



VISTAS

**Interdisciplinary Colloquium on
Emerging Research in Education, Economy
and Community**

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Compilation of Abstracts

**Friday, 8th June 2012
Ealing Campus, London.**

Organisation of Presentations

Morning Sessions

From 10:15 a.m. to 12:30 p.m.

Track A

Room: TC46 (Savoy Suite)

Chair: Suresh Gamlath

Smart University – A Sharing Data Platform.

Thomas Roth-Berghofer & Samia Oussena

The experience of ethnic minority women in British primary and secondary education: Impact on higher educational achievement.

Constance Ojong & Anne Manyande

How entrepreneurs view and describe their ability to recognise opportunities.

David Mackrory

The entrepreneur builds an enterprise; the technician builds a job.

Nysa Pradhan

Sunday Trading

Cheryl Johashen & Andrew Dunnett

Beyond Budgeting – Changes in Universities.

Usha Mistry

Track B

Room: TC50 (Savoy Suite)

Chair: Stephen Roberts

Mobility, Migration and Networking of Cubans working in Science and Technology: results of a Pilot Study.

Miriam Palacios-Callender

Society and Technology: Diffusion of ICT in the hotel and associated business in Addis Ababa, Ethiopia.

Wegene Demeke

The Impact of Culture Shock on International Students

Jacob Ekaete

Motivation of call centre employees.

Sophia Khan

Si, Se Puede: Yes, we can: co-operation and community in educational innovation.

Sheila McCallum

The evolution of the use of force in self-defence under international customary law.

Kaweh Beheshtizadeh

Afternoon Sessions

From 1:30 p.m. to 3:45 p.m.

Track C

Room: TC46 (Savoy Suite)

Chair: Tony Olden

A cross cultural examination of eating behaviours and attitudes to food and the impact on health/obesity.

Surinder Phull

Pregnancy Termination for Fetal abnormality: The impact of coping on perinatal grief.

Caroline Lafarge, Kathryn Mitchell & Pauline Fox

Alcohol use, unplanned sexual behaviour and regret in undergraduate students.

Julia Townshend & Alison Griffin

Cyber bullying in Higher Education.

Dimitris Zafeiriou & Anne Manyande

International law enforcement cooperation and the prosecution of cyber stalkers.

Ori Igwe

Track D

Room: TC50 (Savoy Suite)

Chair: Peter Komisarczuk

What Determines the International Success of Hotel Companies?

Angela Roper

Involving residents and tourists in city branding: "Paris areas case study & the new "Experiences Touristiques company" branding tool approach.

Mathieu Jerome Poitevin

Challenges facing regional airports in Great Britain: a case study perspective of the South West of England and Wales.

James Edmunds

Public Relations

Sarah Bowman

57 Baths – Presentation of research by practice

Eti Wade

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Smart University – A Sharing Data Platform.

One strand of the Research Agenda of the Centre for Model-based Software Engineering and Explanation-aware Computing, School of Computing & Technology

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University students and lecturers work in an environment that still is static and unresponsive. Communication between the two parties and between those parties and the university is limited to certain events such as classes and office hours. Communication content between lecturers and students is mostly subject-centred. Complaints from students about their studying experience to their lecturers as well as lecturers' complaints about their teaching environment typically is not supported by evidence. The vision of a university as a platform promises to deliver foundational data to drive the analysis of the teaching & learning environment. The university as a platform links the daily journey of lecturers and students and makes the classroom experience explicit. Sharing and providing transparency are a basis for innovation and academic growth. Linking personal experience to group and university-wide experience helps develop an evidence-based view on strengths and weaknesses of the organisation. Sensors can easily track temperature and humidity, noise level inside and from outside the classroom; they can also track numbers of attendees and classroom size. By adopting Linked Data for the platform, links can be set between items in internal and external data sources and therefore connecting these sources into a single global data space. The use of a common data model makes it possible to use generic applications that operate over the complete data space. It also presents opportunities for deriving insights and value from the data. By letting students and teachers tell their story with automatically generated environmental and social data underpinning their story, the university as a platform can help prospective students and lecturers make an informed decision about their participation in the respective environment.

The experience of ethnic minority women in British primary and secondary education: Impact on higher educational achievement.

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The study investigated the experiences of ethnic minority women who attended primary and secondary education in UK and the impact this has had on their educational achievement. Data was collected from 6 Afro-Caribbean women aged 19 to 24. Interpretative Phenomenological Analysis was used to elicit themes that arose from the semi-structured interviews. The women discussed a variety of issues such as barriers due to not being a member of the majority group and the challenges of negotiating multiple identities. Participants also raised concerns about their lack of cultural awareness and support when they were young and how they now view this as having a pervasive influence on their higher education achievements. The women's accounts highlight negative outcomes of attending primary and secondary education in the UK. Damage due to this experience is further compounded by fear and mistrust in later life and re-victimisation during attendance in higher education.

How entrepreneurs view and describe their ability to recognise opportunities.

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The proposed research is concerned with understanding how entrepreneurs view and describe their ability to recognise opportunities. A multiple case, inductive study has been chosen. A highly qualitative approach is being taken in order to elicit a richly detailed insight into the phenomenon of opportunity recognition from the perspective of the entrepreneur, with a sample of between 6 and 8 entrepreneurs planned for. Given that the purpose of the research is to provide in-depth insights into a limited number of cases a non-random, purposive sampling strategy is planned for. In this case the samples chosen will be to represent polar types so that the process under investigation is observable. The sampling frame is based on these polar types will be selected on the basis of differences in personal factors (social and cultural background); industry experience; and personality traits and resources.

The entrepreneur builds an enterprise; the technician builds a job.

An investigation of student's attitude towards self-employment in light of the current job market post the global recession of 2008. A case study of business student's at University of West London, Middlesex University and Brunel University.

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Aim. The aim of this research will be to explore the role of attitudinal obstacles and facilitators of business students at the University of West London, Middlesex University and Brunel University concerning self-employment. **Objectives.** (1) To investigate reasons why a student would consider becoming self-employed. (2) To investigate key factors that hinders a student from becoming self-employed. (3) To investigate the demographical make-up of students at the 3 universities who wish to become self-employed. (4) To examine skills and training students would like to acquire, to enable them becoming self-employed. (5) To investigate the willingness of the students to overcome skill gaps and personal limitations in becoming self-employed. **Methodology.** A combination of qualitative and quantitative research would be employed for this research. Stage 1 would be an initial series of interviews with Academic staff and management at the three universities regarding self-employment. This would include an investigation of the support provided by universities in the form of formal training courses on entrepreneurship and the inclusion of the notion of self-employment as a lone module or parts of other modules in taught business courses. The second stage of this research would be a web based questionnaire to students pursuing undergraduate and post-graduate business courses at the three universities regarding attitudes towards self-employment.

Sunday Trading

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Following the Sunday Trading Act of 1994 shops in England and Wales now open on Sundays, an activity that had previously been illegal. Large shops open for up to six hours and small convenience stores have unrestricted opening hours. In many parts of continental Europe, however shops remain closed on Sundays. In Germany for example you may find a garage to sell you milk or bread but you will not find a local convenience store stocked with the range of grocery products that people in England now take for granted. For German students at UWL therefore Sunday trading is a phenomenon. Is this an idea that would be welcome - or even acceptable – in Germany? This study is based on a sample of people living in Germany who were asked their views about aspects of grocery shopping. The results enable us to compare attitudes and lifestyles in England with those in Germany and to reflect on changes in society that have taken place in recent years.

Beyond Budgeting – Changes in Universities.

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In Aesop's fable about the scorpion and the fox: the scorpion asked the fox to carry him across the river on his back. The fox quite rightly questioned the scorpion, 'what if you sting me?' The scorpion replied, 'If I do that then we both would sink and die.' When they were half way across the river, the scorpion stung the fox. The fox asked the scorpion, 'Why did you do that now we will both sink?' The scorpion replied, 'I'm sorry I cannot change, it is in my nature.'

Change is a painful experience for most organisations, especially when it is forced upon by external factors. Universities are undergoing a significant period of change due to changes in funding arrangements. As a result they are forced to embrace values and practices that were once unthinkable in this 'bureaucratic' and 'dormant' sector. This research focuses on the approach to budget-setting in the effective management of organisations that face significant change emanating from their external environment. Here I explore an innovative management model called 'Beyond Budgeting' that is being seen as a substitute to traditional budgeting. Beyond budgeting constitutes a new approach to performance management that increases transparency and is best suited to manage organisations that operate in highly volatile environments. A key aspect of the beyond budgeting approach, is that it devolves power and responsibility to 'front-line' teams; it aims to lessen the level of infrastructure and the complexity of the internal systems – in other words 'less is more'. In my presentation I will discuss the application of beyond budgeting principles to managing higher education institutions during this challenging period of change

Mobility, Migration and Networking of Cubans working in Science and Technology: results of a Pilot Study.

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Globalization brings with it economic instabilities and increasing inequalities between regions. The migration of scientists (particularly from the developing world) has increased towards countries with better funding and infra-structure, resulting in a 'brain drain'. This is a major problem for countries in the periphery. The new emerging large economies like Brazil, India and China (BIC) are searching for ways to either reverse the brain drain or to encourage the best of their scientific talent to remain so that this potential can be used for the benefit of their growing economies. Historically small developing countries are the most affected by migration and therefore it is crucial to find suitable approaches to counteract this trend. However, the particularities of each small country will require different solutions, which must be tailored accordingly. This presentation discusses the current situation of Cuba through a pilot study of twenty-five Cuban scientists in its diaspora.

Society and Technology: Diffusion of ICT in the hotel and associated business in Addis Ababa, Ethiopia.

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Many studies argue that Information and communication technology (ICT) plays a critical role for development, poverty reduction, and empowering of the poor. However, the diffusion of ICT is very low in the developing countries. This research investigates the factors that affect the diffusion of ICT in the hotel and associated businesses in Addis Ababa, Ethiopia. It uses mixed method research methodology to collect data from 142 hoteliers and 36 tour operators in two phases. Preliminary data analysis indicate that the context (Political, Economic, Social, Technological, Environmental, Legal [PESTEL]) plays a critical role in the adoption process. Conceptual and theoretical frameworks were proposed by drawing an insight from Rogers' diffusion of innovation theory to explain why the diffusion of ICT is the way it is. Furthermore, the researcher expects that the conceptual and theoretical frameworks will spur significant future researches in this important phenomenon.

The Impact of Culture Shock on International Students.

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This discussion attempts to understand the impact of culture shock on international students in the University of West London. It examines their experiences and the adaptation process. The discussion reviews the international student's adaptation and adjustment through theories of culture and culture shock including the causes of possible psychological disorientation in a new cultural environment as they leave families and friends to study in the University. The discussion builds on recently completed research using surveys of international students in UWL.

Motivation of call centre employees.

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This discussion emerges from research conducted to understand the key factors that motivate employees in call centres. Primary research was carried out in the U.K. using questionnaires. Findings confirmed some of the previous studies conducted. Money is not the sole motivator. Instead, employees want to be recognised and valued. The research also demonstrated that performance-related pay and career development are popular factors of motivation. Results also show that employees did not consider themselves to be valued highly and that better incentive schemes could diminish the high level of turnover that call centres are being faced with.

Si, Se Puede: Yes, we can: co-operation and community in educational innovation.

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This discussion draws on a number of disciplines: economic and labour history, leadership, educational change and innovation in financial education. The presentation examines innovation in community educational provision in response to economic and social change, including changes in banking, the supply of credit and savings schemes. The discussion compares mid-nineteenth century models of adult learning in London with contemporary case studies from the Si Se Puede Co-operative in New York and the U.K. based Centres for Integrated Living. The session concludes by recommending further innovation in financial education, principally the application of Bank-in-a-Box technology to credit unions in response to contemporary economic and social change.

Key words: co-operation, community, innovation, leadership, professional identity, income generation, financial education.

The evolution of the use of force in self-defence under international customary law.

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I propose to study the evolution of the use of force in self-defence under international customary law. The study's main objectives and its contributions to the field can be stated together. First is to show the evolution of the use of force in self-defence under international customary law. Second is to consider whether new circumstances such as terrorist attacks on September 11 and development of weapons of mass destruction (WMD) have changed the international customary law of the use of force. Third is to show how far this evolution, if any, can continue under international customary law. Fourth is to find out whether the UN Charter has been unworkable so that there was a necessity in developing the use of force under international customary law. Fifth is to propose a new approach to the use of force in self-defence under international law by combining the UN Charter and international customary law in relation to the use of force.

A cross cultural examination of eating behaviours and attitudes to food and the impact on health/obesity.

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The way we eat has a profound effect on our health. Research is constantly emerging on diet related disease and the potential consequences of the obesity pandemic (Roth et al. 2004:88). Yet increased awareness does is not necessarily having the desired impact as obesity and its related disease continue to rise globally (Wang et al 2011: 815).Perhaps one of the main problems is that many health campaigns put the onus on the individual to change rather than encouraging cultural or social shifts in eating. The present research aims to move above specific dietary and nutritional practices of nations, in order to get a richer picture of dietary models for healthy eating that not only encompass food groups and nutrient intake but customs, attitudes and social structures. By examining how these differ in different countries we may get a more useful idea of the key factors that contribute to a healthy diet.

References:

Roth J, Qiang X, Marban SL, Redelt H, Lowell BC. (2004) The Obesity Pandemic: Where we have been and where we are going? *Obesity Research* 12: 88S-100S.

Wang YC, Mcpherson K, Marsh T, Gortmaker SL, Brown M (2011) Health and economic burden of the projected obesity trends in the USA and the UK. *The Lancet* 378; 815-825.

Pregnancy Termination for Fetal abnormality: The impact of coping on perinatal grief.

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Background. Research into pregnancy termination for fetal abnormality (TFA) has focused on women's psychological adjustment to TFA, and little is known about how they cope. This study examines women's coping strategies in the context of TFA and their relation to perinatal grief. Methods. 119 online interviews were conducted, using the Brief COPE (Carver, 1997) and the Short Perinatal Grief Scale (Potvin, Lasker & Toedter, 1988) to assess coping strategies and perinatal grief. Data were analysed through regression analyses. Findings. Women mostly used adaptive coping strategies. However, levels of perinatal grief were high, with some women at greater risk of complicated grief. When termination variables (e.g. gestational age) were controlled for, coping strategies significantly predicted levels of perinatal grief, with adaptive strategies linked to lower levels of grief. Discussion. These findings indicate the potential benefit of promoting adaptive strategies to optimise women's protective resources and post-termination psychological adaptation.

References:

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Toedter, L.J., Lasker, J.N. & Alhadeff, J.M. (1988). The Perinatal Grief Scale: Development and initial validation. *American Journal of Orthopsychiatry*, 58 (3), 435-449.

Alcohol use, unplanned sexual behaviour and regret in undergraduate students.

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Excessive alcohol use among young adults is on the increase, particularly among young women. Binge drinking, in particular, can lead to a number of negative personal and social consequences such as alcohol poisoning, unintentional injury, violence, unwanted pregnancy, sexually transmitted diseases and premature death. Preliminary research has suggested that women show greater regret after engaging in unplanned sexual behaviour when drinking and this study aimed to explore typical alcohol use, unplanned sexual behaviour and regret among a student population. Semi-structured interviews were conducted with 3 male and 3 female undergraduate students, aged between 19 and 31, exploring their experience of alcohol and unplanned sexual behaviour. Interpretative phenomenological analysis was used to identify themes in the data. The findings revealed four main themes of 'contradictory beliefs', 'perceived parental influence', 'the role of social networking sites' and 'pre-loading as normal practice'. The practice of pre-loading was attributed to the high cost of alcohol in pubs and clubs and there was nostalgia for days when it was possible to afford to go out drinking. Some participants suffered health problems due to alcohol and the majority regretted alcohol influenced events; however this was not enough to change their behaviour. The contradictory beliefs about behaviour, health and alcohol suggest that students are not acting on safe drinking messages and are unrealistic about the adverse health and psychological outcomes of heavy drinking when it applies to them.

Cyber bullying in Higher Education.

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The aim of the current study was to explore the prevalence of cyber bullying in higher education in the UK. Two hundred and nineteen undergraduate and postgraduate students (55% males and 45% females) studying at a university located in London completed the cyber bullying questionnaire developed by MacDonald & Robert-Pittman (2010). The results show that almost 25% of university students reported being cyber bullied. The study also found that nearly 15% of students confessed to cyber bullying someone else. The results signify that cyber bullying continues even at university level with school bullies continuing to bully others in higher education and those bullied continuing to be victims. Future research could examine the relationship between cyber bullying and ethnicity. In addition all universities should provide online useful guidelines that protect victims and deter perpetrators.

International law enforcement cooperation and the prosecution of cyber stalkers.

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Cyber stalking is a twenty-first century unique international crime in that the offence is not limited by national and jurisdictional boundaries. The unique aspect of the crime manifests itself when the offence occurs despite the fact that the perpetrator and the victim reside in different jurisdictions. This uniqueness thus poses a problem for international law enforcement agencies involved in the prosecution of cyber stalkers due the various challenges associated with the cross border crime. In the absence of a specific piece of legislation to tackle the problem in the UK, this paper gives an overall introduction to the various pieces of legislation that may be relied upon by the UK criminal justice system to prosecute cyber stalkers while giving an insight into the meaning, effects and prevalence of cyber stalking in the UK.

What Determines the International Success of Hotel Companies?

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The majority of research undertaken into the internationalization of hotels has been fascinated with modal choice decisions or market entry strategy with transaction analysis and the eclectic theory dominating as theoretical perspectives. However, a developing stream of research into how companies do business across borders is emerging; evaluating the strategic and operational capabilities required for managing globally and being multinational firms. This paper contributes to this area. It first sets the scene by describing how international hotel companies (IHCs) used to be, strategically and structurally. Then, by drawing on research undertaken and/or supervised by the author, a model encompassing five key strategic and operational drivers now impacting IHCs is developed. To begin to answer Peng's (2004:103) big question in international business 'what determines the international success and failure of firms?' the paper concludes by forwarding capabilities which international hotel companies will need in order to be successful in the future.

Involving residents and tourists in city branding: "Paris areas case study & the new "Experiences Touristiques company" branding tool approach.

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The purpose of this research was to explore the subjective components that make up the structure of a city's brand. Based on the differences and similarities of perceptions between residents and tourists, the aim of this experiment was to explore new ways to assess the public's image of a city. This paper will present a review of some aspects of a new, fun and uncommon approach to city branding analysis, using a live touristic experience "sketch coffee events", The method combines qualitative and quantitative approaches to develop a specific index - called NHDI score index – of city brand image. This study demonstrates a way to overcome some branding problems in today's market place for city tourism and promotion. It identifies opportunities for providing tactical decision making and provides frameworks for stakeholders to assess the spatial & urban development of a city.

Challenges facing regional airports in Great Britain: a case study perspective of the South West of England and Wales.

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This presentation will focus on extending the discussion and analysis of challenges facing regional airports found within Europe. It provides an update to the paper published in the current issue of *VISTAS* - Edmunds, J., (2011), Challenges facing regional airport operations in Great Britain: a case study perspective of the South West of England & Wales. *VISTAS*, 1(2) October 2011, 7 - 21. In a fast changing field it will demonstrate how the market has responded over the past year to a further round of European airline consolidation. The discussion will additionally focus on the influence of Low Cost Airlines and their strategic role within the regional airport sector. The paper will also demonstrate how beneficial it can be to have a published research article whose dissemination can open the way to developing partnership and research links with commercial organizations.

Public Relations

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Public Affairs (PA) is the communication discipline that manages the relationships between organisations and policy makers. It is a discipline that is often viewed with suspicion. The last 10 years has seen a radical transformation in the policy landscape in which PA operates not least through coalition politics. Yet little work has been undertaken to investigate the body of knowledge and competencies that underpin such a pivotal function. This combined with high profile scandals and the threat of regulation makes it a topical area of enquiry. Therefore the research aims to explore the body of knowledge and competencies necessary for professional PA practice. The literature reviewed suggests that although there is growing scholarship around PA there appears to be no agreement on the shape this body of knowledge should take. There is also a significant disconnect between academic enquiry and professional practice. Although PA competencies are touched on there is limited connectivity to the scholarship that addresses competencies directly. This area of scholarship shows promise with the academic debate on competencies evolving from narrow functional approaches to broader perspectives involving ideas of social and meta competencies that reflect the human aspect of work and its connection to the wider social world. There appears to be a clear opportunity to synthesise scholarship in these areas. The study aims to take an interpretive epistemological stance. The contemporary political environment in which this research sits looks as much at people and institutions as it does at competencies and skills and requires a richness of information and insight from a range of social actors involved in the process. Ethnography and semi-structured interviews will form the basis of enquiry.

57 Baths – Presentation of research by practice

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My creative practice is an exploration of maternal subjectivity and its direct and symbolic mediation. My work operates in the spaces between performance and visual art and makes extensive use of contemporary digital media and the internet for dissemination, allowing me at least an imagined immediate audience. Operating with uncomfortable proximity to entrenched social taboos, the work is intentionally designed to provoke audiences into reconsideration of the inane social category of 'mother'. My recent body of work '57 Baths' is a series of videos of my youngest son in the bath, created using a micro DV camera mounted on my forehead. Through this 'third eye' I offered my (real and/or imagined) audiences direct insight into the maternal position. For the Vistas colloquium, I would like to present some clips from the body of work and discuss aspects of the moral and political aspects inherent in my practice as a whole and in the '57 Baths' project as a particular case.