

# มิถุนายน 2558

**1. Title** [TO INNOVATE BETTER, FIND DIVERGENT THINKERS.](#)

**Journal** Harvard Business Review. Jun2015, Vol. 93 Issue 6

**Abstract** The article discusses the practice of seeking advice and ideas from practitioners in analogous fields. It references a study on search methodologies by Marion Poetz and colleagues at the Copenhagen Business School and Zeppelin University. Poetz and colleagues used a pyramid search methodology developed by researcher Eric von Hippel of the Massachusetts Institute of Technology (MIT) to help a forklift manufacturer research methods for loading and unloading forklifts from trucks. Details on workshops on inter-field collaboration held at the Wright Brothers Institute in Dayton, Ohio are also presented. INSET: "YOU CAN REFUTE THE NAYSAYERS".

**Database** Business Source Complete

**2. Title** [WE CAN'T RECALL LOGOS WE SEE EVERY DAY.](#)

**Author** Beard, Alison

**Journal** Harvard Business Review. Jun2015, Vol. 93 Issue 6

**Abstract** An interview with researcher Alan Castel is presented. He discusses a study he and his colleagues at UCLA performed in which students were asked to draw the logo of the technology company Apple Inc. from memory. He states that most of the students could not draw it accurately because human memory is selective and often omits unimportant details. He also discusses metacognition and a study on people's memory of the location of fire extinguishers.

**Database** Business Source Complete

**3. Title** [Overcoming trade logistics challenges: Asia-Pacific experiences](#)

**Author** Ben Shepherd | Shintaro Hamanaka

**Journal** Asia Pacific Journal of Marketing and Logistics Volume 27, Issue 3

**Abstract** Purpose

– The purpose of this paper is to identify major challenges that Asia-Pacific policy makers face in drawing up international logistics policies, and to seek possible solutions to the problems.

Design/methodology/approach

– Case study method: the paper includes seven case studies that attempt to address various types of logistics challenges. The paper introduces both intra- and extra-regional examples of the ways in which those challenges have been overcome in particular contexts through concerted action by government and the private sector.

#### Findings

– There are a lot of interesting experiences of overcoming logistics challenges, both inside and outside the Asia-Pacific region. Good practice experiences can be replicated by other countries in the region.

#### Originality/value

– While there have been a lot of discussions on logistics policy reforms, this paper is one of the first attempts that clearly link challenges with concrete case experiences where those are overcome. The paper discusses very practical issues in an analytically sound manner, using case method.

**Database** Emerald

**4. Title** [Power, Ownership and Tourism in Small Islands: Evidence from Indonesia](#)

**Author** Mark P. Hampton | Julia Jeyacheya

**Journal** World Development Volume 70, June 2015

**Abstract** This paper examines the political economy of tourism development in islands and uses Gili Trawangan, Indonesia as a case study. A longitudinal study drawing from fieldwork contributes to the discussion of how different types of power shape community development, and how the effects of hosting international tourism play an explicit role. Analysis using Barnett and Duvall's Taxonomy of Power model reveals the interplay between the types of power over time and its effects on different actors. Results raise questions for Less Developed Countries, and particularly islands, concerning the social costs of using tourism for development.

**Database** ScienceDirect

**5. Title** [Improving Governance for the Post-2015 Sustainable Development Goals: Scenario Forecasting the Next 50 years](#)

**Author** Devin K. Joshi | Barry B. Hughes | Timothy D. Sisk

**Journal** World Development Volume 70, June 2015

**Abstract** Covering three fundamental governance transitions historically characteristic of modern states—the provision of security, the building of capacity, and the deepening of inclusion—

we offer a pioneering forecast of the future of domestic governance through the year 2060 for 183 countries utilizing a long-term, dynamic, integrated global futures modeling system. While our Base Case forecast anticipates global gains in security, capacity, and inclusion, extended scenario analysis suggests that timely and effective interventions to strengthen governance and implement pro-poor development policies will result in much greater advances on the Post-2015 Sustainable Development Goals.

**Database** ScienceDirect

**6.Title** [Introducing a twitter discussion board to support learning in online and blended learning environments](#)

**Author** Brian Thoms | Evren Eryilmaz

**Journal** Education and Information Technologies June 2015, Volume 20, Issue 2

**Abstract** In this research we present a new design component for online learning communities (OLC); one that integrates Twitter with an online discussion board (ODB). We introduce our design across two sections of upper-division information systems courses at a university located within the U.S. The first section consisted of full-time online learners, while the second section met face-to-face twice a week. Guided by a working theoretical model for how individuals learn and interact within OLCs, we measure student perceptions of learning, social interaction and course community before and after our intervention. Initial findings were largely positive and students across both sections experienced high levels of learning, interaction and community. Our results pave the way for more integrated learning environments that incorporate online social networking (OSN) technologies.

**Database** SpringerLink

**7.Title** [Knowledge sharing through pair programming in learning environments: An empirical study](#)

**Author** R. K. Kavitha | M. S. Irfan Ahmed

**Journal** Education and Information Technologies June 2015, Volume 20, Issue 2

**Abstract** Agile software development is an iterative and incremental methodology, where solutions evolve from self-organizing, cross-functional teams. Pair programming is a type of agile software development technique where two programmers work together with one computer for developing software. This paper reports the results of the pair programming exercise which was carried out among fifty six post graduate students of Master of Computer Applications (MCA) who are engaged in developing small applications as a part of their Visual Programming laboratory course at Kumaraguru College of Technology (KCT) during the academic year 2012–2013. The basic intent of the study is to explore the possibilities of adopting pair programming as a pedagogical tool in higher educational setting. The study

investigates the possibilities of deploying purposeful pair programming modules to facilitate knowledge sharing in regular laboratory sessions. The research findings suggest that pair programming can be a useful approach to teach computer programming in higher education to facilitate effective knowledge sharing among the students.

**Database** SpringerLink

**8.Title** [Good times, bad times: entrepreneurship and the business cycle](#)

**Author** Juan A. Sanchis Llopis | José María Millán | Rui Baptista | Andrew Burke | Simon C. Parker | Roy Thurik

**Journal** International Entrepreneurship and Management Journal June 2015, Volume 11, Issue 2

**Abstract** This article introduces the special issue on Entrepreneurship and the Business Cycle, comprising articles presented at the workshop Good Times Bad Times: Entrepreneurship and the Cycle, held at the University of Valencia in November 2011. The workshop was organized to share insights about the under-researched issue of the interplay between entrepreneurship and cyclical dimensions of entrepreneurship.

**Database** SpringerLink

**9.Title** [The relationship among entrepreneurial activity, business cycles and economic openness](#)

**Author** Gerard Scholman | André van Stel | Roy Thurik

**Journal** International Entrepreneurship and Management Journal June 2015, Volume 11, Issue 2

**Abstract** We investigate the interplay among entrepreneurial activity, business cycles and unemployment in relation to economic openness. Additionally, we explore to what extent the observation frequency (quarterly versus annual data) influences the estimation results. Following the empirical literature, we estimate a pooled vector autoregression (VAR) model with fixed effects for the three macroeconomic variables. Using both quarterly and annual data for 19 OECD countries for the period 1998–2007, we observe that over the short term (after one quarter), a country's entrepreneurial activity is stimulated when its business cycle lags behind the world business cycle, whereas over the medium term (after 1 to 2 years), entrepreneurial activity is stimulated when its business cycle leads the world business cycle. This pattern suggests that a country's business cycle position relative to the world cycle creates different types of entrepreneurial opportunities depending on the time horizon considered. These results apply only to economies that are relatively open, which suggests that economic openness plays a role in generating entrepreneurial opportunities related to a country's cyclical performance.

**Database** SpringerLink

**10.Title** [Examining young children's perception toward augmented reality-infused dramatic play](#)

**Author** Jeonghye Han | Miheon Jo | Eunja Hyun | Hyo-jeong So

**Journal** Educational Technology Research and Development June 2015, Volume 63, Issue 3

**Abstract** Amid the increasing interest in applying augmented reality (AR) in educational settings, this study explores the design and enactment of an AR-infused robot system to enhance children's satisfaction and sensory engagement with dramatic play activities. In particular, we conducted an exploratory study to empirically examine children's perceptions toward the computer- and robot-mediated AR systems designed to make dramatic play activities interactive and participatory. A multi-disciplinary expert group consisting of early childhood education experts, preschool teachers, AR specialists, and robot engineers collaborated to develop a learning scenario and technological systems for dramatic play. The experiment was conducted in a kindergarten setting in Korea, with 81 children (aged 5–6 years old). The participants were placed either in the computer-mediated AR condition (n = 40) or the robot-mediated AR condition (n = 41). We administered an instrument to measure children's perceived levels of the following variables: (a) satisfaction (i.e., interest in dramatic play & user-friendliness), (b) sensory immersion (i.e., self-engagement, environment-engagement & interaction-engagement), and (c) media recognition (i.e., collaboration with media, media function & empathy with media). Data analysis indicates that children in the robot-mediated condition showed significantly higher perceptions than those in the computer-mediated condition regarding the following aspects: interest in dramatic play (satisfaction), interactive engagement (sensory immersion), and empathy with media (media recognition). Furthermore, it was found that the younger-aged children and girls, in particular, perceived AR-infused dramatic play more positively than the older-aged children and boys, respectively. The contribution of this study is to provide empirical evidence about the affordances of robots and AR-based learning systems for young children. This remains a relatively unexplored area of research in the field of learning technologies. Implications of the current study and future research directions are also discussed.

**Database** SpringerLink