Hot Articles

"February | 2017"

Social Science

Title: [The Development of Sociocultural Competence with the Help of Computer Technology](#)

Author: Alina E. Rakhimova | Marianna E. Yashina | Albina F. Mukhamadiarova | Astrid V. Sharipova

Abstract The article deals with the description of the process of development sociocultural knowledge and competences using computer technologies. On the whole the development of modern computer technologies allows teachers to broaden trainees' sociocultural outlook and trace their progress online. Observation of modern computer technologies and estimation of their ability to help teachers was the main question of this article. During the experiment the authors implemented the following research methods: method of observation, sociometric method, test, survey. The objectives of the experimental work were: (1) Identification of the level of development of socio-cultural competence of students; (2) Detection of the most optimal features of comprehensive integration and implementation of pedagogical conditions for development of students' socio-cultural competence; (3) Verification of the effectiveness of pedagogical conditions for development of socio-cultural competence of students in the socio-cultural projects. Cognitive activity of students under which the authors understand the process of creative knowledge of foreign culture is increasing with the use of computer technologies. Thus, this process changes the general educational purposes of humanities. In this article the authors enumerate main skills and abilities required from the teacher who use computer technology in sociocultural environment. On the whole the level of sociocultural competence can be advanced with the help of computer technologies as it provides wide opportunities for students to take part in joint-work international projects.

Database

Title: [Do You Think You Can? The Influence of Student Self-Efficacy on the Effectiveness of Tutorial Dialogue for Computer Science](#)

Author: Joseph B. Wiggins | Joseph F. Grafsgaard | Kristy Elizabeth Boyer | Eric N. Wiebe | James C. Lester

Abstract

In recent years, significant advances have been made in intelligent tutoring systems, and these advances hold great promise for adaptively supporting computer science (CS) learning. In particular, tutorial dialogue systems that engage students in natural language dialogue can create rich, adaptive interactions. A promising approach to increasing the effectiveness of these systems is to adapt not only to problem-solving performance, but also to a student's characteristics. Self-efficacy refers to a student's view of her ability to complete learning objectives and to achieve goals; this characteristic may be particularly influential during tutorial dialogue for computer science education. This article examines a corpus of effective human tutoring for computer science to discover the extent to which considering self-efficacy as measured within a pre-survey, coupled with dialogue and task events during tutoring, improves models that predict the student's self-reported frustration and learning gains after tutoring. The analysis reveals that students with high and low self-efficacy benefit differently from tutorial dialogue. Student control, social dialogue, and tutor moves to increase efficiency, may be particularly helpful for high self-efficacy students, while for low self-efficacy students, guided experimentation may foster greater learning while at the same time potentially increasing frustration. It is hoped that this line of research will enable tutoring systems for computer science to tailor their tutorial interactions more effectively.

Database

SpringerLink

Title: [Examining Interprofessional Education Through the Lens of Interdisciplinarity: Power, Knowledge and New Ontological Subjects](#)

Author: Rebecca E. Olsonb | Caragh Brosnan

Abstract

Interprofessional education (IPE) – students of different professions learning together, from and about each other – is increasingly common in health professional degrees. Despite its explicit aims of transforming identities, practices and relationships within/across health professions, IPE remains under-theorised sociologically, with most IPE scholarship focussed on evaluating specific interventions. In particular, the significance of a shared knowledge base for shaping professional power and subjectivity in IPE has been overlooked. In this paper we begin to develop a framework for theorising IPE in allied health, by drawing parallels with a cognate area in which there has already been fruitful conceptual development: interdisciplinarity. Specifically, we offer a worked example of how the two areas may be brought into dialogue, by deploying Barry, Born and Weszkalnys' (2008) conceptualisation of interdisciplinarity as a lens for understanding IPE. Following Barry et al. (2008) we delineate a number of 'modes' and 'logics' of knowledge-production that emerge both in IPE literature and in our own empirical study of IPE. Our empirical data are drawn from 32 semi-structured interviews with 19 allied health students participating in an IPE curriculum at one Australian university. Findings point to the emergence of interprofessional practitioner identities among students that have the potential to undermine traditional epistemological boundaries and transcend role-based distinctions in future health profession(al)s. We argue that Barry et al.'s 'logic of ontology' sheds light on previously unidentified processes of transformation within IPE, and offers a theoretical framework that can explain the importance of a shared pan-professional knowledge base for the reflexive individual construction of new interprofessional ontological subjects.

Database

SpringerLink

Title: Teaching in a Time of Discord: Six Strategies for Learning Design and Practice

Author: Donovan R. Walling

Journal: TechTrends

Doi: 10.1007/s11528-017-0165-5

Abstract

The rhetoric of the 2016 presidential election campaign was brutalizing. Teachers at all levels have reported negative effects, students made fearful by racist, xenophobic, antigay speech at one end of the spectrum and, at the other end, students emboldened to be oppressors, freely hurling hate speech and menacing those who were targeted. The campaign was an assault on civil discourse, which has been both an American cultural value and a mainstay of our democratic way of life. Recovery from this assault, like healing from a physical assault, will take time. What can learning designers and practitioners do to foster recovery and strengthen our collective civic sensibilities now and for the future?

Database

SpringerLink

Title: [Performance Assessment, Vulnerability, Human Capital, and the Allocation of Aid Among Developing Countries](#)

Author: Patrick Guillaumont | Mark McGillivray | Laurent Wagner

Journal: World Development

Volume: 90,

February 2017

Abstract

Developing country performance with respect to economic policies and institutional behavior is a common criterion for the allocation of aid among recipient countries. This paper examines how performance is used, arguing that performance is too narrowly defined. A more appropriate definition is one that controls for the economic vulnerability and human capital of developing countries. Econometric analysis of cross-section and panel data is presented that supports this contention. The paper also contends that performance and exogenous economic shocks are likely to be pro-cyclical. This implies a double punishment when aid is allocated according to performance. Evidence of such punishment is also provided. The paper concludes by arguing that economic vulnerability and human capital variables should augment performance measures in aid allocation decision-making.

Database

ScienceDirect

Title: Can Agricultural Traders be Trusted? Evidence from Coffee in Ethiopia

Author: Bart Minten | Thomas Assefa | Kalle Hirvonen

Journal: World Development

Volume: 90,

February2017

Doi: 10.1016/j.worlddev.2016.08.018

Abstract

Traditional food marketing systems in developing countries are often not trusted. In consequence, policy makers frequently try to regulate them and modern marketing arrangements are increasingly emerging to address some of their presumed deficiencies. However, it is unclear how trustworthy these markets actually are. The purpose of this study is to look at these issues in the case of coffee marketing in Ethiopia. Coffee markets in Ethiopia present an interesting case study due to the high price and quality differentiation linked to a number of both easily and not so easily observable characteristics. Moreover, modern marketing practices, such as modern retail, branding and packaging, are becoming increasingly common in Ethiopia's urban coffee markets. When we define and examine trustworthiness in the Addis Ababa coffee market as a function of weights and quality, we find that traditional traders are relatively trustworthy on observable quality characteristics and weights. However, there is a consistent pattern of over-representation of not so easily verifiable quality characteristics. We further find that modern marketing outlets or formats, including modern domestic retail and branded packaged products, deliver higher quality at a higher price, but are not more trustworthy than traditional marketing arrangements in terms of these dimensions of trade transactions.

Database

ScienceDirect

Title: CUSTOMER LOYALTY IS OVERRATED

Author: LAFLEY, A.G. | MARTIN, ROGER L

Journal: Harvard Business Review. Jan/Feb2017, Vol. 95 Issue 1, p45-54

Abstract Why do companies routinely succumb to the lure of rebranding? The answer, say A.G. Lafley and Roger L. Martin, the authors of "Customer Loyalty Is Overrated," is rooted in serious misperceptions about the nature of competitive advantage—namely, that companies need to continually update their business models, strategies, and communications to respond to the explosion of options that sophisticated consumers face. Research suggests that what makes competitive advantage truly sustainable is helping consumers avoid having to make a choice. They choose the leading product in the market primarily because that is the easiest thing to do. And each time they select it, its advantage increases over that of the products or services they didn't choose, creating what the authors call cumulative advantage. Lafley and Martin offer guidance for building cumulative advantage: Become popular early. Back in 1946, Procter & Gamble gave away a box of Tide with every washing machine sold in America. Design for habit. When P&G introduced Febreze, consumers liked it but didn't use it much. The problem, it turned out, was that the product came in what looked like a glass-cleaner bottle, so users kept it under the sink. When the company redesigned the bottle so that customers would keep it in a more visible spot, they ended up using it more often. Innovate inside the brand. Efforts to "relaunch" brands can lead people to break their habits. Changes in product features should be introduced in a way that retains cumulative advantage. For customers, "improved" is much more comfortable than "new." Keep communication simple. A clever ad may win awards, but if its message is too complex, it will backfire.

Database

Business Source Complete

Title: OLD HABITS DIE HARD, BUT THEY DO DIE.

Author: MCGRATH | RITA GUNTHER

Journal: Harvard Business Review. Jan/Feb2017, Vol. 95 Issue 1, p54-57

Abstract

Rita Gunther McGrath takes issue with some of this thinking. In "Old Habits Die Hard, but They Do Die," she argues that although the theory of cumulative advantage makes sense in industries that are predictable, that condition no longer applies for many companies. Habits, like other elements of the environment, can shift. Consider how Dollar Shave Club's subscription model snatched market share from Gillette. Executives, McGrath says, must balance the power of cumulative advantage with the need to refresh their approach. One tactic is to leverage an organization's core skills or capabilities, but in a new format—as Dayton Hudson did when it became Target. The better executives become at understanding the motivations behind unconscious choices, the more likely they are to succeed at building habitual behavior among their customers—and, just as important, the more likely they are to see how those habits might change.

Database

Business Source Complete

Title:

Author: Janet R McColl-Kennedy | Hannah Snyder | Hannah Snyder | Lars Witell | Anu Helkkula | Suellen J Hogan | Laurel Anderson

Abstract

Purpose

The purpose of this study is to synthesize findings from health care research with those in service research to identify key conceptualizations of the changing role of the health care customer, to identify gaps in theory, and to propose a compelling research agenda.

Design/methodology/approach

This study combines a meta-narrative review of health care research, and a systematic review of service research, using thematic analysis to identify key practice approaches and the changing role of the health care customer.

Findings

The review reveals different conceptualizations of the customer role within the ten key practice approaches, and identifies an increased activation of the role of the health care customer over time. This change implies a re-orientation, that is, moving away from the health care professional setting the agenda, prescribing and delivering treatment where the customer merely complies with orders, to the customer actively contributing and co-creating value with service providers and other actors in the ecosystem to the extent the health care customer desires.

Originality/value

This study not only identifies key practice approaches by synthesizing findings from health care research with those in service research, it identifies how the role of the health care customer is changing and highlights effects of the changing role across the practice approaches. A research agenda to guide future health care service research is also provided

Database

Emerald

Title: [The influence of service employees' nonverbal communication on customer-employee rapport in the service encounter](#)

Author: Cheng-Yu Lin | Jiun-Sheng Chris Lin

Journal: Journal of Service Management

Volume: 28   Issue: 1

Abstract

Purpose

Rapport between service employees and customers has been suggested to be an important determinant of customer relationship management, yet existing marketing literature still lacks a sufficient understanding of how service employees' nonverbal communication affects customer-employee rapport development in service encounters. This study aimed to fill this research gap by proposing and testing a model that explores how service employees' nonverbal communication (employee affective delivery and behavioral mimicry) influences customer positive emotions and customer-employee rapport. The mediating role of customer positive emotions and the moderating role of store atmosphere in the process of customer-employee rapport development were also assessed.

Design/methodology/approach

Using an observational methodology in conjunction with a customer survey, multi-source survey data collected from 303 customer-employee pairs in the apparel retailing industry was examined through structural equation modeling (SEM) and regression analysis.

Findings

Results showed that employee nonverbal communication positively influenced customer positive emotions and customer-employee rapport. The partial mediating role of customer positive emotions and the moderating role of store atmosphere in the process of rapport development were also confirmed.

Practical implications

Service firms should train and motivate employees to use nonverbal communication to develop and strengthen customer-employee rapport. The importance of customer positive emotions in the service process should be addressed in the customer-employee rapport development process. Furthermore, service managers should also allocate firm resources to create a well-designed store atmosphere for target customers.

Originality/value

This research represents one of the earliest studies to explore and empirically test the influence of employee nonverbal communication on customer-employee rapport development in service encounters. The partial mediating role of customer positive emotions and the moderating role of store atmosphere on the relationship between employee nonverbal communication and customer-employee rapport were also proposed and confirmed.

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