

มกราคม 2558

1.Title [Luxury branding: the industry, trends, and future conceptualisations](#)

Author Yuri Seo | Margo Buchanan-Oliver

Journal Asia Pacific Journal of Marketing and Logistics 2015 27:1

Abstract Purpose

– The purpose of this paper is to examine the emergence of a global luxury brand industry and discusses previous conceptualisations of luxury brands. In this endeavour, the study illustrates the unique context of luxury consumption, to highlight several developments in extant literature, and to advocate for the advancement of the consumer-centric paradigm of luxury branding.

Design/methodology/approach

– The study reviews the emergence of a global luxury brand industry, discusses macro-environmental trends that have influenced luxury brand consumption, critically evaluates the existing literature on luxury brands, and offers directions for future research.

Findings

– The study highlights that luxury brands have emerged as a special form of branding that conveys the unique sociocultural and individual meanings to their adherents. Moreover, it was found that these meanings have been shaped by a number of important cultural, social, and external trends, which call researchers and practitioners to consider the consumer-centric paradigm of luxury branding.

Originality/value

– The study calls for a shift in the focus from the characteristics of luxury brands per se, and towards phenomenological experiences and socio-cultural influences, in the pursuits to understand what brand luxury conveys in the broader context of post-modern consumer culture. The study offers two distinct areas for future research to address these developments.

Database Emerald Insight

2.Title [I worship, so I download? Idol worship, music purchase and piracy by young consumers in Taiwan](#)

Author Yu-An Huang | Chad Lin | Hung-Jen Su | Mei-Lien Tung

Journal Asia Pacific Journal of Marketing and Logistics 2015 27:1

Abstract Purpose

– The purpose of this paper is to examine the effect of parental and peer norms on idol worship as well as the effect of idol worship on the intention to purchase and obtain the idol's music products legally and illegally.

Design/methodology/approach

– A stratified, two-stage, cluster sampling procedure was applied to a list of high schools obtained from the Ministry of Education in Taiwan. A return rate of 80 per cent yielded 723 usable questionnaires, the data from which were analysed by the LISREL structural equation modelling software.

Findings

– The results suggest that both social worship and personal worship have a significant and positive impact on the intention to purchase music. However, personal worship has a negative impact on the intention to pirate music while social worship appears to strengthen it.

Research limitations/implications

– The findings suggest that idol worship is more complex than previously understood. The constructs chosen in this research should be seen only as a snapshot but other variables such as vanity trait, autonomy, romanticism or involvement are not taken into account. Future studies would benefit from inclusion of these variables and a wider geographical scope.

Practical implications

– The findings contain many implications to help marketing executives and planners better revise their existing marketing and communication strategies to increase their revenue.

Originality/value

– Existing research has tended to examine the impact of idol worship as a whole on the reduction of music piracy, but overlook the two-dimensional aspects of idol worship, hence ignoring the fact that many music firms have not properly utilised idol worship to deal with the challenges associated with music piracy. The findings broaden existing understanding about the causes of two different dimensions of idol worship and their different impacts on the intention to music piracy.

Database Emerald Insight

3.Title [Measuring the effectiveness of answers in Yahoo! Answers](#)

Author Alton Y.K Chua | Snehasish Banerjee

Journal Online Information Review 2015 39:1

Abstract Purpose

This study investigates the ways in which effectiveness of answers in Yahoo! Answers, one of the largest community question answering sites (CQAs), is related to question types and answerer reputation. Effective answers are defined as those that are detailed, readable, superior in quality, and contributed promptly. Five question types that were studied include factoid, list, definition, complex interactive, and opinion. Answerer reputation refers to the past track record of answerers in the community.

Design/methodology/approach

The dataset comprises 1,459 answers posted in Yahoo! Answers in response to 464 questions that were distributed across the five question types. The analysis was done using factorial analysis of variance.

Findings

The results indicate that factoid, definition and opinion questions are comparable in attracting high quality as well as readable answers. Although reputed answerers generally fared better in offering detailed and high quality answers, novices were found to submit more readable responses. Moreover, novices were more prompt in answering factoid, list and definition questions.

Originality/value

By analyzing variations in answer effectiveness with a twin-focus on question types and answerer reputation, this study explores a strand of CQA research that has hitherto received limited attention. The findings offer insights to users and designers of CQAs.

Database Emerald Insight

4.Title [the truth about CSR.](#)

Author Rangan, Kasturi | Chase, Lisa | Karim, Sohel

Journal Harvard Business Review. Jan/Feb2015, Vol. 93 Issue 1/2

Abstract The article discusses corporate social responsibility (CSR) programs. In the authors' view many of these programs consist of disparate, uncoordinated initiatives that fail to maximize their impact. They recommend a more coherent strategy that divides CSR efforts into three categories including those related to philanthropy, operational effectiveness, and shaping the firm's business model to better create shared value. Consideration is also given to developing

metrics for assessing CSR performance.

Database Business Source Complete

5.Title [A Second Chance to Make the Right Impression.](#)

Author Halvorson, Heidi Grant

Journal Harvard Business Review. Jan/Feb2015, Vol. 93 Issue 1/2

Abstract The article looks at interpersonal relations, focusing on the first impression one makes on others. It says how people perceive an individual on first acquaintance is shaped by various unconscious social and cognitive patterns, including patterns related to trust, power, and ego. It discusses how awareness of these patterns can be used to ensure that one creates a positive impression, citing behaviors including projecting a warm personality, describing oneself in terms of the other person's goals, and being modest. Other topics include prompting the other person to act fairly, the value of being helpful at moments of stress, and the impact of risk aversion on perceptions of others.

Database Business Source Complete

6.Title [The Feminization of International Migration and its Effects on the Children Left Behind: Evidence from the Philippines](#)

Author Patricia Cortes

Journal World Development Volume 65, January 2015

Abstract This paper explores the effects of a mother's migration on her children's well-being. I use children with migrant fathers as the main control group to separately identify the effects coming from remittances from those resulting from parental absence. Exploiting demand shocks as an exogenous source of variation in the probability that the mother migrates, I find suggestive evidence that children of migrant mothers are more likely to lag behind in school compared to children with migrant fathers. Controlling for remittances does not change this result, supporting the hypothesis that a mother's absence has a stronger detrimental effect than a father's.

Database ScienceDirect

7.Title [Promoting engagement in online courses: What strategies can we learn from three highly rated MOOCs](#)

Author Khe Foon Hew

Journal British Journal of Educational Technology

Abstract Although past research has sought to identify the factors of student engagement in traditional online courses, two questions remained largely unanswered with regard to Massive Open Online Courses (MOOCs): do the factors that could influence student engagement in traditional

online courses also apply to online courses that are massive and open? What factors do students consider important in terms of their perceived ability to promote a satisfying or engaging online learning experience? This paper reports a case study of three top-rated MOOCs in the disciplines of programming languages, literature, and arts & design in order to address these very questions. Using a mixed methods approach that combines participant observation with analysis of reflection data from 965 course participants, this paper seeks to understand the factors behind the popularity of these MOOCs. Five factors were found. These include the following, ranked in terms of importance: (1) problem-centric learning with clear expositions, (2) instructor accessibility and passion, (3) active learning, (4) peer interaction, and (5) using helpful course resources. The specific design strategies pertaining to each factor are further discussed in this paper. These strategies can provide useful guidance for instructors and are a worthwhile subject for further experimental validation.

Database Wiley Online Library

8.Title [Open online spaces of professional learning: Context, personalisation and facilitation](#)

Author Peter Evans

Journal TechTrends January 2015, Volume 59, Issue 1

Abstract This article explores professional learning through online discussion events as sites of communities of learning. The rise of distributed work places and networked labour coincides with a privileging of individualised professional learning. Alongside this focus on the individual has been a growth in informal online learning communities and networks for professional learning and professional identity development. An example of these learning communities can be seen in the synchronous discussion events held on Twitter. This article examines a sample of these events where the interplay of personal learning and the collaborative components of professional learning and practice are seen, and discusses how facilitation is performed through a distributed assemblage of technologies and the collective of event participants. These Twitter based events demonstrate competing forces of newer technologies and related practices of social and collaborative learning against a rhetoric of learner autonomy and control found in the advocacy of the personalisation of learning.

Database SpringerLink

9.Title [Emerging patterns in MOOCs: Learners, course designs and directions](#)

Author Hamish Macleod | Jeff Haywood | Amy Woodgate | Mubarak Alkhatnai

Journal TechTrends January 2015, Volume 59, Issue 1

Abstract Engagement with Massive Open Online Courses (MOOCs) at the University of Edinburgh has emerged from its strategic priorities to explore and innovate in the area of online and

technologically supported approaches to teaching and learning. This paper provides an account of analysis aimed at understanding who Edinburgh MOOC learners are, who elects to participate and the aspirations of that population, and the place that the MOOC will occupy in the University's online learning ecology. The analysis addresses a number of predictions that have been made about MOOCs since 2012, including their use for providing educational opportunities to the disadvantaged; global uptake of online learning; growth of an 'educational imperialism'; and the claim that 'MOOCs are for male geeks', and concludes with some observations about the University of Edinburgh's future plans in this space.

Database SpringerLink

10.Title [Three questions about the Internet of things and children](#)

Author Andrew Manches | Pauline Duncan | Lydia Plowman | Shari Sabeti

Journal TechTrends January 2015, Volume 59, Issue 1

Abstract Children's interaction with technology is evolving; increasingly there are devices that can capture and respond seamlessly to their everyday activity. This raises pertinent questions such as: how these technologies shape children's activity; how the data from their activity is used, and to what extent children, and their parents, are cognisant of the technology. This paper examines these questions in light of an emerging technology, the Internet of Things (IoT), by drawing upon three investigations (deskbased, home context, school context) into two commercially successful IoT designs (Skylanders and Disney Infinity). Whilst these particular games are limited in what activity they capture, the research illustrates how the digitalisation of everyday objects (toys) can influence both attitudes and behaviour, and generate potentially revealing data about children's everyday activity; yet with little reflection from parents or children. Encouragingly, the research also showed children's potential, with support, not just to understand, but design with this technology.

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