ตุลาคม 2557

1.Title   [Balancing "We" and "Me"](#)

Author   Congdon, Christine | Flynn, Donna | Redman, Melanie

Journal   Harvard Business Review. Oct2014, Vol. 92 Issue 10

Abstract   The open office is the dominant form of workspace design for good reason: It fosters collaboration, promotes learning, and nurtures strong culture. But what most companies fail to realize is that collaboration has a natural rhythm that requires both interaction and private contemplation. Companies have been trying for decades to find the balance between public and private workspace that best supports collaboration. In 1980 52% of U.S. employees lacked workspaces where they could concentrate without distraction. In response, high-walled cubicles took over the corporate landscape. By the late 1990s, the tide had turned, and only 23% of employees wanted more privacy, and 50% wanted more access to other people. Ever since, firms have been beefing up spaces that support collaboration and shrinking areas for individual work. But the pendulum seems to have swung too far: Once again, people feel a pressing need for privacy, not only to do heads-down work but to cope with the intensity of work today. To address these needs, according to the authors, we have to rethink our assumptions about privacy. Traditionally defined in physical terms, privacy is now about the individual's ability to control information and stimulation. In this article, the authors examine workspace design through the new lens of privacy and offer insights on how to foster teamwork and solitude

Database   Bussiness Source Complete

2.Title   [Mutations of real estate actors' strategies and modes of capital appropriation in contemporary Phnom Penh](#)

Author   Gabriel Fauveaud

Journal   Urban Studies October 6, 2014

Abstract   The importance of large-scale real estate projects in Phnom Penh's contemporary development has been stressed in recent research. However, an important part of the local real estate actors, such as small and medium developers, or the emerging elite, has been overlooked. In consequence, important aspects of the reorganisation of the urban spaces production processes after 1980 remain unknown. Using a cross typology of both real estate actors and

modes of real estate capital appropriation, I underline the evolution of developer's actions and strategies since the 1980s. I argue that local real estate actors represent the core of Phnom Penh's transformations, and have to be studied through a socio-historical perspective. I further argue that an actor-centred approach is necessary to identify the domination structure of the real estate activity. Finally, the article stresses the emergence of new groups of interest (associations of professionals), which will certainly participate to transform power relationships in Phnom Penh's real estate sector.

Database   SAGE Journals

3.Title   [Cross-level interaction between individual and neighbourhood socioeconomic status in relation to social trust in a Japanese community](#)

Author   Hiroshi Murayama | Reiko Arami | Tomoko Wakui | Ikuko Sugawara | Satoru Yoshie

Journal   Urban Studies October 2014 vol. 51 no. 13

Abstract   This study explores whether cross-level interaction between individual and neighbourhood socioeconomic status (SES) is associated with social trust. A cross-sectional questionnaire survey was conducted with 4123 randomly selected people aged 20 years and older from 72 districts in the city of Kashiwa in 2009, and 1720 questionnaires were analysed. People of low SES tended to have higher trust in the national government and lower trust in neighbours as residential district SES increased. By contrast, people of high SES had relatively constant levels of both general and local aspects of social trust, despite local district SES. We found that perceptions of trust among people of low SES are more likely to be influenced by district-level SES than among people of high SES. This highlights the importance of considering the cross-level interaction of individual and neighbourhood SES as this interaction can either raise or lower social trust in communities.new interventions to reduce environmentally unsustainable tourism behaviours.

Database   SAGE Journals

4.Title   [The effect of electronic books on enhancing emergent literacy skills of pre-school children](#)

Author   Fathi M. Ihmeideh

Journal   Computers & Education Volume 79, October 2014

Abstract   The purpose of this study was to investigate the effects of e-books on enhancing Jordanian preschool children's emergent literacy skills (experimental group), in comparison to children who were exposed to regular printed books (control group). To achieve the objectives of this

study, the total of 92 children were assigned to either experimental group (n = 48) and control group (n = 44). The pre- and post-test data was collected on print awareness, vocabulary, alphabetic knowledge and phonological awareness skills to determine the effectiveness of e-books. The results indicated that children in experimental group performed significantly better than the children in control group. Moreover, significant differences were found according to gender, as the female children exhibited superior emergent literacy skills to the male children. Regarding the different emergent literacy skills, children in the experimental group achieved better improvement in the areas of print awareness and vocabulary. Based on these findings, it is recommended that pre-school institutions incorporate e-books activities into their classrooms.

Database   ScienceDirect

5.Title   Benefits of emotional design in multimedia instruction

Author   Richard E. Mayer | Gabriel Estrella

Journal   Learning and Instruction Volume 33, October 2014

Abstract   Emotional design of multimedia instruction involves making the essential elements in the lesson's graphics more appealing, such as by rendering them with human-like features and with distinct, appealing colors (Um, Plass, Hayward, & Homer, 2012). College students received an 8-slide multimedia lesson on how a virus causes a cold for 5 min (Experiment 1) or for as long as they wanted (Experiment 2). For the control group, the graphics consisted of simple black-and-white drawings in which the host cell was represented as a large circle, and the virus was represented as a small circle with small spikes on the outside and a rectangle on the inside. For the enhanced group, the graphics were redrawn to render the host cell as a red face with expressive eyes (registering surprise, fear, and sickness at various stages in the process), and the virus as a blue face with fierce eyes and with a green dot at the end of each of the blue tentacles surrounding the virus face. The enhanced group performed better than the control group on a subsequent learning test ($d = 0.69$ in Experiment 1, $d = 0.65$ in Experiment 2) and gave higher effort ratings in Experiment 1 ($d = 0.65$) but not in Experiment 2 ($d = -0.10$). The findings are generally consistent with the cognitive affective theory of learning with media, and point to the importance of incorporating motivation into cognitive theories of multimedia learning.

Database   ScienceDirect

6.Title [Souvenir sellers and perceptions of authenticity – The retailers of Hội An, Vietnam](#)

Author Thu Thi Trinh | Chris Ryan | Jenny Cave

Journal Tourism Management Volume 45, December 2014

Abstract Authenticity has long been a theme within the tourism literature, but relatively little has been written about the attitudes of souvenir retailers. This paper, based on a combination of case study and micro-ethnographic approaches, reports findings derived from interviews with 25 souvenir retailers in the UNESCO World Heritage site of Hoi An, Vietnam. It uses a thematic and content analysis aided by the use of textual analysis software to identify dichotomous yet holistic perceptions on the part of the retailers. They seek to sell souvenirs perceived as authentic of Hoi An, yet source both nationally and locally. The items are thus representative of Hoi An and Vietnam, and these attitudes can be justified by an appeal to the past trading heritage of the ancient city. The retailers also perceive tourists as potential 'prosumers' who create their own experiential authenticity.

Database ScienceDirect

7.Title [Hopkins University Discovery to Market program](#)

Author Phillip H. Phan

Journal The Journal of Technology Transfer October 2014, Volume 39, Issue 5

Abstract This article describes the design and implementation of a technology commercialization course at a major research university. It discusses the integration between the scientific research enterprise and the business of innovation through an practice based course, the resources required, the challenges encountered, and the results of the initiative. Policy implications from the lessons learned are discussed. Suggestions on how such a program could be implemented in other institutions of higher learning, together with thoughts on future directions and improvements are offered.

Database SpringerLink

8.Title [Anatomy of Tsinghua University Science Park in China: institutional evolution and assessment](#)

Author Yonghua Zou | Wanxia Zhao

Journal The Journal of Technology Transfer October 2014, Volume 39, Issue 5

Abstract University science parks are the essential ingredient in the national innovation system of China. This paper examines the institutional evolution of Tsinghua University Science Park (TusPark). Established in 1994, TusPark has grown into the most notable university science park in China.

Tsinghua University and TusPark have applied many effective strategies to develop their technology industry and promote innovational activities. This paper also assesses strengths and challenges of TusPark. Although TusPark experiences many constraints of internal and external institutions, it has brought its advantages into full play. The growth trajectory of TusPark is unique, but its experience can contribute to the understanding of science parks in advanced and other emerging economies in the context of globalization.

Database   SpringerLink

9.Title   [The Issue of Equity and Quality of Education in Hong Kong](#)

Author   Wing On Lee | Maria Manzon

Journal   The Asia-Pacific Education Researcher October 2014

Abstract   'Equity and Quality' is an emerging terminology that focuses on the quality of education rather than on 'excellence'. The global policy discourse is turning towards levelling up educational quality for all. The Organization for Economic Cooperation and Development (OECD) 2012 report entitled Equity and Quality in Education: Supporting Disadvantaged Students and Schools claimed that the highest performing education systems (HPES) across OECD countries are those that combine high quality and equity. In such education systems, the vast majority of students can attain high level skills and knowledge that depend on their ability and drive, more than on their socio-economic background. Paradoxically, among the HPES are three East Asian systems—China, Hong Kong and Singapore—characterized by a huge income disparity between the rich and the poor with their above-40 Gini indices. Nevertheless, their high average scores in PISA 2009 illustrate that the average quality of education in respect to learning outcomes provided in these education systems are of a very high quality which benefits the whole population regardless of the socio-economic conditions of the students. How can these seemingly contradictory claims and evidences be explained? Can educational equity and quality co-exist within a highly unequal society? This article attempts to offer some explanations taking Hong Kong as an illustrative case. Employing Bourdieu's logic of practice, the article argues that both cultural habitus and structural contexts account for the achievement, albeit contested, of educational equity and quality in Hong Kong.

Database   SpringerLink

10.Title   [International research collaborations of ASEAN Nations in economics, 1979–2010](#)

Author   Sameer Kumar | Vala Ali Rohani | Kuru Ratnavelu

Journal   Scientometrics October 2014, Volume 101, Issue 1

Abstract   This study examines the research performance and international research collaborations (IRC) of ASEAN nations in the area of economics. Over the last 3 decades international collaborated

papers have increased in the region, while locally-co-authored papers have declined. Singapore towered among ASEAN nations in research efficiency based on geographical area, population and GDP. Vietnam performed relatively better in research efficiency than research productivity (number of papers produced), while Indonesia performed poorly. Overall, internationally co-authored papers were cited twice as often as locally authored papers except that both The Philippines and Indonesia exhibited almost no difference in how their local and internationally co-authored papers were cited. The study also examined IRC from the perspective of social networks. Centrality had a strong correlation with research performance; however, vertex tie-strength (a result of repeat collaboration) showed maximum correlation with research performance. While Malaysia emerged as the nation with the highest betweenness centrality or 'bridging' power, the US emerged as the most favoured international partner of ASEAN nations. However, collaboration between ASEAN countries accounted for just 4 % of all international collaborations. Increased academic mobility and more joint scientific works are suggestions to consider to boost educational co-operation among the ASEAN nations.

Database   SpringerLink