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The Chronicle of Higher Education

1.Title [After Century of Dispute, Peru and Yale Join Forces to Give Incan Artifacts a Home](#)

Author Goldie Blumenstyk

Journal The Chronicle of Higher Education Volume 59, Issue 16: December 14, 2012

Abstract Peru and Yale University spent nearly a hundred years fighting over the repatriation of thousands of Machu Picchu artifacts and human remains, a dispute that included street protests, lawsuits, and even a threat by Peru to bring criminal charges against Yale. But you wouldn't know it from the exhibits at the Machu Picchu Museum here, where many of those very same urns, knives, and jewelry pieces taken from the mountaintop Inca palace in the 1910s by an adventurous Yale history instructor now reside. That's no accident. The museum was established jointly by Yale and Peru's National University of San Antonio Abad of Cusco (known by its acronym, Unsaac) as part of the November 2010 deal that resolved the long-running dispute. And the two professors now shaping the museum's future, Richard L. Burger of Yale and Cayo A. Garcia Miranda of Unsaac, say the new museum is far more important as an institution to advance collaborative research on Machu Picchu and the Inca empire than as a monument to old acrimonies. Even that intrepid historian, Hiram Bingham III—criticized by some over the years as a clumsy scholar and a plunderer of Peru's national patrimony—comes out looking pretty good.

2.Title [Plagiarism in Grant Proposals](#)

Author Karen M. Markin

Journal The Chronicle of Higher Education Volume 59, Issue 16: December 14, 2012

Abstract If you watch true-crime television shows, you know that technology has made it harder for culprits to get away with their misdeeds. The bad guy is nailed after being captured on the bank's surveillance video or is identified as the killer through DNA. The bad guys of academe—at least the ones who plagiarize in grant proposals—are now subject to the same technological scrutiny. It's not news that software exists to check undergraduate papers for plagiarism. What is less well known is that some federal grant agencies are using technology to detect plagiarism in grant proposals.

3.Title [Putting Dissertation Online Isn't an Obstacle to Print Publication, Surveys Find](#)

Author Jennifer Howard

Journal The Chronicle of Higher Education December 12, 2012

Abstract Are you a science graduate student worried that making your thesis or dissertation available online will hurt your chances of getting it published? Gail McMillan, director of the digital library and archives at Virginia Tech, has good news for you. In a recent survey of science-journal editors, 87 percent indicated they would consider articles drawn from openly accessible electronic theses and dissertations, or ETD's. Ms. McMillan helped run the survey under the auspices of the Networked Digital Library of Theses and Dissertations, a

group that promotes the use and preservation of ETD's. She presented the survey results here this week at the fall meeting of the Coalition for Networked Information. The 2012 survey is a companion to one last year that polled journal editors in the social sciences, arts, and humanities. According to the 2011 results, more than 82 percent of the journal editors would consider manuscripts revised from openly accessible ETD's. (The 2011 survey also included university-press directors, who were more ambivalent about ETD's. More than half—53.7 percent—said they welcomed ETD submissions or would weigh them on a case-by-case basis.)

ScienceDirect

4.Title [Interactivity in Brand Web Sites: Cognitive, Affective, and Behavioral Responses Explained by Consumers' Online Flow Experience](#)

Author Guda van Noort | Hilde A.M. Voorveld | Eva A. van Reijmersdal

Journal Journal of Interactive Marketing November 2012

Abstract Web site interactivity creates numerous opportunities for marketers to persuade online consumers and receives extensive attention in the marketing literature. However, research on cognitive and behavioral responses to web site interactivity is scarce, and more importantly, it does not provide empirical evidence for how interactivity effects can be explained. Therefore, the aim of this study was to investigate the underlying principle that explains the influence of web site interactivity on consumers' cognitive, affective and behavioral responses: online flow, the web site users' complete immersion in an online activity (Hoffman and Novak 2009). In two studies, the hypothesis was tested that a visitor's flow experience in a specific brand web site mediates the effects of interactivity on the number and type (web site vs. product related) of thoughts, on attitudes toward the brand and web site, and on several behavioral intentions. The results provide evidence for the importance of flow in a marketing context, and the notion that the flow experienced on a specific web site is the underlying mechanism by which cognitive, attitudinal, and behavioral responses to an interactive brand web site can be explained.

5.Title [Brand Performances in Social Media](#)

Author Sangeeta Singh | Stephan Sonnenburg

Journal Journal of Interactive Marketing November 2012

Abstract The branding literature has long recognized the power of storytelling to provide meaning to the brand and practitioners have used storytelling to enhance consumers' connections with brands. The premise of brand storytelling has been that the story and its content, production, and distribution are the brand owner's realm and the consumer primarily a listener. The emergence of social media has changed the consumers' role in storytelling from that of a passive listener to a more active participant. Our paper uses the metaphor of improvisation (improv) theater to show that in social media brand owners do not tell brand stories alone but co-create brand performances in collaboration with the consumers. The first and foremost contribution of such a conceptualization is that it offers a semantic framework that resolves issues in storytelling,

demonstrates the necessity of co-creation in storytelling, and identifies the core of an inspiring story. The improv theater metaphor also helps identify the following three propositions relevant for branding in social media: (i) the process of improvisation is more important than the output, (ii) managing brands is about keeping the brand performance alive, and (iii) understanding the audience and its roles is the prerequisite for a successful brand performance.

6.Title	Knowledge generation and sharing in UK universities: A tale of two cultures?
Author	Kerry E. Howell | Fenio Annansingh
Journal	International Journal of Information Management Volume 33, Issue 1, February 2013
Abstract	As economies become more knowledge intensive it has become evident to most organizations that knowledge is a valuable resource. This is particularly true in academic organizations, which have the generation and dissemination of knowledge as their principal mission. This research assesses whether path-dependency exists in relation to cultural expectations of knowledge generation and sharing in knowledge intensive organizations. This paper adopts a constructivist approach facilitated by focus group discussions which were conducted in two UK universities, one Russell group university and the other a post-1992. Institutional culture and path dependency play a major role in the willingness of institutions to generate and share knowledge. Each institution exemplified a distinct path-dependency that underpinned cultural expectations but in each case internal and external factors were necessitating changes regarding knowledge sharing and generation which affected individual perspectives and organizational structures. The paper concludes by purporting that certain universities display critical junctures and cultural transformation in terms of knowledge generation, dissemination and sharing.

7.Title	Using Google Analytics to measure visitor statistics: The case of food composition websites
Author	H. Pakkala | K. Presserb, ,\\ T. Christensen
Journal	International Journal of Information Management Volume 33, Issue 1, February 2013
Abstract	Measuring visitor statistics is a core activity for any website provider. However, the analytical methods have so far been quite limited, difficult, expensive, or cumbersome. Google Analytics (GA) offers a free tool for measuring and analysing visitor statistics. GA was tested on three food composition websites (Denmark, Finland, and Switzerland). All the websites had a considerable number of visitors, which seemed to increase with the maturity of the website. The results also suggested that there were a considerable number of potential unreached users in Denmark and particularly in Switzerland, thus suggesting that promotion be increased and search engines be taken into account more during website design. About 15–20% of users visited the website more than nine times and about 20% spent there more than 10 min on the site. Following traffic from referring websites showed that most of the visitors could not be categorised as food or nutrition professionals. Our experience showed that GA was quite easy to use and gave useful and versatile information that can be used to compare different websites and improve the website design. Finally, we would like to encourage other food composition website providers to utilise either GA or another of the

similar tools available.

EBSCOhost

8.Title   WHO CAN FIX THE "MIDDLE-SKILLS" GAP?

Author   Kochan, Thomas | Finegold, David | Osterman, Paul3

Journal   Harvard Business Review; Dec2012, Vol. 90 Issue 12

Abstract   Nearly half of new job openings from 2010 through 2020 will be middle-skills positions in fields such as computer technology, nursing, and high-skill manufacturing. They require postsecondary technical education and training, and they're increasingly hard to fill. As federal funding for job training declines, Kochan, Finegold, and Osterman urge companies to take the lead in closing the middle-skills gap. Getting there, they argue, will require local business leaders to work with one another, educational institutions, and in some cases, unions. Available models include apprenticeship programs, such as those spearheaded by the Center for Energy Workforce Development; partnerships like those between Kaiser Permanente and its employee unions; sector-based regional initiatives, such as Boston-based SkillWorks; and collaborations with higher-education consortia that embrace strong ties to industry. Effective collaborative training programs involve employers in designing and funding the initiatives and in finding jobs for graduates. They integrate classroom education with opportunities to apply new skills in actual or simulated work settings. And they start graduates down a clear career path. These best practices, with leadership from the private sector, should be the cornerstones of a national job-training strategy.

9.Title   The Mass Power of India's Other IT Sector

Author   Quadir, Iqbal

Journal   Harvard Business Review; Dec2012, Vol. 90 Issue 12

Abstract   The article presents the author's thoughts on the role of cell phones in India's economic development, noting 900 million Indians have cell phones and the cell phone industry has created 15 million jobs as of December 2012. The idea that cell phones allow people from all economic levels to produce value which benefits the country's economy is discussed. The article notes cell phones have leveraged India's large population, making it an asset. The success of India's information technology (IT) and IT services industries is also mentioned in the discussion.

10.Title   What Panasonic Learned in China.

Author   Wakayama, Toshiro | Shintaku, Junjiro | Amano, Tomofumi

Journal   Harvard Business Review; Dec2012, Vol. 90 Issue 12

Abstract   When Panasonic started selling home appliances in the Chinese market a few decades ago, its only attempt at localization was to off er less expensive versions of developed-market offerings. But as the Chinese

middle class began to emerge, Panasonic's leaders discovered that local competitors such as Haier were quickly outpacing the Japanese company. While the home appliance market in China grew at 20% to 30% annually, Panasonic's growth in China stayed flat. Panasonic's leaders realized that they needed to engage more deeply with that market and learn to bridge two strategies that are often seen as mutually exclusive: finding competitive advantage through integrated, worldwide operations and focusing locally to meet consumers' particular needs. As a result of efforts such as the creation of a China Lifestyle Research Center, ideas began flowing freely between China and the home office in Japan. The company soon embarked on initiatives to understand consumers all over the world, and Panasonic's leaders began rethinking the company as a global, rather than a Japanese, powerhouse.