

พฤศจิกายน 2558

1.Title [Residents' Perceptions of the Role of Leisure Satisfaction and Quality of Life in Overall Tourism Development: Case of a Fast-Growing Tourism Destination – Macao](#)

Author Xue Yan Liao, Siu-lan (Amy) So & Desmond Lam

Journal Asia Pacific Journal of Tourism Research

Abstract The previous literature has examined leisure satisfaction and quality of life but majority of studies were conducted in Western countries. Policy makers worldwide have struggled to balance residents' leisure satisfaction and tourism development. This study is conducted in Macao, China, a fast-growing tourism destination in Asia. Results indicated that local residents' leisure satisfaction is positively related to their perceived quality of life while local residents' perceived quality of life is positively associated with their evaluation of the perceived benefits of tourism. The results generated from that evaluation positively lead to residents' support of tourism development. Results indicated that it is worthwhile for the policy makers to invest resources in local residents' leisure satisfaction and quality of life since this will eventually help to support tourism development. The results of this study provide significant implications for policy makers.

Database Taylor & Francis Online Journal

2.Title [Tourists as Mobile Gamers: Gamification for Tourism Marketing](#)

Author Feifei Xu, Feng Tian, Dimitrios Buhalis, Jessika Weber & Hongmei Zhang

Journal Journal of Travel & Tourism Marketing

Abstract Gaming as a cutting-edge concept has recently been used by some innovative tourism sectors as a marketing tool and as a method of deeper engagement with visitors. This research aims to explore the gamification trend and its potential for experience development and tourism marketing. Using a focus group, this paper discusses gaming and tourism, and explores what drives tourists to play games. The results suggest tourists' game playing motivation is multidimensional. Players tend to start with purposive information seeking, then move on to an intrinsic stimulation. Socialization is also an important dimension. The research demonstrates several implications for tourism marketing.

Database Taylor & Francis Online Journal

3.Title [Refugee Crisis: More Horrors To Come](#)

Author Johnson, Paul

Journal Forbes (Nov 2, 2015)

Abstract The refugee issue has deep historical roots that go back to the 14th century. The Black Death killed up to half the population of Europe, but it led to a concentration of efforts to make childbearing safer, which, in due course, gave rise to the first hints of the population explosion to follow. The detonator for the present refugee crisis was the so-called Arab Spring. Far from being the birth of democracy that optimistic Western commentators first supposed, this series of events in North Africa and the Middle East marked a further and dramatic stage in the postimperial collapse of order and the proliferation of failed states. President Barack Obama, whose deliberate inactivity lies at the root of this crisis, refuses to do anything to help Europe. So people must grit their teeth and prepare for what is to come.

Database ABI/INFORM Complete

4.Title [How Ford CEO Mark Fields Is Channeling Henry Ford To Solve Society's Mobility Problems](#)

Author Muller, Joann.

Journal Forbes (Nov 2, 2015)

Abstract Reviving Lincoln Continental is an urgent mission for Ford Motor Co CEO Mark Fields who replaced Alan Mulally as CEO in July 2014. But three months later Fields is in Silicon Valley, painting a much different vision of the future, one in which traffic congestion and pollution threaten the very idea of car ownership. When traffic snarls, you park the car and ride the bike the rest of the way. Ford designed three versions of the e-bikes and is now testing them in London, where motorists who drive into the central city between 7 A.M. and 6 P.M. pay a "congestion charge" of \$18 a day. The bikes are paired with a smartphone app that provides directions plus real-time information on weather and traffic -- even potholes to avoid. Fields has to straddle both visions as he leads Ford through the most transformational era in automotive history. His immediate task is protecting Ford's core business from newly revived competitors like General Motors and Fiat Chrysler Automobiles while fending off disruptive new players like Google, Tesla and Apple.

Database ABI/INFORM Complete

5.Title [Wall Street Book Clubs: What Traders Are Reading Now](#)

Author Robehmed, Natalie.

Journal Forbes (Nov 2, 2015)

Abstract While tastes might be more refined in the literary alleys uptown, each year some of Wall Street's top firms release recommended reading lists for their clients and employees,

sourced from staffers themselves. A list of books that Wall Street traders are reading now is presented.

Database ABI/INFORM Complete

6.Title [The Best-Performing CEOs in the World 2015.](#)

Author IGNATIUS, ADI

Journal Harvard Business Review. Nov2015, Vol. 93 Issue 11

Abstract What's the true test of a leader's worth? At HBR, we believe it's the results he or she produces over the long run. To see who measured up, we analyzed the performance of the CEOs in the S&P Global 1200 over their entire tenures and ranked them from best to worst. In this issue, we reveal who made the top 100. In our analysis, we tracked the shareholder returns each CEO generated, starting from day one on the job, along with the change in each company's market capitalization. We adjusted the returns for each industry and country, to offset any increase that was attributable merely to being in a hot market. Then, to account for the many aspects of leadership beyond financial success, we incorporated a measure of environmental, social, and governance performance. For this we relied on the ratings of the investment research firm Sustainalytics. Our view is that, in an era of big data and greater transparency, consumers and investors want to understand a company's culture and values, not just its share price. And as the number one CEO on this year's list, Novo Nordisk's Lars Sørensen, points out, the two are inextricably linked. "In the long term, social and environmental issues become financial issues," he says. In an interview with HBR's editors, the low-key Sørensen shares his thoughts on counterintuitive strategy, connecting with employees, and managing for a triple bottom line. INSET: Where's Warren?.

Database Business Source Complete

7.Title [Digital Fairness vs. Facebook's Dream of World Domination.](#)

Journal Harvard Business Review. Nov2015, Vol. 93 Issue 11

Abstract As founder of the nation of "Facebookistan," Mark Zuckerberg has his hands full with over a billion worldwide users. But as you may have heard, he has an even bigger dream -- to hook up the 4.5 billion people around the world who lack internet access. The one-year-old Facebook-led initiative, called Internet.org, is designed to offer free access to a select set of websites like a "lite version" of Facebook, Wikipedia, and others, along with a limited number of content services on mobile phones. Facebook and the consumer make a deal: the consumer gets free access to a limited form of the internet and it's a good bet that as more people get this access, Facebook itself will be one of the biggest beneficiaries.

Database Business Source Complete

8.Title [Competing on Customer Journeys.](#)

Author Edelman, David C. | Singer, Marc

Journal Harvard Business Review. Nov2015, Vol. 93 Issue 11

Abstract As digital technology has enabled shoppers to easily research and buy products online, sellers have been scrambling after them, trying to understand and satisfy their wants. Savvy companies, however, are using new tools, processes, and organizational structures to proactively lead digital customers from consideration to purchase and beyond. They are creating compelling customer journeys and managing them like any other product—and gaining a source of competitive advantage. Building successful journeys requires four key capabilities: automation, to smoothly carry customers through each step of their online path; personalization, to create a customized experience for each individual; contextual interaction, to engage customers and appropriately sequence the steps they take; and journey innovation, to add improvements that enhance and extend the journey and foster customer loyalty. In addition, the most successful companies have a particular organizational structure, with a chief experience officer overseeing a journey-focused strategist and a “journey product manager.” This latter role is critical—the journey product manager leads a team of designers, developers, data analysts, marketers, and others to create and sustain superior journeys, and he or she is accountable for the journey’s ROI and general business performance. INSETS: Idea in Brief.;New Journey Technologies.;Holding Journey Managers Accountable

Database Business Source Complete

9.Title [The New Science of Customer Emotions.](#)

Author Magids, Scott | Zorfas, Alan | Leemon, Daniel

Journal Harvard Business Review. Nov2015, Vol. 93 Issue 11

Abstract When a company connects with customers’ emotions, the payoff can be huge. Yet building such connections is often more guesswork than science. To remedy that problem, the authors have created a lexicon of nearly 300 “emotional motivators” and, using big data analytics, have linked them to specific profitable behaviors. They describe how firms can identify and leverage the particular motivators that will maximize their competitive advantage and growth. The process can be divided into three phases. First, companies should inventory their existing market research and customer insight data, looking for qualitative descriptions of what motivates their customers—desires for freedom, security, success, and so on. Further research can add to their understanding of those motivators. Second, companies should analyze their best customers to learn which of the motivators just identified are specific or more important to the high-value group. They should then find the two or three of these key motivators that have a strong association with their brand. This provides a guide to

the emotions they need to connect with in order to grow their most valuable customer segment. Third, companies need to make the organization's commitment to emotional connection a key lever for growth—not just in the marketing department but across every function in the firm. INSETS: Idea in Brief.;Getting Started

Database Business Source Complete

10.Title [Leadership and creativity in East Asian schools](#)

Author Roger C. Shouse | Chenwei Ma

Journal Asia Pacific Education Review

Abstract Over the past two decades, the concepts of educational creativity and leadership have attracted tremendous attention throughout East Asia. Driven in large part by isomorphic tendencies within a global organizational environment, the two ideas have also acquired the trappings of institutional myth. Often overlooked in the schools literature, however, are the strong conceptual similarity and interconnection between creativity and leadership. Of particular note in East Asian schools is the intrinsic tension they share between being understood as properties of formal or ascribed status and as natural human characteristics. Based on the prior literature, examples, and analysis, this conceptual paper: (1) examines the “twin concept” nature of creativity and leadership within schools, proposing that they be understood less in terms of formal or ascribed status and more as vectors of natural activity within school organizations; (2) suggests ways in which East Asian school reform movements can take advantage of such activity; and (3) raises questions regarding the meaning of “reform” in East Asian schools.

Database SpringerLink

11.Title [Academic culture in Malaysia: sources of satisfaction and frustration](#)

Author Chang Da Wan | David W. Chapman | Ahmad Nurulazam Md Zain | Sigrid Hutcheson | Molly Lee | Ann E. Austin

Journal Asia Pacific Education Review

Abstract This paper examines the sources of satisfaction and frustration among Malaysian academics across three types of higher education institutions (HEIs)—public research university, public comprehensive university and private non-profit university. Based on interview with 67 academics across six HEIs, there is a clear pattern and relationship between the sources of satisfaction and frustration and the types of institutions these academics were affiliated. The major sources of satisfaction are related to the nature of academic work, which includes supervising, mentoring, teaching and interacting with students, as well as conducting research and disseminating knowledge through publication. However, the major sources of

frustration are predominantly related to the governance of higher education, resulting from unrealistic expectations, lack of transparency of the promotion and reward system, and a strong bureaucratic culture. The understanding of satisfaction and frustration has helped us to understand issues of morale, retention and, possibly, productivity of academics across these HEIs, and in turn, the understanding of these issues about academics has implications in understanding the governing structure of HEIs. Although this study is limited only to HEIs in Malaysia, the findings have wider implications in contributing to the understanding of governance and academic culture in the broader context of higher education.

Database [SpringerLink](#)