence in the same way the success of firms through their business performance such as firm's performance and customer's needs and satisfaction facing very different strategic challenges (Boohene & Agyapong, 2011).

Paulson and Townsend (2004) mentioned that entrepreneurial firms and small-sized firms are an important source of economic growth. In addition, small firms can help the country to create wealth and to reduce the unemployment rate (Dana, 2001; Suliyanto & Rahab, 2012). However, according to the Central Bureau of Statistics (CBS, 1998), marketing is a major problem topic for small firms. Many entrepreneurs may not pay attention to in depth market information. Instead, entrepreneurs rely on "intuition when estimating market potential" (Partomo, 2001, p. 3). As a result, entrepreneurs may overestimate demand.

This study will focus on small enterprises in a specific industry; spa enterprises. In Thailand, spa industry is one of the highly growing tourism sectors that is very well-known among domestic and international tourists. Also Pattaya city is located on the eastern region and global travel destination which offers a variety of tourists' attractions and excitement. This has allowed the spa enterprises become one of the highest growth sectors among tourism industry in Thailand. A comparison of the both domestic and international tourists market size in Pattaya in the years 2015 and 2016 shows that the number of both markets has substantially increased by 6.8% and 11.2%, respectively. The spa business in Pattaya has also becoming a major sector

that has continuously generated at least 5% in the world tourism market share accounted for $3 billion annual income with increases annually of 15% to 18% in Thailand (Tourist Authority of Thailand, 2016).

In the past, much market orientation research has stressed an importance on investigating the relationships between market orientation and firm performance of large-scale firms. Therefore, this study will examine the connection between entrepreneurship and long-term economic performance through market orientation in an entrepreneurship based on a select industry in a Thailand. Wong and Saunders (1993) examined Japanese and Anglophone businesses to determine if marketing oriented firms were stronger than those that are not marketing oriented. They also studied the relationship between other business orientation—planning, entrepreneurship or "the Japanese way"—and the performance of those firms. Their findings suggested that marketing orientation is not a sure route to success. Marketing equips managers with an ability to satisfy customer's wants today, but innovation is concerned with satisfying what customers do not know they want tomorrow (p.31). Accordingly, market orientation must be included in a balanced orientation as a reliable strategy for success across the various sizes of the business (Saini & Mokolobate, 2011; Hussain, Ali Shah, & Akhtar, 2016).

PURPOSES OF THE STUDY

1. To study market orientation, entrepreneurship, and business performance of small spa enterprises.

2. To investigate the relationships between entrepreneurship, market orientation, and business performance of the small spa enterprises.

LITERATURE REVIEW AND THEORETICAL FOUNDATION

Marketing Orientation

The growing literature that deals with market orientation in large companies explains that organizational performance has a direct relevance to the relationship between firm value and market orientation in Small-sized enterprises. This suggests the need to transform from a framework of market orientation, which is one of the sophisticated marketing paradigms for the marketing academicians and practitioners. Much market orientation research was studied by Kohli and Jaworski (1990). Unlike the marketing concept, market orientation implies that the formulation and implementation of marketing strategy is based on the needs of both customers and competitors in order to be a successful firm. Deshpande and Webster (1989) stated that the marketing concept defines a distinct organizational culture that put the

customer in the center of the firm's thinking about strategy and operations. The marketing concept focused only on the needs of customer but the marketing orientation focused on not only the customer need but also the competitor performance, (Jaworski & Kohli, 1993; Kohli & Jaworski, 1990; Narver & Slater, 1990; Slater & Narver, 1994; Mahmoud & Yusif, 2012).

Nevertheless, Hunt and Morgan (1995) have shown that a market orientation stresses the importance of using information about both customers and competitors in the formulation of strategy. In addition, Jaworski and Kohli (1993) investigated the antecedents (top management, interdepartmental dynamics, and organizational system) and the consequences of market orientation (employees, environment, and business performance) and summarized that the results recommend that the market orientation of a business is an important determinant of its performance, regardless of market turbulence or the environment in which it operates. Narver and Slater (1990) conducted a survey of 140 strategic business units of large firms to determine the effect of market orientation on business profitability. They concluded that market orientation is an important determinant of profitability in commodity and non-commodity businesses. Therefore, market orientation is a major source of a business's sustainable strategic advantage based on the significant predictor variable for the three dependent variables tested (Return on Asset, Sales growth, and new product success). Slater and Naver (1990) presented empirical studies supporting a positive relationship between marketing orientation (tested by the knowledge of customers, management support, risk taking, organizational structure, etc) and business performance (return on assets and market share). They also added that there were three major components for market orientation: customer orientation, competitor orientation, and inter-functional coordination (Aziz & Yassin, 2010; Zhou & Li, 2010).

1.1 Entrepreneurship or Entrepreneurial Orientation

What is common among the prior definitions of entrepreneurship is the creation of a new organization, either as a new venture or as a new venture within an existing organization (a sub-organization) (Wiklund & Shepherd, 2003). It is this distinction that sets entrepreneurship apart from the routine management tasks of allocating resources to existing opportunities. Some would argue that entrepreneurship deals with high-potential companies with the prospect for substantial growth because these are the organizations that have the potential to make significant contributions of employment and wealth to society (Bygrave, 1995). However, lower-potential organizations should be included in entrepreneurship because by their sheer numbers

they too make substantial contributions to employment and wealth creation. Both types of ventures undertake essentially the same tasks to form a new organization, accumulate and allocate resources, and build networks.

Another characteristic that distinguishes entrepreneurship from the ongoing management of an organization is the pursuit of a discontinuous opportunity. This does not include incremental changes that routinely occur in organizations. Entrepreneurship deals with quantum changes (Greenley, Hooley, & Rudd, 2005; Bygrave, 1995). For instance, the pursuit of a new customer similar to current customers or the development of a new product in the normal course of research and development on current product lines would not be considered to be entrepreneurial. Conversely, the creation of a new independent business is clearly entrepreneurship. Further, the creation of a new subsidiary to pursue a new line of business or the creation of a new division to pursue an international market would also be entrepreneurship (Liu, Ke, Wei, & Hua, 2013; Leal-Rodríguez & Albort-Morant, 2016).

Small organizations must accumulate resources, build organizational structure and networks, develop distinctive competencies, and maintain a competitive advantage to survive. However, in either circumstance, the members of the organization become and remain affiliated because of the prospect of return. Shin (2012) asserted that market orientation has only a modest effect on relative productivity and no effect on return on assets. However, the strongest effect of market orientation on performance occurs when applying a subjective performance measure. The items can be seen in Figure 1. These items were selected due to strong evidence provided by Maisel (1992) about the appropriateness of these items for comprehensive measures of organizational performance.

RESEARCH HYPOTHESES

The literature suggests establishing the research hypotheses as follows.

1. Research Hypothesis 1(H1). There are significant differences in entrepreneurship based on personal factors. Personal factors were gender, age, educational level, and marital status.
2. Research Hypothesis 2(H2). There are significant differences in entrepreneurship based on firm characteristics. Firm characteristics consist of type of business, position in the business, time of operation, type

of entrepreneurship, first-time business starter, self business initiative and the amount of registered capital.

3. Research Hypothesis 3(H3). There are significant differences in marketing orientation based on personal factors.
4. Research Hypothesis 4(H4). There are significantly differences in marketing orientation based on firm characteristics.
5. Research Hypothesis 5(H5). There is a positive significant relationship between entrepreneurship and marketing orientation.
6. Research Hypothesis 6(H6). There is a positive significant relationship between entrepreneurship and business performance.
7. Research Hypothesis 7(H7). There is a positive significant relationship between market orientation and business performance.

Conceptual Framework

This study utilized the conceptual framework as follow.
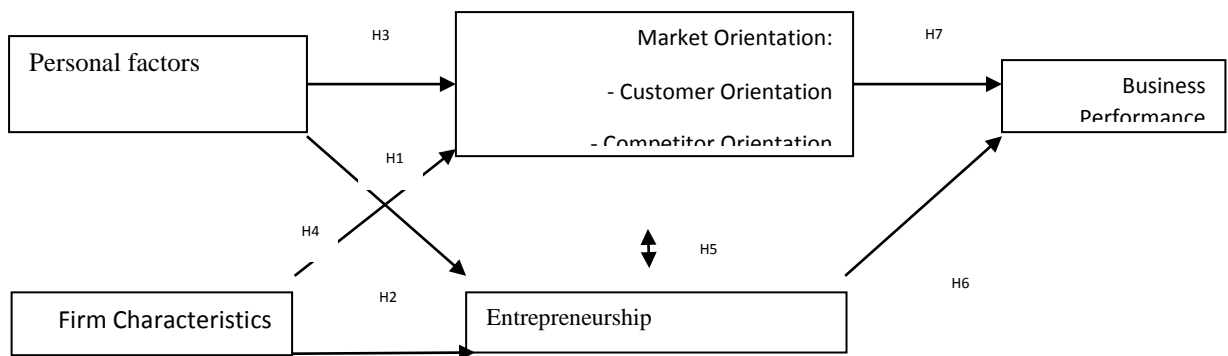
Figure 1: Conceptual Framework

1.2 METHODOLOGY

Samples and Procedures

The data was collected with a structured-questionnaire. The survey population consisted of 85 business owners or top-level managers who are key decision makers of the small-sized spa enterprises and were located in Pattaya city, the popular tourism city of Thailand. The sample was conveniently selected and consisted of a total of 82 usable questionnaires which gave the survey a response rate of 96%.

Data Collection

This study used a personal interview survey. A single industry was studied to "isolate possible industry effects on performance differences" (Hirsch, 1975; cited in Fahy, 2002, p. 66), and for the "control of extraneous variables" (Lynch, 1998, p. 47). And for the unit of analysis, this study focused on individual service-market ventures in the firms. Cavusgil and Zou (1994) defined individual service-market ventures as marketing of a specific product in a specific market, where as "the case in which a service is marketed in two markets or two service or products are marketed in the same market is considered two ventures" (p. 1). Madsen (1987) asserted, "Unlike firm-level analysis, venture-level analysis serves to prevent the problem of confounded findings" (Madsen, 1987; cited in Li & Ogunmokun, 2001, p. 261) which "come from aggregating the performances of different ventures within the company". (Piercy et al., 1998; cited in Li & Ogunmokun, 2001, p. 261).

MEASUREMENTS

The survey research study was designed to measure the variables. A preliminary test was conducted to obtain the appropriate scales of measurement for the theoretical variables. The questionnaire consisted of three parts based on the types of variable.

Independent variables consisted of the characteristics of owners or participants in the firms, entrepreneurship and is based on the entrepreneurial orientation scale developed by Solymossy (2000) and marketing orientation developed by Narver and Slater (1990). The first part of the questionnaire asked the participants four owner-demographic characteristics questions which were used to gather information about gender, age, educational level, and marital status. Also, business operation questions were used to gather information about the role and position in the company, the type of company in terms of its ownership, the location of the company headquarters, time of operation, business size, and the amount of registered capital.

The second part of the survey questionnaire was divided into two sections: - the first section contained 23 items measuring Entrepreneurship or Entrepreneurial Orientation scale and the second part contained 14 items measuring marketing orientation. All of the above items in the questionnaire solicited subjects' agreement or disagreement on a three-point scale, with endpoints labeled strongly disagree and strongly agree. The questionnaire was translated into Thai by four persons: two graduate students in the Management program and two English department faculty

members, they are associated with Burapha university in Thailand. The Thai version of the questionnaire was again translated into English by another person who was in charge of the department of English language at Kasetsart university. This double translation ensured that the meaning of the original items in the questionnaire and the translated version remained essentially the same. Brislin et al (1973) used similar approach without using multiple translators and versions and found it very helpful in validating the measurements of their survey.

DEPENDENT VARIABLE IS BUSINESS PERFORMANCE.

The last part of the survey questionnaire contained three items to measure business performance: - annual sales and a five-point scale ranging from the most satisfied to the most dissatisfied with performance satisfaction based on some parts of the balanced scorecard approach of Kaplan and Norton (1992), and other factors suggested by Adsit and London (1996).

Reliability and Validity

The questionnaire employed in this study was based on several sources: previous questionnaires represented in the literature including Solymossy (2000). The questionnaire was pilot tested by personal interviewing ten representative spa firm-owners in the Bangkok, Thailand. Thereafter, the owners were interviewed by telephone regarding their suggestions for improving the instrument.

Table 1. *Confirmatory factor analysis results (n = 82)*

Construct /items	Standardized loading	t-value	Cronbach's alpha	Construct /items	Standardized loading	t-value	Cronbach's alpha
Market Orientation				**Entrepreneurship (cont)**			
	2			**Creative Thinking and business Innovation**	3		0.784
4 Customer Orientation			0.871	CT1	0.768**	14.285	
CUS1	0.594**	9.960		CT2	0.827**	15.410	

CUS2	0.763**	13.131	CT3	0.633**	11.709	
CUS3	0.721**	11.527	CT4	0.543**	10.229	
CUS4	0.710**	10.024	**5 Self-control and Reliance**			0.822
6 Competitor Orientation		0.734	SR1	0.874**	10.473	
COM1	0.886**	16.285	SR2	0.888**	12.361	
COM2	0.787**	13.410	SR3	0.763**	9.942	
COM3	0.565**	9.709	**7 Business or venture Achievement**			0.822
COM4	0.677**	10.012	BA1	0.694**	11.960	
COM5	0.712**	11.018	BA2	0.653**	11.313	
8 Interfunctional Coordination		0.742	BA3	0.730**	12.527	
IC1	0.834**	13.473	BA4	0.501**	9.956	
IC2	0.598**	10.361	**9 Business Perspective**			0.784
IC3	0.487*	5.559	BP1	0.768**	14.285	
IC4	0.567**	9.564	BP2	0.827**	15.410	
IC5	0.653**	9.885	BP3	0.633**	11.709	
Entrepreneurship			**10 Risk Taking and Uncertainty**			0.910
Initiative and Venture Growth	**11**	0.796	RU1	0.824**	15.473	
IG1	0.594**	10.690	RU2	0.768**	12.361	
IG2	0.653**	11.313	RU3	0.754**	11.532	
IG3	0.723**	11.527	**12 Independence and Flexibility**			0.797
IG4	0.686**	9.451	IF1	0.618**	14.285	
	13		IF2	0.871**	15.410	

** Parameter estimates are significant at the .01 level, * Parameter estimates are significant at the .05 level.

The reliability and validity of the measures presented in Table 1 were established according to standard procedures recommended by Anderson and Gerbing (1988). The results confirmed and conceptualized entrepreneurship as a one-construct with seven major components by Solymossy (2000), and Miller (1983) as well as conceptualized market orientation purely as a one-dimensional construct of three equally important behavioral components (Naver & Slater, 1990, p.22). Accordingly, Narver and Slater (1990, p.24) computed Cronbach's coefficient alpha as a basic method of estimating internal reliability. Reliability was also confirmed by Siguaw and Diamamtopoulos (1994) and Siguaw, Brown and Widing (1994). The obtained Cronbach alphas of market orientation dimensions were 0.87, 0.73, and 0.74 for the Customer Orientation (4 items), Competitor Orientation (5 items), and Interfunctional Coordination constructs (5 items), respectively. The Cronbach alphas of entrepreneurship dimensions varied from 0.78 (for the "Initiative and Venture Growth" construct) to 0.91 (for the "Independence and Flexibility" construct). Whereas, the obtained coefficient alpha for the business performance construct was .84. All of above obtained alphas that were acceptable and exceeded the .70 thresholds as recommended by Nunnally (1978) for exploratory research.

RESULTS

The mean age for the samples was 35.57 years. Of the 82 respondents, 22 were male and 60 were female. Of the individuals sampled 41.5% had undergraduate degrees with a variety of majors. Also, 43.9% of the samples were sole proprietorships. The firm owners indicated their degree of entrepreneurship ranging from the highest to the lowest mean scores as follows- Initiative and Venture Growth(IG) (Mean = 2.70, S.D = 0.435), Self-control and Reliance(SR)(Mean = 2.69, S.D = 0.746), Creative Thinking and business Innovation (CT) (Mean = 2.56, S.D = 0.511), Business Perspective(BP)(Mean = 2.43, S.D = 0.459), Business or venture Achievement(BA)(Mean = 2.40, S.D = 0.591), Risk Taking and Uncertainty(RU) (Mean = 2.33, S.D = 0.610), and Independence and Flexibility(IF)(Mean = 2.18, S.D = 0.711). The business owners also described that they owned the highest degree of customer orientation (Mean = 2.73, S.D = 0.34) followed by competitor orientation (Mean = 2.68, S.D = 0.35) and the lowest degree on inter-functional coordination (Mean = 2.45, S.D = 0.67) (Table 2).

Table 2 *Mean and Standard deviation for market orientation (n = 82)*

Market orientation	Low		Meduim		13.1.1.1 High		mean	l.2 S.D
	Count	%	Count	%	Count	%		
Customer Orientation (CO)	22	26.8	26	31.7	34	41.5	2.73	.34
Competitor Orientation (MO)	28	34.1	24	29.3	30	36.6	2.68	.35
Interfunctional Coordination (IC)	36	43.9	26	31.7	20	24.4	2.45	.67

Hypotheses testing results

The scale development procedures reported by Jaworski and Kohli (1993) used to measure the components of antecedents to market orientation and consequences of market orientation. To clarify these discrepancies and relationships, the independent t-test, one-way ANOVA, and the Pearson-Product moment correlation, partial coefficients, and the hierarchical multiple regression analysis were calculated to test the established hypotheses.

Antecedents to Market Orientation

In order to test the four hypotheses (H1, H2, H3 and H4) and research questions, the

independent t-test and one-way analysis of variance (ANOVA) were employed with

the .05 level of significance. The hypothetical testing results supported hypotheses

that there were significantly differences in entrepreneurship based on gender and

educational level (H1), and such some firm characteristics as type of

entrepreneurship, position in the business, time of operation, business initiative and

the first-time business starter (H2) (Table 3). Additionally, the hypothetical testing

results supported the hypotheses that there were significant differences in marketing

orientation based on the type of business, position in the business, time of operation,

and the amount of registered capital (H4), while the results did not show any

supporting hypothesis that there were significant differences in market orientation

based on personal factors (H3) (Table 4).

Hypotheses testing results for Entrepreneurship and Table 3*personal factors and firm c haracteristics(n = 82)*

Characteristics							Mean
	IG	CT	SR	BA	BP	RU	IF
1.Gender							
t	1.414	3.147	2.643	2.563	0.758	-247	1.891
P-Value	0.165	0.003*	0.014*	0.015*	0.453	0.806	0.066
2.Education							
F	3.591	2.932	3.453	2.649	3.229	1.155	1.362
P-Value	0.023*	0.046*	0.026*	0.065	0.033*	0.340	0.269
Type of .3 Entrepreneurship							
F	2.145	9.901	2.285	3.357	2.503	1.253	1.864
P-Value	0.111	0.000*	0.095	0.029*	0.074	0.305	0.153
4. Position							
F	5.473	2.152	6.692	1.831	3.157	0.408	1.305
P-Value	0.002**	0.000*	0.000*	0.144*	0.025*	0.802	0.287
5. Time of operation							
F	1.322	1.324	1.227	1.177	0.596	2.965	3.907
P-Value	0.274	0.277	0.317	0.340	0.703	0.025	0.006*
6.Self-Initiative							
t	1.364	0.352	2.564	0.023	0.400	0.135	2.894
P-Value	0.180	0.727	0.014*	0.982	0.696	0.893	0.006*
7. First-time business starter							
t	2.792	0.459	2.164	0.201	0.279	0.586	-0.004
P-Value	0.008*	0.649	0.037*	0.842	0.782	0.561	0.997

* p < .05   ** p < .01, IG = Initiative and Venture Growth, CT = Creative Thinking and business Innovation SR = Self-control and Reliance, BA = Business or venture Achievement, BP = Business Perspective, RU = Risk Taking and Uncertainty, IF = Independence and Flexibility

Table 4 ,*Hypotheses testing for Market Orientation personal factors and firm c haracteristics(n = 82)*

Characteristics	Mean			Characteristics	Mean		
	Customer	Competitor	Interfunctional Coordination		Customer	Competitor	Interfunctional Coordination
1. Type of Entrepreneurship				*3. Time of operation*			
Sole proprietorships	2.57	2.64	2.51	Less than6 months	2.38	2.60	2.14
Partner	2.17	2.11	2.00	6-12months	2.48	2.40	2.55
Company	2.31	2.50	2.09	1-2years	2.69	2.50	2.52
Others	2.36	2.31	2.22	3-5years	2.21	2.15	2.05
				6-10years	2.39	2.50	2.34
				over10years	2.68	2.65	2.56
F	2.959	4.064	5.004	F	1.983	1.72	3.027
P-Value	0.045*	0.014	0.005**	P-Value	0.106	0.156	0.023*
2. Position				*4. Capital registration($US)*			
Owner	2.57	2.64	2.48	less than2,857	2.43	2.43	2.25
Partner	2.17	2.11	2.00	2,858-14,285	2.14	2.07	2.21
Relatives	2.42	2.42	2.36	14,286- 28,570	2.79	2.88	2.65
Others	2.31	2.33	2.18	28,571- 285,714	2.15	2.20	2.07
				None	2.75	3.00	2.73
F	2.410	3.418	3.246	F	4.716	4.931	2.49
P-Value	0.067	0.018*	0.023*	P-Value	0.004**	0.003**	0.060

* p < .05   ** p < .01

The relationship between Entrepreneurship and Market Orientation

In order to test the hypothesis (H5), the partial correlations with controlling based on the gender, educational level, type of entrepreneurship, position, time of operation, business size, and the amount of registered capital with the .05 level of significance were performed. The hypothetical testing results supported the hypotheses that customer orientation and competitor orientation (in parenthesis) correlated positively with four determinants of entrepreneurship: initiative and venture growth, creative thinking and business innovation, self-control and reliance, and business or venture achievement (r = 0.32 (0.30), 0.34 (0.35), 0.22 (0.28), and 0.31 (0.18), respectively), while inter-functional coordination correlated positively with two determinants of entrepreneurship: risk taking and uncertainty, and independence and flexibility. However, the latter relationships are significance but not strong (r = 0.11, and 0.18, respectively). The findings also support that gender which is assigned with the code 0 to female and 1 to male, correlates positively with customer orientation and competitor orientation. However, the gender-customer orientation and competitor orientation relationships are not strong (r = 0.12, and .09).

Consequences of Market Orientation

The findings supported the hypothesis (H6 and H7) which indicated that there is a positive significant relationship between entrepreneurship, market orientation and business performance, respectively. The business performance measures were the annual sales and performance satisfaction through the hierarchical multiple regression analysis. Accordingly, gender(GEN) which is assigned with the code 0 to female and 1 to male, educational level (EDU) which is dummy variable, EDU equals 1 when education level is college graduate, while it equals to 0 when education levels are high school, vocational school or some college. In addition, Type of entrepreneurship (TYP) which is assigned with the code 1 to the sole proprietorships and 0 to others, while time of operation (TIME) is assigned the code 1 to 3-5 years of operation and 0 to the others. And the amount of capital registration is assigned the code 1 to no capital registration and 0 to the others. The determinants of market orientation were customer orientation (CO), competitor orientation (MO), and inter-functional coordination (IC) added as the research variables, including the initiative and venture growth (IG), creative thinking and business innovation (CT), self-control and reliance (SR), business or venture achievement (BA), risk taking and uncertainty (RU), and independence and flexibility (IF).

In the regression procedures, the basic assumptions of multiple regressions were verified and most of them were satisfactorily met as follows. The multicollinearity concern is that because there is some prior research with evidence that some independent variables may be strongly correlated. For this study, there is no evidence of strong multicollinearity by checking the Variance Inflation Factors (VIF's) and entries in the correlation matrices of the independent variables. Both VIF's and correlation entries were adequately low given levels recommended by Draper and Smith (1981). Residual plots were also checked for homoscedasticity of variance, no serious violation of constant variance assumption was found. Also no outliers or influentials were found based on Cook's D statistics and residual plots. In addition, the normality of dependent variables was checked with normal probability plots and Shapiro Wilk's test. There was some indication that the normality assumption was violated; however; the transformation is not necessarily used to correct this problem because the impact of non-normality is generally thought to be minimal when the other assumptions are satisfied (Draper & Smith, 1981). Therefore, the assumptions for multiple regressions were adequately satisfied. The relationships between independent variables and dependent variables tend to be linear relationships. The regression equations with each of intention and actual purchase as dependent variables and with the list of independent variables are formulated as the two following models.

The Model 1 is the deterministic of the hierarchical multiple regression model for business performance in term of annual sales (AS) is.

Business Performance (AS) = $\propto$ + β_1 GEN + β_2 EDU + β_3 TYP + β_4 TIME + β_5 CAP + β_6 CO

+ β_7MO+ β_8IC +β_9 IG + β_{10}CT+ β_{11} SR + β_{12}BA + β_{13}RU + β_{14}IF + ε

The stepwise method is used for screening the essential significant independent variables to enter the regression equation through statistical test at the .05 level of significant. The regression model which contains five independent variables can significantly predict an annual sales (F(13, 117) = 23.65, p < .000). These variables are gender, customer orientation, competitor orientation, creative thinking and business innovation, and self-control and reliance. This model yields an adjusted R^2 value = .281.

The Model 2 is the deterministic of the hierarchical multiple regression models for business performance in term of performance satisfaction (PS) is.

Business Performance (PS) = $\propto$ + β_1 GEN + β_2 EDU + β_3 TYP + β_4 TIME + β_5 CAP + β_6 CO

+ β_7MO+ β_8IC +β_9 IG + β_{10}CT+ β_{11} SR + β_{12}BA + β_{13}RU + β_{14}IF + ε

The regression model, which contains four independent variables can significantly predict a performance satisfaction ($F(13, 117) = 23.65$, $p < .000$). These variables are customer orientation, competitor orientation, creative thinking and business Innovation, and risk taking and uncertainty. This model yields an adjusted R^2 value = .213. Table 6 illustrates the regression of annual sales and performance satisfaction on gender, educational level, and type of entrepreneurship, time of operation, amount of capital registration, the determinants of market orientation, and six dimensions of entrepreneurship. The multiple regression model yields the results that confirm the basic determinants of the antecedents and consequences of market orientation as Figure 1; however, the findings from correlation analysis and multiple regression analysis support the proposed modified model. The findings, therefore, suggest the model as Figure 1. The results of Multiple Regression Analysis are summarized in Table 5.

Table 5 *Summary results of the hierarchical regression analysis*

	Constant & Independent variables	Model 1 (dependent variable: AS)	Sr	Model 2 (dependent variable: PS)	Sr
	(Constant)	1.005**		1.013**	
Control Variables	Gender	0.020*	0.124	0.012	0.112
	Education	0.093	0.210	0.003	0.010
	Type of Business	0.032	0.192	0.022	0.092

Research Variables	Position	0.017	0.013	0.001	0.003
	Capital registration	0.043	0.034	0.023	0.003
	CO	0.323**	0.143	0.233**	0.013
	MO	0.238**	0.134	0.234**	0.234
	IC	0.027	0.209	0.003	0.078
	IG	0.015	0.027	0.004	0.007
	CT	0.237**	0.245	0.187*	0.115
	SR	0.378**	0.186	0.008	0.298
	BA	0.014	0.038	0.189	0.013
	RU	0.029	0.114	0.098*	0.004
	IF	0.094	0.029	0.045	0.009
	Adjusted-R^2	0.281		0.213	
	F-value	$F(13, 117) = 23.65$		$F(13,117) = 17.52$	
		AS = 1.005 + .02GEN + .323CO + .238MO + .237CT + .378SC		PS = 1.013 + .233CO + .234MO + .187CT	

Note: Sr is Semi-partial correlation

* Models have statistical significance at .05   ** Models have statistical significance at .01.

SUMMARY AND DISCUSSION

Recent reports indicate that women are becoming entrepreneurs at a much faster rate than men (Zellner et al. 1994). Women are estimated to be starting new enterprises at

nearly twice the rate of men, and women own approximately 33 percent of firms with fewer than 500 employees (Zellner et al. 1994). This was supported by report indicated that the number of Thai women-owned firms nearly doubled from 1.2 million in 2014 to 2.1 million in 2015 (The Office of Small and Medium Enterprises Promotion of Thailand, 2016). Also, the number of women-owned sole proprietorships has increased to 46 percent, compared to a corresponding 25 percent increase in men-owned sole proprietorships during the period 2014-2016. Compared to our results that found women own approximately 57 percent of firms with fewer than 500 employees that represented nearly double of the men did. Even though these statistics would seem to suggest that being female is an asset in starting a business, a recent review of the literature suggests that gender is neither an asset nor a liability for starting a firm (Aziz & Yassin, 2010; Zhou & Li, 2010).

The results of this study added support to previous research that may be interpreted to define entrepreneurship and market orientation as part of the same underlying business philosophy. This study supported the findings of Powpaka's study (1998) that confirmed the importance of the attitude of Thai managers toward innovation in management orientation and its antecedents as key determinants in the adoption of market orientation. Since this research focuses exclusively on entrepreneurs, the complementary nature of market orientation and entrepreneurship is highlighted in the context of small sized entrepreneur-based companies in the herbal manufacturing and distributing industry.

The results regarding the influence of both entrepreneurship and marketing orientation on a firm's performance (H6 and H7) are puzzling. The hypothetical testing results showed that the firm's annual sales correlated positively with every independent variable but marital status. Entrepreneurship in terms of creative thinking and business innovation (CT) and self-control and reliance (SR) is directly and positively related to the firm's annual sales, while the creative thinking and business innovation (CT) is directly and positively related to the performance satisfaction. Generally, most researchers have linked and supported the relationships between market orientation and business performance (Narver & Slater,1990; Jaworski & Kohli, 1993). There was partial support for the role of both owners' characteristics and business operation characteristics in influencing the relationship between a firm's market orientation and entrepreneurship. Additionally, what the most recent research studies indicated that the entrepreneurship also played the central point as determinants of SMEs performance (Yang, 2006; Covin & Slevin, 2006; Wiklund & Shepherd, 2003; Mahmoud & Yusif, 2012) was supported by this study's

findings. There were evidently such entrepreneurial characteristics as gender, age, educational level, marital status, type of operation, ownership, number of business operation, and capital registered, suggested from many studies, that related to performances as the studies of Changanti & Parasuraman (1996) and Dunkelberg & Woo (1988).

Marketing orientation and entrepreneurship are correlated more highly under conditions of the same type of business, the amount of capital registration, position, education, and gender of the owners of small-sized firms. Accordingly, two multiple regression models were formulated. The first model is the regression of firm's annual sales (AS) on gender (GEN), creative thinking and business innovation (CT), self-control and reliance (SR), customer orientation, and competitor orientation. The un-standardized model is AS = 1.005 + .02GEN + .323CO + .238MO + .237CT + .378SC. The coefficient of determination (R^2) from the model is 0.281. The second model is the regression of performance satisfaction on creative thinking and business innovation (CT), self-control and reliance (SR), customer orientation, and competitor orientation. The non-standardized model is. PS = 1.013 + .233CO + .234MO +.187CT. The coefficient of determination (R^2) from the model is .213.

These gender-firm's annual sales and gender-entrepreneurship with respect to creative thinking and business innovation, self-control and reliance, and business or venture achievement relationships were consistent with Rutashobya (2001), Mead and Liedholm (1998) findings, indicated that female entrepreneurs experience more operational and strategic impediment to success than their male counterparts. Consequently, male-owned firms grew faster than those owned by women. This represented a critical gap. Indeed, Brown and Eisenhardt (1998), and Yang (2006) found that one of the characteristics distinguishing successful from unsuccessful SME's in the pursuit of new ideas with the self control and reliance orientation is that the successful ones have a process for determining which ideas receive priority and which do not. However, the predictive validity of demographic variables tends to be unstable over time, especially when studied in isolation. This may be partly due to the conceptual and measurement problems of success solely from the annual sales as a dependent variable (van Dijk, 1995), and partly due to changing societal values and practices.

Surprisingly the study shows that there were no relationships between inter-functional coordination and annual sales, and performance satisfaction. These findings contradict most previous studies on the relationship between these two variables (Maisel, 1992; Siguaw, Brown & Widing, 1994). As a matter of fact, the

Thai herbal products SMEs are still mostly family-oriented, harmony-oriented towards an average quality-based performance, and a flexible system that leads to relatively low-concern on this valuable human resources system as the studies of Liu, Ke, Wei, & Hua (2013) and Leal-Rodríguez & Albort-Morant (2016). However, most market orientation research reported that the relationships between these variables are still questionable and further studies are needed.

Managerial Implications

This study would recommend some improvements as for the continuous development and transfer of knowledge, through network development and business start-up simulation game learning method, in several aspects including risk taking management skills, continuous improvement operation and service delivery. With all these few adjustments, it is hoped that the SMEs owners would draw and impress more and more customers and efficiently compete with the competitors with the valuable inter-functional organization resource coordination through their entrepreneurship. Focus Differentiation was the firm approach to compete the competitors in the niche market. And Marketing and sale strategy is the dominant functional strategy of this firm with supported by R&D department and operation function. Branding and reputation building are key resources that allow SMEs' organization to be successful over an extended period of time.
13.2

13.3 LIMITATIONS AND FUTURE RESEARCH

Limitations

The results reported here are subject to limitations and constraints. Because this focus brought rigor to the study given the dynamics of the industrial area, and clarity to the results, the extent of generalizability of the results are thereby constrained. Further, the concept of "entrepreneurship" could be expanded to include elements such as family-oriented, franchising and other issues

Future Research

Future research should examine how entrepreneurship and marketing orientation are related to organizational culture and climate. Further refinement of the measures of firm performance would improve our ability to study these relationships. While this study does not specifically investigate the customer satisfaction of firms as the business performance that practices the marketing concept, it is a first step in a process to establish the viability of following the marketing concept as customer satisfaction strategy. The consumer satisfaction linkage should be the next logical step in a progressive research agenda. Additionally, a multi-item index that includes

objective and judgmental measures, a focus on long-run and short-run performance, and adding the satisfaction of other stakeholder constraints may be needed. Other potential moderator variables should be examined in future research, including the complexity and munificence of the external environment, the firm's culture, size, resources, organizational structure characteristics, or top management team characteristics under market turbulent and competitive environment.

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The Responses of Halal Tourism of Tourism Entrepreneurs in Southern Border Provinces of Thailand

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Abstract

Halal tourism is a new issue in Thailand's tourism which is famous for abundant tourism resources. Governments formulate policies and strategies to attract Muslim tourists, both domestic and foreign tourists, especially from the Middle East who have high purchase tourists. However, the government policies and strategies will be successful if the tourism entrepreneurs' response to halal tourism with accurate and comprehensive.

This research aims to study the characteristics of tourism entrepreneurs, readiness and guidelines to manage on halal tourism of tourism entrepreneurs. The research using mixed mode to collect data by questionnaires and in-depth interviews of 290 tourism entrepreneurs during December 2014- July 2015. Data were analyzed by using descriptive statistics, the frequency, percentage, average, standard deviation, and qualitative content analysis. The results as showed the following.

Tourism entrepreneurs are 46.2 percent understanding about halal tourism in the medium level. Many tourism entrepreneurs still lack knowledge and understanding about the business of halal food, lack of understanding about the principles of halal from beginning to the end of the process. However, tourism entrepreneurs have readiness on facilities, restaurant, beverage store, tourism destination, hotels, tourism agency, and service of guides.

The strength of the entrepreneurs is the business owners, acceptance in the marketplace, product / service sales, research and development, management / process within the location and cost. While the problem of entrepreneurs is the inability to access capital sources, raw materials, lack knowledge in various fields, labor shortage, government regulations, marketing, trade, and productivity.

Then tourism entrepreneurs should provide services to response the needs of Muslim tourists, using strategic "Feel at home" to Muslim tourists, adding more halal products especially halal food, encouraging the community to be friendly with Muslim tourists, enhancing the image of the country to be freedom of Muslim citizens to religious practice, dissemination about art, culture, religion and traditions of Muslims in the

country to Muslim tourists through all media channels, presentation the outstanding attractions, telling stories about Muslim daily life and Muslim festivals in the country, health care service, and encouraging any tourism entrepreneurship's applying to approve halal process and using halal certification.

Keywords: Halal tourism, Tourism entrepreneurs, Southern border provinces of Thailand

Introduction

Halal tourism is a tourism management to meet the needs of Muslim tourists, which is a form of tourism that has been high interest currently (Muhamad Nor, Nor Shahrul Nizam and Daud, Norzaidi., 2012: 1681). The growth of Muslim tourists rises to 4.8 percent in 2020, very higher than the average growth rate of general tourists with only 3 percent, showing that halal tourism is increasing growth trend. (Md Salleh, Nor Zafir., Abdul Hamid, Abu Bakar., Hashim, Noor Hazarina. and Omain, Siti Zaleha 2014: 26) Muslim tourists spend more money on tourism in 2011 reached 126,000 US$, which is the most costly (Dar, Humayon. 2013: 146), Especially, Muslim tourists from the Middle East they have the high potential of payment to travel 136,923 baht each per visit. Most of the tourism entrepreneurs had the focus of the halal tourism. (Mitreekaew, Chanidapa. 2011: 68).

Thailand has a high potential of tourism and got the highest revenue from tourism. However, halal tourism market has barriers and weaknesses to serve because tourism entrepreneurs do not accept the importance and less understanding about Halal tourism, which is necessary for Muslim tourists. (Chookaew, Sureerat., Chanin, Oraphan., Charatarawat, Jirapa., Sriprasert, Pingpis. and Nimpaya, Sudarat. 2015: 741) Although the government has strategic planning to enhance halal tourism for Muslim tourists, (Ministry of Tourism and Sports, 2016:27), but the implementation to support the strategic plan is unclear. Some tourism entrepreneurs who are responsible for providing the service don't understand lives of Muslims, so they do not take respond to Muslim tourist needs, (Petpirun, Patcharee. 2012 68) and (Khamsamran, M., 2015. 96).

The priorities of Muslim tourists interests were the trips related to religion, halalized health tourism, Halal traveling and historical and cultural tourism respectively. Their satisfactions on the tourism in overall were very high. However in terms of revisiting the five southern border provinces in the future, it was found that 74.5 percent expected to travel here again but another 25.5 percent of the tourists not expected to travel in the area again because the praying places are not convenient, traveling places are unattractive and they do not ensure toward Halal tourism system in this area. (Lanui, Awang and Bunnag, Saranya. 2016)

The expansion of halal tourism continuously effected to the business environment of the Thailand tourism market. The entrepreneurs who were able to respond to the changing were efficiently more successful than entrepreneurs who did not respond to

the changing, whereas the government had to adjust rules concerning public services and infrastructure to meet the needs of tourists. (Cadle, James., Paul, Debra and Turner, Paul. 2010: 2.)

So if they want to increase Muslim tourists, the government must improved tourism plan and infrastructure to meet the needs of Muslim travelers. Meanwhile, tourism entrepreneurs need to provide tourism products to respond Muslim tourists' demands for convenience and satisfaction in every dimension such as accommodation, meals, travel destinations, facilities, infrastructure, activities and participating in festivals.

To response halal tourism, the government must set policy, measures and any infrastructure that are related to halal restrictions. And tourism entrepreneurs must have deep understanding of the principles of halal tourism so that they have more advantages is this competitive situation. The tourism entrepreneurs must invest in their service to respond the need of Muslim tourists as the southern border provinces of Thailand which there are a lot of Muslim connecting to Malaysia, besides there are also convenient transportation for tourists from Indonesia, Brunei, Singapore, so is it worth to establish service to serve Muslim tourists. However, actually now Muslim tourists who travel in the southern border provinces have suffered with restrictions in the area especially non-halal products and services. Even though the local entrepreneurs are Muslim and their business service such as food shops and souvenir shops are halal the core services such as hotel, tourism agencies, and restaurants are not fully halal as the entrepreneurs are non-Muslim, and they are not able to respond fully halal tourism.

From above restrictions, halal tourism management in Thailand needs to get cooperation both from the public and private sectors to implement the standardize Halal tourism. Thailand must make confidence among the Muslim tourists. The tourism entrepreneurs need to respond to the halal tourism by providing facilities, accommodation and are ready to serve tourists who want halal tourism. (Sriprasert, Piangpis., Chainin, Oraphan and Abd Rahman, Hamzah., 2014 219).

The research objectives
1. To study the understanding of halal tourism of tourism entrepreneurs.
2. To study the availability of facilities for halal tourism of tourism entrepreneurs.
3. To study the strengths and the weakness to serve halal tourism of tourism entrepreneurs.

Conceptual Framework

Changing in the business environment of the tourism market is challenging to entrepreneurs who need to adjust their business environment. Entrepreneurs who have a deep understanding of the business environment at a high level, including a comprehensive strategy for enterprises will be more successful. (GENÇ, Kurtuluş Yılmaz. .2012: 71). The entrepreneurs who have more strength and less weaknesses

of a business can respond to changing and get better chance to succeed than other entrepreneurs.

This research is focused on the halal tourism knowledge, strengths and weaknesses of halal tourism of entrepreneurs in the southern provinces. It is believed that tourism entrepreneurs who are knowledgeable and more strength and less weakness in business tourism can respond to the changing business environment better.

Research Methodology

In this quantitative research is part of Exploring the Marketing Situation for Halal Tourism and Behavior of Tourists in the 5 southern border provinces of Thailand linked to the Area of Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), the data was collected by interviewing entrepreneurs of hotels, restaurants, travel agencies, tourism guides, souvenir shop and others related tourism who sell productions or give services to Muslims tourists. This research is also studying the availability of facilities in the tourism marketing, strengths, and problems in tourism management. The area study was in Songkhla, Satun, Pattani, Yala and Narathiwat were 290 cases collected during December 2014 – July 2015 and was analyzed by descriptive statistics, frequency, percentage, mean and standard deviation. The criteria of significances of Halal tourism factors were as followed:

Range	Meaning
4.51- 5.00	very high
3.51- 4.50	high
2.51- 3.50	medium
1.51- 2.50	low
1.00- 1.50	very low

Research result

Overview of tourism entrepreneurs, most was female 65.2 percent, Muslim 84.1 percent, average age of 41.72 years, got bachelor's degree 39.7 percent and earn an average of 62,499 baht / month. The majority of business locations were in Songkhla province, then in Satun, Pattani, Yala and Narathiwat, respectively. Most of them, running a shop / souvenir, restaurant, travel companies, hotels / accommodation and others respectively and most of the customers were people in the area, tourists, and Muslim Tourists respectively.

Table 1: The understanding about Halal tourism of tourism entrepreneurs

understanding about Halal tourism level	Number	Percentage
Very low	17	5.9
Low	25	8.6
Medium	134	46.2
High	70	24.1

very high	44	15.2
Total	290	100.0

Table 1 illustrates that 46.2 percent of tourism entrepreneurs in southern border provinces of Thailand have medium understanding about halal tourism, while the rest are quite high, very high, low and very low of understanding respectively.

Table 2: The availability of facilities for halal tourism

Availability of facilities for halal tourism	Very High		High		Medium		Low		Very Low		Total		Level
	Number	%	Number	%	Number	%	Number	%	Number	%	X	SD	
Tourism location	38	13.1	92	31.7	103	35.5	44	15.2	13	4.5	3.33	1.70	Medium
Hotel / accommodation	19	6.6	84	29.0	95	32.7	63	21.7	29	10.0	3.00	1.31	Medium
Restaurant	40	13.8	96	33.1	91	31.4	54	18.6	9	3.1	3.35	1.62	Medium
Traveling agencies	31	10.7	73	25.2	102	35.1	57	19.7	27	9.3	3.08	1.11	Medium
Guide service	22	7.6	75	25.9	108	37.2	55	19.0	30	10.3	3.01	1.33	Medium
Total	150	10.4	420	29.0	499	34.4	273	18.8	107	7.4	3.15		Medium

Table 2 illustrate that the availability of facilities for Halal tourism of tourism entrepreneurs

- The availability of tourism location, most of the entrepreneurs (35.6 percent) stated that tourism location was at medium level for halal tourism Halal, while the rest were high, low, very low and very high level respectively for halal tourism. The availability of halal tourism location was 3.33 at the medium level.

- Availability of accommodation, most of entrepreneurs (32.7 percent) stated that accommodation were medium level for halal tourism, while the rest were high, low, very low and very high level respectively for halal tourism. The availability of halal tourism accommodations were 3.00 at medium level.

- Availability of restaurant or food and beverage store, most of the entrepreneurs (33.1 percent) stated that restaurant or food and beverage store were high level for halal tourism, while the rest were medium, low, very high and very low level respectively for halal tourism. The availability of restaurant or food and beverage store of halal tourism were 3.35 at the medium level.

- The availability of travel agencies, most of entrepreneurs (35.0 percent) stated that travel agencies were medium level for halal tourism, while the rest were high, low, very low and very high level respectively for halal tourism. The availability of travel agencies of halal tourism were 3.08 at medium level.

- Availability of tourism guides, most of entrepreneurs (36.9 percent) stated that tourism guides were medium level for halal tourism, while the rest were high, low, very low and very high level respectively for halal tourism. The availability of tourism guides of halal tourism were 3.01 at medium level.

In conclusion, the availability of halal tourism facilities was 3.15 at medium level.

Table 3: Strengths of tourism entrepreneurs in southern border provinces

Strengths of tourism entrepreneurs	Very High		High		Medium		Low		Very Low		Total		Level
	Number	%	Number	%	Number	%	Number	%	Number	%	X	SD	
Production / service	81	27.9	110	37.9	87	30.2	12	4.0	0	0.0	3.89	2.11	Medium
Price	92	31.7	99	34.1	85	29.4	12	4.0	2	0.8	4.23	2.77	Medium
Location	67	23.0	90	31.0	99	34.1	32	11.1	2	0.8	3.87	1.63	Medium
Marketing	64	22.1	99	34.1	104	35.9	16	5.5	7	2.4	3.90	1.83	Medium
Management	58	20.0	107	36.9	99	34.1	19	6.6	7	2.4	3.85	1.79	Medium
Research and development	64	22.1	117	40.3	67	23.1	33	11.4	9	3.1	3.88	1.94	Medium
Marketing acceptance	74	25.5	129	44.5	74	25.5	9	3.1	4	1.4	4.15	2.74	Medium
Cost	25	8.6	92	31.7	124	42.8	35	12.1	14	4.8	3.35	1.39	Medium
Owners availability	90	31.0	124	42.8	67	23.1	0	0	9	3.1	4.29	3.28	Medium
Total	534	21.1	967	38.2	806	31.9	168	6.6	54	2.2	3.93		Medium

Table 3 illustrate that strengths of tourism entrepreneurs for Halal tourism

- The products and service, 30.2 percent of tourism entrepreneurs indicated that the product and service features have more strengths than competitors at medium level, while the rest were very high, high, and low and very low level respectively. Products and service strength of tourism entrepreneurs were medium at average of 3.89

- The price, 31.7 percent of tourism entrepreneurs indicated that the product and service features have more strengths than competitors at very high level, while the rest were medium, high, low and very low level respectively. Price strength of tourism entrepreneurs were medium at average of 4.23

- The location, 34.7 percent of tourism entrepreneurs indicated that the location have more strengths than competitors at medium level, while the rest were very high, high,

low and very low level respectively. Location strength of tourism entrepreneurs were medium at average of 4.23

- The market, 34.1 percent of tourism entrepreneurs indicated that the market features have more strengths than competitors at medium level, while the rest were, high, very high, low and very low level respectively. Market strength of tourism entrepreneurs were medium at average of 3.90

- The management, 36.9 percent of tourism entrepreneurs indicated that the management features have more strengths than competitors at high level, while the rest were medium, very high, low and very low level respectively. Management strength of tourism entrepreneurs were medium at average of .853

- The research and development, 40.30 percent of tourism entrepreneurs indicated that the product and service features have more strengths than competitors at high level, while the rest were medium, very high, low and very low level respectively. Research and development strength of tourism entrepreneurs were medium at average of 3.88

- The market acceptance, 44.53 percent of tourism entrepreneurs indicated that the market acceptance features have more strengths than competitors at high level, while the rest were medium, very high, low and very low level respectively. Research and development strength of tourism entrepreneurs were medium at average of 4.15

- The cost, 42.8 percent of tourism entrepreneurs indicated that the cost have more strengths than competitors at medium level, while the rest were, high, very high, low and very low level respectively. Cost strength of tourism entrepreneurs were medium at average of 3.35

- The owner ability, 42.8 percent of tourism entrepreneurs indicated that the ability of the owner have more strengths than competitors at high level, while the rest were, very high, medium and very low level respectively. Ability of the owner strength of tourism entrepreneurs were high at average of 4.29

The overview strengths they have more of tourism entrepreneurs, 38.2 percent tourism entrepreneurs stated that strengths than competitors at high level, while the rest were medium, very high, low and very low respectively. The strengths overview of tourism entrepreneurs is medium at average of 3.93

Table 4: The weakness of tourism entrepreneurs are as follows

Weakness of tourism entrepreneurs	Very High		High		Medium		Low		Very Low		Total		Level
	Number	%	Number	%	Number	%	Number	%	Number	%	X	SD	
Inability to access to capital source	18	6.2	51	17.6	143	49.3	48	16.6	30	10.3	2.92	1.23	Medium

Lack of raw material	12	4.1	48	16.6	127	43.7	46	15.9	57	19.7	2.69	0.93	Medium
Lack of labor	9	3.1	44	15.2	122	42.0	48	16.6	67	23.1	2.58	0.84	Medium
Production inefficiency	12	4.1	30	10.3	122	42.1	80	27.6	46	15.9	2.59	0.82	Medium
Inability to access to market	9	3.1	44	15.2	143	49.3	62	21.4	32	11.0	2.77	1.27	Medium
restrictions of law and regulation	18	6.2	39	13.4	131	45.2	58	20.0	44	15.2	2.75	0.92	Medium
Lack of related knowledge	17	5.9	41	14.1	133	45.8	51	17.6	48	16.6	2.75	0.97	Medium
Over all	95	4.7	297	14.6	921	45.4	393	19.3	324	16.0	2.72		Medium

Table 4 illustrate the weakness of tourism entrepreneurs for Halal tourism

Inability to access capital, 49.3 percent tourism entrepreneurs have identified barriers to access to capital due to inadequate of mortgage securities, without financial records with financial institutions and business plan was not approved at medium level, while the rest were low, very low, high and very high respectively. The barriers of inability to access capital was at medium at average of 2.92

Raw materials, 43.7 percent tourism entrepreneurs have identified barriers to raw materials due to insufficiency, low quality, lack of materials or unstable price at medium level, while the rest were very low, high, low, and very high respectively. The barrier of raw materials was at medium level with average of 2.69

Labor shortage, 42.0 percent tourism entrepreneurs have identified barriers to labor shortage of skilled and unskilled labor due to insufficiency, low quality, lack of materials or unstable price at medium level, while the rest were very low, low, high and very high respectively. The barrier of labor shortage was at medium with average of 2.58

Production efficiency, 42.1 percent tourism entrepreneurs have identified barriers to production efficiency due to low technology machinery and always repair, unskilled labor always turnout, at medium level, while the rest were low, very low, high and very high respectively. The barrier of Production efficiency was at medium with average of 2.59

Marketing, 49.3 percent tourism entrepreneurs have identified barriers to marketing due to have no new market, trade regulations such as foreign trade policy protection, and more competitors at medium level, while the rest were low, high, very low and very high respectively. The barrier of marketing was at medium level with average of 2.77

Official regulatory, 45.2 percent tourism entrepreneurs have identified barriers to official regulatory due to labor regulation such as foreigner labor registration, labor welfare, business standard, environment, health and working safety at medium level, while the rest were low, very low, high and very high respectively. The barrier of Official regulatory was at medium with average of 2.75

Lack of knowledge, 45.8 percent tourism entrepreneurs have identified barriers to lack of knowledge due to lack of effective management techniques, lack of technology development, development of product design at medium level, while the rest were low, very low, high and very high respectively. The barrier of Official regulatory was at medium with average of 2.72

Summary and discussion of findings

Characters of tourism entrepreneurs

Most of tourism entrepreneurs are female, Muslim, average age at 41.72 years and holds a bachelor's degree. Their average income was 62,499 baht / month and stayed in Songkhla province while the rest are in Satun, Pattani, Yala and Narathiwat, respectively. Most of tourism entrepreneurs own business shop, souvenir shop, restaurant, travel companies, hotels, accommodation, and others such as transportation, spa, etc. The average time period for running the business was seven years and staff average was six people. Most of the tourism entrepreneurs are women, Muslim. Actually, these entrepreneurs owned just only small business located throughout the area such as restaurants, souvenir shops which are not intended to serve Muslim tourists. While the large businesses that targets for tourist services such as hotel or travel agency, less than 15 percent, and mainly located in Songkhla, as this area is the center of transportation and has the variety of attractions.

The tourists from Muslim countries, Malaysia, Singapore and Indonesia, can travel in and out easily because this province has large immigration checkpoints: Sadao, Padang Besar and Hat Yai international airports. Moreover, tourism entrepreneurs in this province are more ready in various fields than any other area. (Boonsanong, Suchada., Munsethavith, Sithawat., Sriphong, Chomphunuch. And Chuengchao, Umaporn. 2015: 150-151). And tourism entrepreneurs in have experience not more than 10 years.

The main customers are local people, domestic tourists and Muslim tourists respectively. Tourism entrepreneurs understand the meaning of Halal tourism in the medium level. This finding shows that the tourism market sharing in Southern border provinces served general tourists more than Muslim tourists, and this is in accordant with the characteristics of entrepreneurs who understand the halal tourism in medium level.

The understanding of Halal tourism of tourism entrepreneurship

Only 42.6 percent of tourism entrepreneurs' have medium understanding about halal tourism. This information must be concerned because most of tourism entrepreneurs were Muslim. The tourists authority's agencies need to raise their knowledge of Halal tourism by performing training as the knowledge of tourism entrepreneurs will lead to their changes Halal tourism.

The availability of facilities for Halal tourism of tourism entrepreneurs

Tourism entrepreneurs stated that the availability of Halal tourism in the Southern border provinces were at medium level with the average of 3.33 which is in same level with the accommodation, the restaurant / food / refreshment, travel agencies and the travel guide with the average of 3.00, 3.35 3.08 and 3.01 respectively. An overview of availability of facilities for Halal tourism was at medium level with an average at 3.15.

These findings show that tourism entrepreneurs in southern border provinces do not response fully to halal tourism because the main customers of tourism entrepreneurs were local people or domestic tourists who do not require halal service. Therefore tourism authorities who set policy and the academic institutes must provide a better understanding and high awareness of halal tourism to entrepreneurs in the area to expand halal tourism marketing because some Muslim tourists do not travel to areas where the halal tourism is not available. (Chookaew, Sureerat., Chanin, Oraphan., Charatarawat, Jirapa., Sriprasert, Pingpis. And Nimpaya, Sudarat, 2015. 740), since there are many other attractions with halal availability that Muslim tourists can choose to travel.

The strength and the weakness to Halal tourism of tourism entrepreneurs

The tourism entrepreneurs stated that halal tourism in the southern border provinces had different strengths among competitors in each of the following. The strength of products was at medium level with an average of 3.89, the price strength was medium level with an average of 4.23, the location strength was medium level with an average of 3.87, the marketing strength was medium level with an average at 3.90, the management strength was medium level with an average of 3.85, the research and development strength was medium level with an average of 3.88, the market acceptance strength was medium level with an average of 4.15, the cost of market strength was medium level with an average of 3.35, the ability of business owners strength was high level with an average of 4.29 and the overall strength was medium level with an average of 3.93. These finding show that the tourism entrepreneurs have most strengths at medium level except for the ability of the business owners were at high level. Therefore, in the long run, the competitors have the opportunity to implement strategies to enhance competitiveness as equal as or better than the tourism entrepreneurs in the area because their strength was just only at medium level. At the same time, tourism entrepreneurs who take cheaper price strength to take advantage of competitors, it is not suitable in the long run because there will be trap prices. Tourism entrepreneurs eventually need to increase the prices (Kosago, Chularat.,

Worakulcahi, Sunee., Kotchasarntak, Chutaporn. and Chauipant, Chindapa. 2015: 30) to get enough budget to upgrade the service to serve the meet of Muslim tourists who need tourism quality, including enhancing economic welfare to all parties involved.

The weakness of tourism entrepreneurs

Tourism entrepreneurs had the barriers to access to finance capital at medium level with an average of 2.92, the barriers to get raw materials at medium level with an average of 2.69 problems, the barriers of labor at medium with an average of 2.58, the barriers of production efficiency at medium level with an average of 2.59, the barriers of marketing at medium level with an average of 2.77, the barriers law or regulation at medium level with an average of 2.75, the barriers of lack of knowledge at medium level with an average of 2.75 and the overall barriers of the tourism entrepreneurs at the medium level with an average of 2.72.

These findings show that tourism entrepreneurs in the area, had many weakness and restrictions on marketing, finance, law and regulation, knowledge and information which lead to unsustainable business in the long term especially in the high competitive era. (Lordkipanidze, Maia., Brezet, Han. And Backman, Mikael. 2005: 796). Thus the tourism authorities' agencies need to assist or support by setting policy and strategies to reduce barriers which the tourism entrepreneurs are unable to solve by themselves. (A., Tajzadeh Namin A. 2013 1262). When the tourism entrepreneurs are unable to reduce these problems and obstacles they will lose opportunity to attract more tourists from Muslim tourists market which is a high growth rate in the present.

In summary, tourism entrepreneurs have understanding of halal tourism, ability to provide facilities for tourists and strengths of tourism location just at medium level, actually, these factors should be understood at high or very high level. Meanwhile, the problems on the management of tourism entrepreneurs were at medium which actually should be at the low or very low level. These circumstances led to the limited response to provide convenience and making satisfaction to Muslim tourists who need halal tourism. Tourism entrepreneurs did not adjust their business to meet the needs of Muslim tourists who want complete halal tourism. Therefore, the relevant authorities must formulate acceptance policies and strategies to support tourism based on the Halal standard as well as to encourage tourism entrepreneurs to develop tourism products to meet the needs of more Muslim tourists who arrive in these areas, especially tourists from Malaysia.

Suggestions

1. Hotels and restaurants entrepreneurs must provide facilities to serve the needs of Muslim tourists, such as prayer room, prayer match, Al-Quran, Qiblat direction, Prayer dress of women, sanitary pipe, ablution place (wuduh), halal kitchen, halal spa, halal massage and halal beauty.

2. Preparation of halal tourism documents such as mosque location suggestion, prayer rooms and time, place attractions, restaurants and souvenir shops, route and sign

symbols. Preparation staffs, who can communicate the same language with tourists, create an atmosphere to tourists like "Feel at home" for Muslim tourists to experience.

3. Preparation of training courses and halal tourism guide to raise their understanding. Including developed of halal tourism standards criteria to encourage tourism entrepreneurs accept the halal certification. Determination to using halal symbols and easy to observe, evaluation, monitoring and investigation by always and continuously for control their service based on halal tourism perfectly and make confidence to Muslim tourists.

4. Tourism entrepreneurs should not take low prices of service in the international competitiveness in the long term because it gives loss opportunity to develop products and services of entrepreneurs. Especially to the implementation based on halal tourism, because tourists from Muslim countries were prepared to pay a very high price to get halal tourism. Consider the case of Muslim tourists traveling to Singapore more than Thailand even the cost is very high.

5. Support and enhance tourism entrepreneurs to be creating Halal Holiday festival, organized package Islamic heritage tour, lead to visit Muslim mosques and attractions in the Muslim community and historical places of Muslims in the southern provinces.

Suggestions for further research

1. Evaluation the Halal tourism industry and the problem of tourism services in five provinces that did not asked for halal certification.

2. Studies the condition and problems - difficulties in business operations related to the service and halal tourism industry in five provinces in the workforce of the business sector, hotel / accommodation, restaurants, tour companies, the transportation shop / souvenir of a vestibule.

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[i] Although there are law schools and Sharia schools in Saudi Arabia, the law of the Saudi judiciary requires that each candidate have a degree from one of the Sharia colleges in the Kingdom of Saudi Arabia. However, the graduates from the Saudi law schools can hold any legal position except being a judge as will be shown later in this paper[5,6].

[ii] Several tribunals, referred to as "committees," have been created periodically with judicial powers in the Kingdom of Saudi Arabia. These committees deal with specific issues regulated by royal decrees, such as labor and commercial law. The jurisdiction of each committee is determined separately by the decree that created it. One of them was created to resolve banking disputes; it is called "the Banking Disputes Settlement Committee"[8].

[iii] Some cases show that foreign investors and Saudis alike try to avoid enforcing arbitral awards in Saudi Arabia by using some available tactics that help them to avoid Saudi courts, such as in the case of *Islamic Investment Company of the Gulf (Bahamas) Ltd v. Symphony Gems NV and others*. For more information about this case and subject matter, see Baamir[8].

[iv] Haj (pilgrimage) is a mandatory religious duty for Muslims, and it is an annual Islamic pilgrimage to Mecca. Every adult, who is financially and physically capable of undertaking this duty, must carry it out in the Islamic religion at least once in the adult's lifetime[15].

[v] Ijtihad means obtaining the rules from the primary sources of Islamic Sharia by using the secondary sources, and the practice of ijtihad extends to emerging issues depending on one or more of the secondary sources. This tool will be explained as applied in the Saudi court later in this study.

[vi] The administrative judiciary in Saudi Arabia passed through several stages. See the administrative judicial website at: www.bog.gov.sa/AboutUs/Pages/Engender.aspx.

[vii] The study will explain the legal position of such tribunals when it addresses the structure of the Saudi judiciary.

[viii] The law is available in the Minister of Justice website at: https://www.moj.gov.sa/ar.

[ix] The history of this committee is available at Saudi Arabian Monetary Agency website: http://www.sama.gov.sa/en-us/about/pages/samahistory.aspx[8].

[x] See Al Imam Muhammad Ibn Saud Islamic University website at https://admission.imamu.edu.sa/programs/ProgramsLinks.

[xi] See Institute of Public Administration website available at http://www.ipa.edu.sa/Arabic/About/summary/Pages/default.aspx.

[xii] See Judicial Institutional Academy website available at https://sij.imamu.edu.sa/Pages/default.aspx.

[xiii] *Ibid.*

[xiv] See Judicial Institutional Academy website available at https://sij.imamu.edu.sa/Pages/default.aspx.

[xv] For more information about this school, see its website at http://www.imamsh.org/i/?page_id=2036.

[xvi] As the courts in Malaysia are divided into the three types and one of them is a Sharia court, the study addresses the Sharia court[28].

[xvii] These decisions are available at the Board of Grievances website at:
http://www.bog.gov.sa/ScientificContent/JudicialBlogs/Pages/default.aspx.
[xviii] For more information about the al majallah, see also Gemmell[32] and Zanki[33]. See also Goadby[34] and Meron[35]

Leadership Styles in Higher Education in Saudi Arabia

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Abstract

Researching leadership and its styles is becoming of particular importance lately in a number of industries. In higher education this issue attracts more attention due to the complexity of managing people in such a context. The study at hand investigates leadership styles in higher education institutions in Saudi Arabia. The literature highlights three leadership styles to be the most relevant in the higher education context. These are transformational, transactional, and laisses faire. This study researches leadership styles in three public universities in Saudi Arabia, by means of semi-structured interviews. Five Deans of different colleges from each university are interviewed and the results highlight that the most common style of leadership is transactional. It seems that the business culture in Saudi Arabia has reflected on higher education. Another possible reason is that the universities researched are public and these are controlled by a centralized system   .

Key words: Academic deans, higher education, leadership. Styles, transformational,

transactional.

Introduction

Although leadership is a concept that is widely recognized, defining it is not a straightforward task. A key component that brings an organization together is leadership. This is also instrumental in driving an organization forward. In the case of higher education, the responsibility of offering leadership assistance usually rests on the shoulders of the Chief Executive Officers, whereas the role of an academic dean is limited to day-to-day responsibilities of academic activities within colleges (Chatman

& Kennedy, 2010). In the context of educational institutions, leadership behavior is inclined towards working in collaboration and coordinating with diverse stakeholders in a number of situations. Academic deans are usually confronted with conserving the teaching mission, service, and research while ensuring that the environment does not become too rigid (Thrash, 2012). Since academic deans are entrusted with the task of effectively implementing academic programmes and application of leadership practices, it is important to understand the perception of an academic dean.

In the present day, there is a need for leaders to acquire new skills, abilities, and knowledge with a view to skillfully keeping the pace with continuous organizational changes. According to Al-Shuaiby (2009), leadership effectiveness within a higher educational institution is shown in the appealing work environment it creates to the members of its faculty, and as a result this would reflect positively on teaching and learning, and the students. It is observed that over the past decade, there has been a shift in the research pertaining to leadership effectiveness to encompass leadership competencies, for example, behavior, skills, knowledge, and abilities (Chuang, 2013). In the current context, competencies are outlined as a pattern of behavior which holds the key to delivering results. For effectiveness in leadership, roles and competencies come across as a tool of critical importance (Shahmandi, Silong, Ismail, Samah, & Othman, 2011).

Leubsdrof (2006) argues that the success of all components within an educational institution relies heavily on comprehending the principles of leadership, which would prove to be beneficial to the institution on the whole. Hence, it is essential to understand the leadership styles of academic deans. Through a detailed evaluation of a dean's perceptions, the style of leadership could be instrumental in delivering results. The adaptability and flexibility of leadership styles, and the professional leadership attitudes of academic deans, can certainly make an overall difference to the way a university operates and functions (Al-Omari, Qablan, Khasawneh, & Khasawneh, 2008). This paper focuses on the leadership styles of academic deans in particular, and attempts to understand how leadership styles make a difference to the university on the whole.

Role of Academic Deans

Different countries have diverse notions about deans and their responsibilities. The concept and responsibilities of a dean varies, even within various universities in the same country. Nonetheless, an academic dean is not only a leader, but also a manager (Arntzen, 2016). Within higher education, the concepts of leadership have experienced a shift over the years. From an historical perspective, academic deans were required to step in when rectors or presidents were too overworked and needed someone to help and share their responsibilities. The primary role of an academic dean was to sustain academic values in an environment of growing specialization, scholarship, and competition (Catacutan & de Guzman, 2015). Usually, an elected

professor took on the position of a dean. In contrast, academic deans today are typically recruited externally, appointed and mostly hired for a fixed duration, rather than being elected.

However, a key component that ensures strength and success in any educational institution depends on the ability of leaders to understand the primary principles of leadership styles within the domain of higher education. As a concept, leadership plays a significant administrative role within the academic departments of any college (McArthur, 2002). Academic deans are known by a wide range of titles, such as assistant dean, division director, chair, division chair, and so on. Irrespective of their titles, as leaders, academic deans are expected to execute the day-to-day business and operations of their college (Kirkland, 2016). Academic deans play a vital role, and their position in an educational institution is deemed as the first level position within the academic hierarchy and is necessary for handling any issues faced by the faculty. Their duties range from conveying any instructions received from the senior administration to effectively implementing such instructions. They are not only expected to act and execute any initiatives as outlined by the board of trustees and presidents, but more importantly they expected to lead (Otara, 2015). Leadership traits of academic deans will certainly influence the outcome of any college.

Academic deans are known to manage several roles and are supposed to fulfill diverse expectations from various areas. As a result, academic deans often face pressure from all levels, as well as from within and beyond the university. Simply said, academic deans are trapped in a vicious circle of priorities, pressures, and conflicting cultures. They are also restricted by tensions and traditions that are associated with their role, and yet they are often responsible for results on which they seldom have much control or influence for that matter (Gallos, 2002). Within the academic administration, the academic dean is considered as the senior member of staff who is not only required to develop the university faculty, but is also expected to recruit and retain faculty members. Academic deans make substantial impact on the academic future and intellectual life within a faculty on the basis of the decisions they make, for example, hiring, strategic initiatives, and faculty support (Otara, 2015). Academic deans are also responsible for organizing the meetings of the faculty and department chairs on issues relating to academics, and within the university, and serve as advocates for their faculty. In addition, the position held by academic deans plays a critical role in establishing a positive link between students, faculty, and administrators, as well as networking with other universities. Hence, it can be said that the leadership ability of an academic dean will directly make an impact on how the educational institution on the whole is perceived, and how their educational goals are achieved.

Leadership Styles

Leadership styles are heavily affected by culture, whether it is national or even institutional. This means that managerial styles and leadership could vary from institution to institution within the same country (Rook, 2013). Various leadership styles have been known to be instrumental in facilitating people to understand that such styles play a major role in gaining in-depth ideas about a leader's behavioural aspects (Nelson, 2003). Power and authority can be exercised by leaders in different methods; they could either be exercised through leaders portraying different leadership traits, such as laissez-faire or autocratic, or any other leadership type, which is commonly termed as 'style' (Nelson, 2003). Marsiglia (2005) argued that leaders can be distinctly identified on the basis of their leadership style with regards to establishing an interpersonal collaboration and communication. This, in turn, can be beneficial when it comes to extending support or delegating authority to teams within organizations, for instance, a leadership style that is transformational. According to Germano (2010) organizational development is closely associated with leadership style, wherein he identifies several different styles and theories of leadership. These would include;

- Manager, dictator – *transactional* style of leadership
- Facilitator as mentor – *transitional* style of leadership
- Servant, co-worker – *transformational* style of leadership
- Visionary, servant, or prophetic – *transcendental* style of leadership

The Center for Excellence in Leadership (CEL), on the basis of a single determination of style of leadership, were of the opinion that behavior of leaders within organizations largely contributes to styles of leadership (Babatunde & Ikenga, 2015). Iqbal, Anwar, and Haider (2015) believe that nowadays organizations are flooded with multiple styles of leadership due to different backgrounds, for instance, education. In addition, several authors have made claims that leadership effectiveness is associated with styles of leadership. For example, Lumby et al. (2005) argue that institutional performance can be substantially enhanced by adopting a transactional style of leadership. The following sections discuss the three styles of leadership most relevant to the educational context.

Transformational Leadership

The process through which a leader brings change suggesting transformation amongst people is termed as transformational leadership. It is generally associated with long term goals, values, emotions and ethical standards (Northouse, 2010). A transformational style of leadership comprises of evaluating the motive of subordinates, ensuring that their needs are satiated, and considering them as human beings on the whole. When the style of leadership is transformational, it wields an exceptional kind of influence that compels subordinates to achieve more than they are

supposed to. Northouse (2010) is also in agreement with the fact that transformational leadership creates an engagement amongst people which leads to the establishment of a relationship that not only tends to enhance the morality and motivation levels of the subordinate, but the leader as well. A transformational leader tends to be more concerned about the aims and requirements of the subordinates, and on that basis works towards facilitating subordinates to realize their absolute potential. Hence, it is said that the principles of the transformational style of leadership are amongst the most popular styles of leadership, which is widely used in order to gain an understanding about the effectiveness of leaders (Cossin & Caballero, 2013).

Transactional Leadership

Amongst the several leadership models that exist today, transactional leadership relates to most of them. Transactional leadership revolves around exchanges that take place between leaders and their subordinates. For instance, politicians are known to be transactional leaders as they attempt to gain votes by offering potential voters something in exchange (Northouse, 2015). Although both the leader and the subordinate have objectives that are related, their relationship never extends across benefits being exchanged. This means that the transactional relationship between a leader and a subordinate is founded on the exchange of benefits and has no binding effect on the leader and the subordinate towards achieving a higher objective. Likewise, an academic dean, who offers promotion to staff who exceed performance expectations is known to exhibit a style of leadership that is transactional in nature. The traits of transactional leadership are related to the exchanges or transactions that occur amongst subordinates, colleagues, and their leaders. The basis on which benefits are exchanged within transactional leadership would depend on the deliberation that occurs amongst subordinates and leaders with regards to any necessities or benefits that the subordinates are entitled to, in case particular conditions are fulfilled (Wirbaa & Shmailan, 2015). Transactional leadership consists of three elements: (1) contingent reward, (2) active management by exception, and (3) passive management by exception (Bass & Avolio, 2004). Contingent reward pertains to the process of exchange that takes place between followers and leaders. Task outcomes that are expected to be achieved and benefits are normally negotiated by leaders and followers, whereas, in the case of active and passive management by exception, leaders are known to interfere cautiously and largely act as observers (Boerner, Eisenbeiss, & Griesser, 2004).

Laissez-Faire Leadership

An approach to leadership that is rather 'hands-off' is termed as the laissez-faire style of leadership (Northouse, 2010). In this style of leadership, the leader is known to postpone decisions, refrain from extending any feedback, renounce responsibility, and make little effort towards facilitating subordinates to satisfy their requirements. In fact, leaders exhibiting this kind of leadership do not make any effort

to help them, nor is there any exchange with subordinates. Simply said, the laissez-faire style of leadership implies a total lack of effective leadership (Yahaya & Ebrahim, 2016).

Leadership Styles of Academic Deans

Academic deans normally understand the need to reinforce the mission and visions of the faculty, and its strategic goals. They also know that these need to be communicated to the members of the faculty and other stakeholders. Academic deans are usually required to carry out several activities which clearly indicate their higher responsibilities and multi-dimensional roles (de Boer & Goedegebuure, 2009).

Over the years, different leadership styles have been exhibited by academic deans. While some have exhibited leadership styles that range from transactional to transformational, at the same time others have displayed leadership styles that fluctuate from autocratic to laisses-faire, whereas, some academic deans have been known to portray a style of leadership that encompasses every single leadership role. This would include performing roles in the capacity of director, producer, facilitator, monitor, and coordinator to a large extent, while executing roles as such as broker and innovator to some extent also (Shahmandi et al., 2011). Academic deans have been known to show an inherent ability to handle values that could compete while executing diverse roles and portraying behaviours that are linked to such various roles. The leadership style of academic deans can be considered as a master style that largely exists within most universities.

Methodology

In order to answer the research question of what leadership styles are exactly, the most common among deans in Saudi Arabia, an empirical research study was carried out. A survey research design employing semi-structured interviews was used. Three universities from Saudi Arabia were chosen. In selecting these universities, convenient ad hoc sampling techniques were used. Yet, in order to improve research representativeness, each of the participating universities was chosen from a different geographical location. University One was from the north, University Two was from the east, and University Three was from the west of the Kingdom. Five deans were selected through snowball techniques from each university.

The data collection for the survey was carried out by means of semi-structured interviews. The interview schedule comprised eight questions, each with several probes and supporting questions. The interviews took place following two styles. University One was the researcher's place of employment, and therefore the interviews were conducted face-to-face with participants. However, with University Two and University Three, the interviews took place via tele-conferencing

technologies. The interviews lasted an average of 37 minutes. I made sure to allow more time for the interviews that were conducted further away in order to made sure adequate rapport was established. It is significant to mention that all participants are male.

Findings and Discussions

Reflecting on the literature and leadership styles, the analysis of the interviews and research findings show that the most common style of leadership in higher education in Saudi Arabia is transactional. This seem to contradict with the findings mentioned by McArther (2002), who find the democratic style more prevailing. The disparity of the results is empowered by contextual factors. Analyzing the data generated from this research, a number of reasons are highlighted that relate to making the transactional style of leadership the most prevailing. The first is the influence of national culture on institutional culture. Similar significance for the influence of national culture on leadership style is highlighted by Al-Shuaiby (2009). The findings of my research show that the most common style of leadership outside educational institutional is transactional. The bureaucratic model of business dominates most public institutions in Saudi Arabia. This culture has even managed to reach the private sector (Al-Rajhi et al., 2012). Being a transactional leader relates to self-perception, self-value and self-esteem. This brings the discussion to a number of theories in the area of organizational behavior, for example, Maslow's Hierarchy. This theory places human needs on a hieratical structure where self-esteem and self-value are placed on a more supreme rank. In this respect, being a transactional leader rather than transformational, for example, would result in a more valued image of self. In this regard, Participant (9) stated, "You do not want to make people feel like they are like your peers… I am the manager and for this people need to follow orders and achieve the tasks required". In this quote the participant perceives himself not to be equal to other members of staff, yet he is on a higher level. It is regretful that the participants do not even want to be seen or perceived as an equal to other members of academic staff.

Another aspect in relation to the transformational style of leadership in the Saudi context relates to achievement, as mentioned by four participants (P3, P4, P9, and P13). They believed that establishing a gap between themselves and the members of the faculty would have positive reflections. They felt that this gap makes them feared and makes their 'followers' obey orders without arguing. Some questions were posed at this level as I had thought that deans and academic members of staff were of equal level. I further investigated this with the participants, in order to establish more clearly what they meant. The answers centered on the idea that they had to show

themselves to be at a higher level in order to gain more respect from their faculty, and consequently encourage them to perform better and obey orders.

According to Hofestede and Hofstede's (2001) model of five dimensions in culture, the Saudi culture scores high in accepting higher powers. This means that Saudis are more willing than other cultures to accept orders from higher authorities. This argument paves the way, actually for deans to tend to be more bureaucratic and transactional in their leadership style. One participant mentioned an attention-grabbing point by saying, "You need to be strong to be respected" (Participant 14). I asked the participant for an explanation, and he replied with, "People here do not respect the weak. If you are a weak manager, people would be gossiping about you behind your back, saying that you are not smart, and even a joke…If you want to be respected you need to be strong and that is how you get orders performed". In relation to 'obeying orders', Participant 2 mentioned that he needed to maintain a balanced relationship with his members of faculty, stating, "You need to get close to them, yet you do not want them to be your friends… if they become your friends you will not get any tasks performed by them…they would not even come to the College at all or maybe skip classes and duties, and you would excuse them, supposedly because they are your friends". All the above mentioned points highlight that contextual and cultural factors shape the style of leadership performed in Saudi Arabia. Lok and Crawford (2004) relate culture to organizational factors, showing a strong impact on leadership style and job satisfaction. When participants were asked about what they felt their academic members of staff thought about their leadership style, all participants were keep it portray themselves as the perfect leader in their own ways. Twelve of the participants believed themselves to be democratic. This seems to contradict what was mentioned above where the data analysis shows most leaders to be rather transitional and bureaucratic. This could show the state of the self-illusion that they had about themselves. This could also be perceived as a social hypocrisy (Gawronski & Strack, 2012) where participants might want to present themselves as matching the good stereotypical image desired by their communities. Only two participants were able to state that they were not democratic. Participant 14 mentioned, "I am not democratic and I admit… I only tell you this out of experience. I tried to be democratic once through my career… It did not work. I tried to be nice and allow space for people to share decisions". I further investigated the reasons why being democratic would be considered un-useful. The participant answered, "It takes a really long time to get people to agree on one thing… It is impossible to get everyone to accept on one thing… You ask for votes and then you follow the majority… People who disagreed with the decision will come later and argue with you about their opinions… I am really overloaded with work duties and do not have time to waste on such meetings". Participant 8 also admitted being a non-democratic leader, and one of the reasons he mentioned, "Most of the time the University Council or the President needs for decisions to be reached in a quick manner… We do not

have the luxury of sharing decisions with academic members of faculty". Similar challenges were also highlighted by most participants, nonetheless, none of these admitted being autocratic or bureaucratic.

Conclusion

Although different academic deans may exhibit different styles of leadership, in the current day it would be highly beneficial if academic deans possessed, and were well aware of, multiple leadership styles. Research has proven that academic deans can ensure effective leadership within the domain of education by adopting the many elements of leadership, which would comprise an innate capacity to ably lead a team that is heterogeneous, and must have the skill for critical thinking as well as possessing a capability to lead by example (Haslam, 2004). Academic deans, in their capacity as leaders, should acquaint themselves with the leadership styles that work best for their organization (Nunn, 2008).

The findings of this research show a heavy relationship between leadership style and cultural and contextual factors. A transactional bureaucratic leadership style is the most common for deans in Saudi colleges. From the participants' point of view, this is the most effective style of leadership in order to achieve results.

Finally, it is important to mention that this research has a number of limitations. For example, the sample size, in terms of institutions, as well as participants, is limited to research generalizable findings. Therefore, this research could be considered as an exploratory research for further more detailed research with more resources.

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