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TABEL OF CONTENTS

HOW DO YOU TEACH LIKE A MAN? POLITICS AND PERCEPTIONS OF MEN WORKING WITH YOUNG CHILDREN .................................................................................................................. 6
Suzanne O’ Keeffe ........................................................................................................................................ 6

THE CAUSAL RELATIONSHIP AMONG PLANNING, COMMITMENT, IMPLEMENTATION AND ORGANIZATIONAL CHANGE IN ASEAN .................................................................................. 14
Dr. Songyasin Chonpatathip; Dr. Chaiwat Panphet; Dr. Sirinpun Yantarat; Prof. Dr. Nutchuda Thitikalaya; Prof. Dr. Chotika Ramabut; and Prof. Dr. Uthit Siriwan ................................................................................................................................ 14

THE SUITABLE GRAPHIC DESIGN ON FOOD PRODUCTS PACKAGING FOR JAPANESE ELDERLY PERSON ......................................................................................................................... 23
Dr. Pibool Waijittragum .................................................................................................................................. 23

THE HEALTHY AND CLEAN BEHAVIOUR FOR 6TH GRADE STUDENTS IN AIR ITAM, INDONESIA .................................................................................................................................................. 31
Dr. Imyadelna Ibma Nila Utama Dr. Ayu Putrie Turissia Wigati; Dr. Franz Zakharia Simanjuntak; Dr. Inayah Shahab; and Dr. Reinaldi Elanova Ramschie ........................................................................................................ 31

THE SCOPE OF HARMONIZATION OF PRIVATE LAW AND FOREIGN INVESTMENT LAW DISCIPLINES IN INTERNATIONALIZATION OF LEGAL EDUCATION: A CLOSER LOOK AT THE ROLE OF LAWS GOVERNING INTERNATIONAL SALE OF GOODS AND FOREIGN INVESTMENT ........................................................................................................... 36
Dr. Muruga Perumal Ramaswamy .................................................................................................................. 36

A STUDY ON CONSUMER INVOLVEMENT & BRAND POSITIONING STRATEGIES IN INDIAN AUTOMOBILE SECTOR .............................................................................................................. 42
Mr. Poojan Shah ............................................................................................................................................. 42

HYPOCHONDRIA- AN INGRAINED MENTAL ILLNESS AMONG COLLEGE STUDENTS........... 49
Ms. Aesha Patel and Dr. Ritu Sharma ............................................................................................................... 49

SWEDISH FATHERHOOD: DUAL-CARER MODEL .................................................................................... 57
Tingting TAN .................................................................................................................................................. 57

CHANGES IN ACCOUNTING EDUCATION: ARE WE READY? .............................................................. 65
Prof. Rozainun Abdul Aziz and Zuraeda Ibrahim ........................................................................................................ 65

JAPANESE EFL STUDENT PERCEPTION OF GENDER REPRESENTATION ................................. 65

Mr. Nicholas Musty ......................................................................................................................................................... 65

WHAT INFLUENCES DEMAND FOR LEGAL AID IN POLAND. EMPIRICAL ANALYSIS USING LOGIT MODEL AND BAYESIAN MODEL AVERAGING ....................................................... 66

Prof. Waldemar Florczak ................................................................................................................................................. 66

ASSOCIATION BETWEEN DIFFERENT TYPE OF STRESS AND SLEEP QUALITY IN MULTI-ETHNIC POPULATION IN ASIA .................................................................................................................. 67

Dr. Nang Ei Ei Khaing Ushashree Divakar; Krister Jarbrink; Nuraini Nazeha; Ming Keat Sng; Nanthini Visvalingam; Gerard Dunleavy; Michael Soljak; George Christopoulos; Kian Woon Kwok; Chee Kiong Soh; and Josip Car ....... 67

WORK-BASED LEARNING: MANAGEMENT AND ACCOUNTING SERVICES BUSINESS MODEL (MAAS MODEL) & ITS CONSTRUCTIVIST FRAMEWORK ........................................................................ 68

Dr. Zuraeda Ibrahim Zafiruddin Baharum; Siti Mariam Mansor; Prof Dr Rozainun Hj. Abd. Aziz; and Dr Nor Farizal Mohamed ...................................................................................................................... 68

MEDICAL ETHICS AND THE MEDICOLEGAL ANALYSIS OF CHEMICAL CASTRATION TREATMENT IN INDONESIA’S ACT REGARDING CHILD PROTECTION ................................................................. 68

Mr. Muhamad Dzadit Taqwa; Ms. Niken Rachma Sayekti; Mr. Regar Adi Trianto; and Ms. Baiq Kirana Dyahningrum Mandasari ..................................................................................................................... 68

L1: THE MOST VALUABLE RESOURCE OF AN ENGLISH LANGUAGE LEARNER .......... 69

Mr. Michael Lalremtluanga ............................................................................................................................................... 69

DO YOU WANT TO BLOW OFF SOME STEAM OR SELF-HEAL? ................................................................. 70

Dr. Hye Rim Lee; Prof. Eui Jun Jeong; Mr. Joon Hyun Jeon; and Mr. Sung Je Lee ........................................................................ 70

EFFECTS OF PATERNITY: A COMPARATIVE STUDY TO ANALYZE THE ORGANIZATIONS’S SUPPORT IN INDIA AND USA .................................................................................................................. 70

Ms. Aayushi Dalal ............................................................................................................................................................... 70

3G OR 4G : A PREDILECTION FOR MILLENNIAL GENERATION OF INDIAN SOCIETY .... 71

Mr. Rishi Prajapati and Dr. Ashvin Dave (Supervisor) ................................................................................................. 71
UNDERSTANDING THE EFFECTIVENESS OF BRAND STRATEGIES IN CAR RENTAL SERVICE BUSINESS IN INDIA

Mr. Vrajesh Chokshi and Dr. Ashvin Dave (Supervisor)

BUSINESS FEASIBILITY OF ONLINE MARKETING OF FOOD AND BEVERAGES PRODUCTS IN INDIA

Ms. Dimpy Shah and Dr. Ashvin Dave (Supervisor)

HYPOCHONDRIA: AN INGRAINED MENTAL ILLNESS

Ms. Aesha Patel

ACADEMIC STRESS AND SUICIDAL TENDENCIES AMONG YOUNG ADULTS IN INDIA

Ms. Aishwarya Joshi and Dr. Neeta Sinha

THE ROLE OF EMPATHY IN PSYCHOTHERAPY

Ms. Shama Kellogg and Dr. Neeta Sinha (Supervisor)

THE CONCEPT OF EQUAL PAY: ANALYZING INEQUALITY IN THE HOSPITALITY SECTOR WITH THE PERSPECTIVE OF EMPLOYEES IN AHMEDABAD, GUJARAT

Ms. Vedi Goenka and Ms. Supriya Pal (Supervisor)

IMPACT OF INNOVATIVE MARKETING STRATEGIES TO ENHANCE THE PESTER POWER OF CHILDREN IN INDIAN FOOD AND BEVERAGE INDUSTRY

Ms. Rishita Choudhary
HOW DO YOU TEACH LIKE A MAN? POLITICS AND PERCEPTIONS OF MEN WORKING WITH YOUNG CHILDREN.

SUZANNE O’KEEFFE

ABSTRACT
The history of men has taught us that there has only been one form of ‘man’: dominant and powerful. The role of a man in society was once clear, coherent, and secure. Today, being a man has become more complex and confusing. Considerable international research on gender engages with masculinities, masculinities in schools and men in non-traditional occupations. What is missing from the debate on masculinities is an account that connects the voices of men with their individual daily experiences. This paper details a four-year study of eleven male Irish primary school teachers, of which seven are included here, and evaluates the relationship between men, care and work. It examines diverse understandings of care, explores the public and private worlds of masculinities and evaluates how various social relations are charged with formal and informal meanings of masculinities.

Key words: Care, Education, Gender, Masculinities, Work

MULTIPLE BEGINNINGS
It is difficult to pinpoint exactly where to begin a study on masculinities, particularly as the question of masculinities encompasses biology, culture, history, society and philosophy. The elusiveness, fluidity and complex interconnectedness of masculinities in modern societies create many patterns that add to the complexity of researching and writing in this area (Haywood and Mac an Ghaill, 2003, p. 4). As there is no particular beginning to go back to there are in fact multiple beginnings and multiple truths. Western culture’s metanarratives about men – male ambition, competitiveness and selfishness as communicated through literature, popular culture and the social sciences – have traditionally emphasised men’s power and authority. Western culture, at the beginning of the 20th century, presented an ideology that advanced the notion that men and women had different natures. In an attempt to make sense of the debates surrounding men and the subject of masculinities; men’s aggression, power, sexualities, subjectivities and vulnerabilities have each been discussed and analysed at length (Collier, 1998, p. viii). However, as Acker (1995) observes, the influence of gender in research has been minimal, noting that ‘there is a small literature making problematic gender issues’ for men who teach at primary level (Acker, 1995, p. 106, as cited in Skelton, 2001, p. 125). Male entry into a highly feminised occupation such as teaching renders it a difficult choice for many men. The main focus of this paper is to explore the everyday realities of masculinities for a selection of male teachers. It attempts to step into the minds of the participants, to explore and experience the world as they do themselves and to explore how each personal decision impacts on their personal and professional lives.

The men and their stories
I begin by introducing the male teachers whose stories are the heart of this study. They are introduced in the order that I became acquainted with them. Many of the participants wrote their own introduction; when this was not possible, I wrote it. Each teacher also chose either to use a pseudonym or to keep his own name. Through their words, we the readers are taken

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into the world of a male primary school teacher. The stories in this study may or may not be representative of the larger male teaching population. The stories of each teacher are unique to him, in what Silverman (2014, p. 178) terms ‘authentic accounts of subjective experience’. Each story is, however, united by a common desire to reconsider teaching as a female-dominated occupation. The following excerpts detail what seven participants intended by their contribution to this research.

**David:** Despite being relatively newly qualified I would estimate that I’ve been in approximately twenty different staffrooms as a teacher. On each occasion, as a male, I was in the minority. Taking part in the research appealed to me because it gave me the opportunity to reflect on the issue of gender imbalance in teaching. Previously, the skewed gender distribution of teachers was a matter that I accepted rather than questioned.

**Darren:** I would be very happy to participate. It is applicable to me as I have taught in Senior Infants for the past two years, in two different schools, being the only male teacher on staff on each occasion.

**Michael:** I have a specific interest in gender issues arising from a report issued by the Dept. of Education in 1994 called ‘Gender Equity – Action Research Report’. This challenged many stereotyping practices of the time and much of it is still relevant today. I feel that further studies such as this are needed and should be encouraged.

**Tim:** I am a 26-year-old teacher. The reason I took part in Suzanne’s research was because I wanted to express my opinion on the level of masculinity in infant classes and its importance to children at such a young age.

**Matthew:** I am a 31-year-old, assistant principal and have been teaching for almost ten years. I work in a large urban school. Most of my career has been spent teaching in the younger classes. This research interested me because even though my school staff is almost 50% male, very few male teachers opt to teach the younger classes and equally few are assigned there. This has always puzzled me as I believe that male teachers have a lot to offer to infant classes.

**Vincent:** Vincent has been teaching for 3 years following a career as an engineer in the private sector. His reasons for changing career were largely due to lifestyle and family reasons. The main difference between engineering and teaching, Vincent revealed, was career motivation and progression. In engineering, ‘You have somebody giving advice … you are being appraised and given encouragement … you are moving yourself up the chain all the time. Your boss is keeping an eye out on how you are progressing.’ In his experience of teaching, ‘It’s nothing to do with did you roll up your sleeves and get the job done?’

**Neil:** I have been teaching for fifteen years in both rural and urban schools. Currently I am shared between three schools: one is an all-boys school, the other two are mixed-schools. In all cases it’s overwhelmingly female, a predominantly female environment.

Working together and separately, the participants and I paved the way through the terrain of masculinities in Irish primary schools. The range of topics the participants addressed was broad: attention to conversations in the staffroom, caring for pupils, discipline, engaging with the school environment, family desires, peer perceptions, public perceptions, and interactions with colleagues. This paper presents three key themes raised during this study: male teachers and care, perceptions of men working with young children and staffroom interactions.

**POLITICS AND PERCEPTION: THEORETICAL BACKGROUND**

‘I don’t really remember ever telling someone I am a teacher without someone going ‘Oh?’ or the eyebrows going up’. As pointed out by Matthew, daily life is awash with gender politics (Kimmel, 2013). Indeed, daily teaching experiences illustrate acute examples of gender politics in the workforce. This is evident in many of the stories of those interviewed. Vincent recalled his first day as a substitute teacher in a school. A stray dog wandered into the school
yard. As he was the only male present in the school that day, he was asked to remove the animal from the school grounds. According to the male teachers in this study, such examples of sex-role theory are widespread in primary schools. Vincent summarises that male teachers ‘are sent to do whatever job men are supposed to do, lifting things … fixing things’. Furthermore, Darren states, ‘All the time I am called in. If there’s a ball that goes up on the roof, I have to get the ladder and get the ball down. Oh, the girls at the moment, they shout for me if there’s a spider in the school or in their sink or …’ Gender, in these cases, appears to make two jobs out of one (Hochschild, 2012, p. 176). Similarly, David reminisces about the day a football fell into a stream that flowed next to the school. Again, being the only male teacher present, he was asked to ‘go in with wellingtons and try and fish out the ball.’ Although he did not mind helping out, he did question why he was asked to perform this task. ‘I don’t know why they thought I would be a good person to get the ball back?’ In addition, Neil recalls the time there ‘was a dead bird outside the school gate and I was asked to move it’. Equally, Neil did not understand why he was singled out to remove the bird, ‘…it could still be there for all I know because I didn’t move it. I said ‘No, why are you asking me to move it?’ … I didn’t hear of it anymore.’

The political ambiguities of masculinities and scientific knowledge stem from the question of what counts as knowledge? The first attempt to create a social science of masculinity centred on the idea of a male sex role (Connell, 1995, p. 21). According to sex role theory, society comprises males and females who provide different and complementary functions (Allan, 1994, p. 3). It has its origins in the work of Parsons (Parsons and Bales, 1953), who claimed that all societies need to fulfil the functions of production and reproduction. Although, sex role theory informed the early men’s movement of the 1970s, it has numerous shortcomings. A number of critics have pointed out that by focusing on one normative standard of masculinity that is white, middle class and heterosexual, sex role theory is ‘unable to account for diversity and difference in men’s lives’ (Pease, 2007, p. 555). Additionally, it under-emphasises male economic and political power and their ‘resistance to change’ (Pease, 2007, p. 555). Sex role theory has now ‘become obsolete, rejected for its ethnocentrism, lack of power perspective, an incipient positivism (Kimmel, 1987 as cited in Kimmel, Hearn and Connell, 2005, p. 5). It is clear that the sex role model does not work. However, Connell (2000: 132) states, it is not very clear ‘what way of thinking about the making of gender should take place’. Recently, the concept of hegemonic masculinity has considerably influenced current thinking about men, gender, and social hierarchy (Connell and Messerschmidt, 2005, p. 829). Hegemonic masculinity can be defined as ‘an aggressively heterosexual masculinity’ (Connell, 1987, p. 120) or the modes of masculinities that claim the ‘highest status and exercise the greatest influence and authority’ (Skelton, 2001, p. 50). That is to say that the hegemony is both dominant and dominating. Hegemonic masculinity was a regular pattern in the stories told by participants: male teachers are more likely to have responsibility for senior classes, occupy decision-making roles such as Principal, Assistant Principal, and generally maintain discipline throughout the school. Hegemonic masculinity, the form of dominant masculinity prevailing in a school is used to explain behaviours among male teachers. Connell (1995) maintains that to recognise diversity within a setting is not enough. We must also ‘recognize the relations between the different kinds of masculinity’ (Connell, 1995, p. 37, italics in original). In order to achieve this we must consider the gender regime of the school. In other words, we must identify the pattern of practices that construct various kinds of masculinities among staff and students such as the surveillance of “appropriate” gender behaviours and the marginalisation of others.
FINDINGS

Theme 1: Male teachers and care

The caring qualities needed for teaching are deemed to be natural, intuitive and inherently feminine. The teachers interviewed believe care is an important part of daily teaching interactions. However, when care is demonstrated by male teachers, the problematic relationship between male teachers and the concept of care emerges. David gives a clear example of this phenomenon as he recalls how he interacted with a child who fell on the ground during lunch time.

David: ‘... this child fell and he was balling his eyes out and I went over and I was trying to comfort him with words. Then the Principal came over and gives him a big hug, she rubs him on the back and then he is beginning to get a bit better and she walks away holding his hand … I couldn’t do that though. If somebody saw, if somebody was looking over the wall and saw me holding a child’s hand and hugging them it would look weird … I mean, it only takes one person to be suspicious’.

As an act of caring, King (1998, p. 66) notes, ‘hugging and touch are risky behaviours for men who work with children’. David’s description of the child who fell and his inability to engage with strategies of care, such as hug and touch, exemplify the risk of such behaviour. David is clearly aware that young children need affection and warmth from him as a teacher. However, he also keenly notes that the very same incident created an opportunity for a female colleague to demonstrate care and emotional connection. Care in relation to male teachers is a concept that is often misinterpreted and surrounded with suspicion. Some teachers always teach with the classroom door open, others always keep the blinds open in the classroom even on a sunny day or while watching a DVD. All teachers demonstrate their sensitivity to pupils through words rather than action. In fact, part of the construction of male teacher identities is an awareness of how others perceive male teachers and care (King, 1998, p. 139).

Theme 2: Perceptions of men working with children

Being a male is a potential source of simultaneous advantage and disadvantage for men who work with young children. The majority of teachers interviewed noted having a particularly positive effect on male pupils. They also noted the delight conveyed by parents to them, simply because they are men. The main reason given for the apparent gender advantage was the public’s demand for male role models in the classroom. Yet, Michael maintains that role modelling is not assigned to a specific gender in schools. He believes males and females both model good practices but he also asserts that they model different aspects of positive living.

Michael: ‘You are a role model in generosity; you are a role model of kindness. That doesn’t have to be a male or female thing … a role model models different aspects of life.’

Michael believes, however, that ‘there is some little thing missing when there isn’t a male teacher, there is some male role model missing’. Darren’s account illustrates the effect that the lack of having a male teacher can have on a young child, particularly if the child does not associate teaching as a male activity.

Darren: ‘One boy got so shocked by having a male teacher that he vomited, he vomited … there were coco-pops everywhere. But I cared for that boy by cleaning up and calming him down and calling the Mum and ever since, he’s just been so happy in school.’

The perception of men working with children raises many questions, several of which have been posed by Skelton (2001, p. 117). What kind of role models do we want to provide boys with? What are the implications for the hierarchy of primary schools if the numbers of male teachers are increased? Would we, in fact, be reinforcing the current images children
have of men occupying powerful positions? Most pupils in primary school will only come into contact with a male teacher at the senior end of the school, if this is even a possibility.

**Theme 3: Staffroom interactions**

Interview findings reveal that male teachers find the staffroom an intimidating and lonely room to be in. Male teachers may become ‘fed up’ with socialising in female milieu such as the staffroom. As Darren notes, ‘It’s just trying to pass half an hour really’. This difficulty is explained in part by the topics of conversation in the staffroom.

**Michael:** ‘Conversation is usually about jewellery, clothes … children … there is zero concession to what I would like to talk about, you know? Being a male in that situation is a lonely experience’.

David echoes this sentiment of loneliness, ‘Sometimes you go through lunch times without saying anything’. Similarly, Darren describes the staffroom as ‘quite isolating at times’ where ‘you can either be very much on your own or you can be very much the centre of attention’. Equally, Tim agrees that the topics of staffroom conversation were quite limited. However, the most difficult situations encountered in the staffroom are as a result of uncomfortable interactions with other male teachers, particularly male teachers of senior classes.

**Tim:** ‘Nothing against the other male teachers, it’s just that they do give off the vibe of machismo and big bravado and they wouldn’t talk about every single interest in the world. They would have their one specific topic and if you are not part of that loop … they won’t talk to you’.

Haywood and Mac an Ghaill (2013, p. 14) state that men occupy a hegemonic masculinity ‘or assert a position of superiority’ by ‘winning the consent of other males… in order to secure their (hegemonic) legitimacy’. Furthermore, Bradley (2013, p. 157) claims, even in situations of warmth and companionship ‘embodied masculinity remains on display’. Tim understands male teachers’ unwillingness to broaden the topics of conversation as a fear of portraying too much femininity: ‘You can’t give off any viable femininity in your personality or your character or else you would have to assert your masculinity’. Similarly, Bradley (2013, p. 157) notes that where friendship groups are heterosexual, wariness remains about possible misinterpretations of emotionality. Through the manipulation of gendered power relationships at micro-political level, the traditional model of male dominance is turned on its head.

**Tim:** ‘I can see it in them, that they would have to portray “I am the man. I am a man here in this job. I do what men do … I will talk like a man, I will walk like a man, I will teach like a man”… I don’t get that. We are all teaching the very same way’.

The school should be viewed not only for its teaching but also its atmosphere as a workplace.

**DISCUSSION**

**Men and Care**

Being a teacher means being able to establish human relations with the people being taught (Connell, 1993, p. 63). Care, when considered as a performative act, reproduces male teachers’ subjectivities in the workplace. This is because caring and emotional attributes do not correspond with workplace perceptions of masculinities. Caring can be defined in a number of varied ways but this study takes Noddings’ (1992, p. 15) definition of care as relational, not as a virtue or an individual attribute. ‘A caring relation is … a connection or encounter between two human beings – a carer and a recipient of care’ (p. 17). It is a way of being in relation, not a set of specific behaviours. However, when men exhibit caring attributes at work, they are not considered compatible with dominant definitions of masculinities. Indeed, motherly or
caring qualities are not deemed appropriate to the male domain of management or authority. Furthermore, a caring approach to education may suggest an anti-intellectual approach. Sustaining beliefs about men and masculinities can be read in relation to the ‘global subordination of women to men’ (Connell, 1987, p. 183). Within this framework, which connects masculinities to wider social and economic forces, caring is associated with ‘subservience’ (Noddings, 2006, p. 228), a point reflected by King (1998, p. 126) who notes its ‘subordinated status.’ Holding on to the ‘centrality of women’s oppression’ in a study of masculinities has ‘generated some of the most exciting work on men and masculinity’ (Haywood and Mac an Ghaill, 2003, p. 9). With this in mind, understandings of masculinities impact on what is considered as work. Alvesson and Billing (1997, p. 90) contend that gendered work is ‘deeper than sex typing, meaning that not only is a job openly viewed as women’s or men’s work, but that it refers also to non-explicit meanings, unconscious fantasies and associations’. In other words, what men do is synonymous with what men are. The gender of care is considered female (King, 1998, p. 126). This is because, as noted by Noddings (2006), care and caregiving are treated as the same. The dual nature of care, the technical concept involving attention and response and hands-on caregiving, may help to explain the ambiguity of care in education. Caregiving has long been the domain of women and ‘the ethics of care seems to have its origin in female experience’ (Noddings, 2006, p. 229).

**Men and Work**

Work has traditionally been understood as an important moment in the passage from boyhood to adulthood. Historically, work stood as the most fundamental foundation of masculine identity. Haywood and Mac an Ghaill (2003, p. 21) note that men have often been understood though the notion of being a worker, ‘with which they have closely identified and invested’. Indeed, an assumption about the relationship between masculinities and men rests, for many, between ‘a particular correlation … between men and work’ (Collier, 1998, p. 74). Connections between masculinities and work are reflected in various social processes and social structures (Evans, 2003, p. 2; Haywood and Mac an Ghaill, 2003, p. 22). Social processes involve the interconnection of becoming a worker with becoming a man. Work, alongside marriage, facilitates an otherwise problematic transition from youth to male adulthood. For those working within the sex-role paradigm, work not only matters to men, it is part of them (Edwards, 2006, p. 8). With this understanding, an important passage is made from the private family sphere to the public sphere that is characterised by a shift in values from ‘dependence to independence’ (p. 22). Matthew alludes to such values:

**Matthew:** ‘…men have to rule the world and they have to be in charge…’

Similarly, Neil alludes to the link between work and masculinities.

**Neil:** ‘It is not a very masculine job to admit to, “I’m a primary school teacher” versus you’re a plumber, you know what I mean? You are good at doing things we expect men to be good at doing … laying pipes … fixing blockages or you are a brick-layer or you’re a cabinet maker. We expect men to be good at those things. “You are a teacher. What do you do?” “I teach, I write. I do long-term plans…” Like, how manly is that?’

**Public and Private masculinities**

A key aspect of male teachers’ identity is the performance of a public masculinity. Entering teaching as a profession means entering a profession that is built upon complex cultural and social networks. This network is constituted by factors including attitudes towards caring, gender-coded behaviour and the gender division of labour in emotion (King, 1998, p. 3). The social aspects of care locate it within the personal or private realm. Furthermore, economic aspects relegate care to the status of unpaid labour (Noddings, 2006, p. 126). However, when
male teachers enact caring behaviour it disrupts the subordinate status of care. When the boundaries of public (the workplace) and private (care) become blurred, male teachers adopt alternative resources to validate their masculine identities. Care may manifest in caring-for and caring-about (King, 1998, p. 126). Engaging in caring-for behaviour involves listening, speaking softly, touching, hugging and providing space. Women, in general, have been expected to care in this manner, ‘that is, to provide tender, hands-on caregiving’ (Noddings, 2006, p. 229). These acts may seem ‘unnatural’ when enacted by male teachers. Male teachers may distance themselves from these behaviours and only care-about pupils (King, 1998, p. 126). In other words, male teachers will represent their students, encourage and discuss them with others but overall they will appear not to care. King (p. 126) also notes that it is ‘…striking that the options for care are identical for men and women, but the choices are weighed differently based on gender’. Also evident is the manner in which male teachers reinforce existing stereotypes, with hardness and toughness, rather than challenging them.

CONCLUSION

This paper aimed to provide the reader with an insight into the lives of the male teachers in this study. The overall theme running through all interviews is summed up succinctly in five words by Darren, ‘It’s a lonely profession overall’. A study of gender, and especially male primary teachers, is essential if we are to tackle the question of teaching as a feminised profession. The construction of teaching as a gender-inscribed social performance generates both concern for male teachers and also encourages gender conformity as the nature of interactions within the school comes under scrutiny. Men who do not align themselves with dominant hegemonic masculinities are believed to have adopted traditionally ascribed feminine values such as emotionality, intimacy and sentimentality. Such stereotypes, Kimmel (2013) suggests, coupled with low occupational prestige and reduced pay, not only discourage men from entering the teaching profession but also ensure that teaching becomes more densely populated by female teachers. It is in the interest of both men and women to work together to improve the arrangements between the sexes.

REFERENCE


THE CAUSAL RELATIONSHIP AMONG PLANNING, COMMITMENT, IMPLEMENTATION AND ORGANIZATIONAL CHANGE IN ASEAN

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ABSTRACT
Organizational change is a topic of major interest in the ASEAN organizational context. This paper aims to examine the causal relationship among planning, commitment, implementation and organizational change in the ASEAN region. Structural Equation Modeling (SEM) is constructed to test model fit with empirical data. Related research and a literature review in the area of planning, commitment, implementation and organizational change were investigated. One thousand one hundred questionnaires were collected from administrators and staff at public universities in five ASEAN countries: Thailand, Myanmar, Cambodia, Laos and Vietnam. Research results revealed that the model fits with empirical data. Hypothesis testing also supported this model. The research findings and proposed ideas are discussed. The implication for and the direction of future research are recommended.

Keywords: structural equation modelling, ASEAN, organizational change

INTRODUCTION
The rapid organizational change of ASEAN countries has been accompanied by a range of corresponding political, economic, social, legal, technological and educational problems. ASEAN’s educational cooperation aims at strengthening its contribution to addressing global problems through new management policy. Currently, successful organizational change is a major topic for all countries in ASEAN. How to successfully achieve organizational goals through employee commitment during political and economic crises is a question being posed by public and private firms in ASEAN (Ashurst and Hodges, 2010). Contemporary research findings have suggested various methods to implement organizational change (Ackoff et al., 2006; Hailey and Balogun, 2002). Still, in recent years, it has become more recognized that one or even two methods to achieve change cannot cover the vastly different change situations (Burnes and Jackson, 2011). The growth in theories and methods dealing with change requires having a framework that integrates and categorizes the various methods. ASEAN organizational leaders should consider organizational change factors to be continuously evolving to align with other factors such as planning, commitment and implementation.

This paper is divided into four sections. The first section introduces the need for organizational change and the gaps this paper is addressing. The second section reviews the literature and related research articles that address organizational change. The third section presents the findings from the empirical data and a constructed scientific model. The final section discusses new alternatives and opportunities for future research and summarizes the paper with an overall conclusion.

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LITERATURE REVIEW

The main contribution of this research to the scholarly literature is to connect the four main knowledge areas of planning, commitment, implementation and organizational change. It also provides a brief description of the ASEAN context.

Planning

Planning is widely considered to be related to goal setting and the means to achieve these goals. Goals must be formulated as clearly as possible. Means must be selected in an accountable way – that is, an outsider-expert is able to trace and accept the strategic arguments, and the planning can subsequently be evaluated. However, such a perspective on planning is restricted and contested. Vast amounts of literature address the pitfalls of this planning ideal (Argyris, 1994; Mintzberg, 1994; Pepper, 1995; Dórner, 1997; Ashmos et al., 2000). The basic idea behind much of the criticism is that means-end planning overrates predictability. The world, critics argue, is too dynamic and complex to neatly sit within the boundaries of even the most elaborate means-end planning. We must find other ways to organize and control our activities. Over the past 20 years, many scholars have been challenged to develop alternative planning models.

Commitment

Academicians and professionals alike have explored the concept of commitment for more than half a century. Commitment has been defined as attachment, identification or loyalty to the entity of the commitment (Morrow, 1983 and 1993). Organizational commitment continues as one of the extensively deliberated phenomena in the organizational behaviour literature because of its relationships with absenteeism, turnover, and job performance of the employees (Bentein et al., 2005; Bolander and Jones, 2009; Cooper-Hakim and Viswesvaran, 2005; Grant et al., 2008; Maertz et al., 2007; Sikorska-Simmons, 2005). It has also been reported to be significantly associated with diverse employee behaviour like punctuality at work, citizenship behaviour, job satisfaction, etc. (Bogler, 2005; Dishon-Berkovits and Koslowsky, 2002) and fostering employees’ organizational commitment is considered to be the prime concern for present-day organizations to retain talented employees in a knowledge-driven economy (Neininger et al., 2010; Reiche, 2008). Studies have found various predictors of organizational commitment including personal characteristics, work experiences, job characteristics, role states, group/leader relations, leadership behaviour and organizational characteristics (Joo et al., 2013).

Implementation

In the context of strategy implementation research, five organizational levels can be distinguished as corporate level, strategic business unit (SBU) level, functional level, operational level and mixed levels.

Some researchers focus on the implementation of corporate level strategies (Schmidt and Brauer, 2006). While others examine SBU level strategies (Brenes et al., 2008; Chimhanzi and Morgan, 2005; Olson et al., 2005; Schaap, 2006). Some researchers focus on the implementation (Chimhanzi, 2004; Visera et al., 2005). There are few studies dedicated to the implementation of other functional strategies. Only a few researchers examined the context of manufacturing strategies (Dangayach and Deshmukh, 2001; Lanndon and Eppie, 2015). This study focuses on the key success factors in the project management for the implementation of strategic manufacturing initiatives.
Organizational Change

Organizations need an integrated approach to drive systematic, constructive change and minimize the destructive barriers to change, as well as addressing the consequences of making the change. In implementing change, different definitions and methods have been proposed to manage change; however, organizations still report a high failure rate of their change initiatives. The literature provides many cases on organizational change; yet, the success rate of change initiatives is <30 percent (Balogun and Hope Hailey, 2004). Recently, more research articles note the fact that this rate is not getting any better (Jacobs et al., 2013; Jansson, 2013; Michel et al., 2013; Rouse, 2011). These failure rates indicate a sustained need for investigating and finding what factors increase the probability of successful organizational change and debatably imply a lack of a valid framework for organizational change (By, 2005; Rafferty et al., 2013).

ASEAN

The locus of the research is the Association of Southeast Asian Nations (ASEAN) region. ASEAN comprises ten member countries – Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. For a number of reasons, ASEAN represents an interesting and important locus from education, leadership and management perspectives. In many parts of ASEAN, economic development is urgently needed. ASEAN is a significantly under-researched region within the multidisciplinary literature compared to other more widely studied regions such as Europe and North America. A research topic in ASEAN thus merits attention, particularly in view of the region’s widely acknowledged economic importance as a significant regional trading centre (Cayla and Eckhardt, 2007; Sheth and Parvatiyar, 2001). As Suh and Khan (2003) point out, with a combined population of more than 600 million people, ASEAN represents a massive market that has not yet been fully utilized. This constitutes a further incentive to examine the educational activities of ASEAN member states as these organizations attempt to address the challenges facing them, both within and without the ASEAN region.

The above literature review supported the importance of understanding the research topic and demonstrated the need for continual research regarding the conceptual framework as shown in Figure 1. The overall goal is to obtain knowledge in understanding the causal relationship among planning, commitment, implementation and organization change in ASEAN. This was achieved by answering the following research questions: What is the causal relationship among planning, commitment, implementation and organizational change in ASEAN? And what is the proper ASEAN organizational change model?
Figure 1. Conceptual Framework

This study proposes the following hypotheses:

\( H_1 \). Planning is positively related to ASEAN organizational change.

\( H_2 \). Commitment is positively related to ASEAN organizational change.

\( H_3 \). Implementation is positively related to ASEAN organizational change.

\( H_4 \). Planning is positively related to commitment.

\( H_5 \). Planning is positively related to implementation.

\( H_6 \). Commitment is positively related to implementation.

\( H_7 \). Commitment is positively related to planning.

\( H_8 \). Implementation is positively related to planning.

\( H_9 \). Implementation is positively related to commitment.

\( H_{10} \). Planning, Commitment and Implementation are positively related to ASEAN organizational change.

RESEARCH METHODOLOGY

A convenience sampling size of 1,100 questionnaires collected from university staff in five ASEAN countries (Thailand, Myanmar, Cambodia, Laos and Vietnam). An advanced quantitative research method was used to test the proposed research hypotheses. A two-step modeling approach was employed to model the data by using structural equation modeling (SEM).

RESEARCH FINDINGS: STRUCTURAL EQUATION MODELING

As shown in Table 1, the re-visited model was tested using structural equation modelling (SEM). This method can be assessed statistically and simultaneously (Hair et al., 2010). A two-step modeling approach suggested by Anderson and Gerbing (1988) was used to model the data. It was found that the model fit with the empirical data was as follows: \( \chi^2/df = 1.107 \), CFI = 1.00, GFI = 0.98, AGFI = 0.96, RMSEA = 0.013 and SRMR = 0.019 indicating strong evidence of a good-fitting model as shown in Figure 2.
Table 1. Analysis of Indices of Goodness-of-Fit

<table>
<thead>
<tr>
<th>INDICES</th>
<th>CRITERIA</th>
<th>RESULTS</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$/df (129.56/117)</td>
<td>&lt; 2.00</td>
<td>1.107</td>
<td>Pass</td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0.95</td>
<td>1.00</td>
<td>Pass</td>
</tr>
<tr>
<td>GFI</td>
<td>≥ 0.95</td>
<td>0.98</td>
<td>Pass</td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 0.90</td>
<td>0.96</td>
<td>Pass</td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt; 0.05</td>
<td>0.013</td>
<td>Pass</td>
</tr>
<tr>
<td>SRMR</td>
<td>&lt; 0.05</td>
<td>0.019</td>
<td>Pass</td>
</tr>
</tbody>
</table>

Figure 2. Results of Research Model

Chi-Square=129.56, df=117, P-value=0.20139, RMSEA=0.013
### Table 2. Hypotheses Testing Results

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Causal Path</th>
<th>Path Coefficient</th>
<th>t statistics</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>P → OC</td>
<td>0.47</td>
<td>1.39</td>
<td>Not Supported</td>
</tr>
<tr>
<td>2</td>
<td>C → OC</td>
<td>-0.14**</td>
<td>-2.56</td>
<td>Supported</td>
</tr>
<tr>
<td>3</td>
<td>I → OC</td>
<td>0.75**</td>
<td>2.64</td>
<td>Supported</td>
</tr>
<tr>
<td>4</td>
<td>P → C</td>
<td>0.46</td>
<td>1.07</td>
<td>Not Supported</td>
</tr>
<tr>
<td>5</td>
<td>P → I</td>
<td>0.52**</td>
<td>4.05</td>
<td>Supported</td>
</tr>
<tr>
<td>6</td>
<td>C → I</td>
<td>0.29</td>
<td>-</td>
<td>Supported</td>
</tr>
<tr>
<td>7</td>
<td>C → P</td>
<td>0.15</td>
<td>-</td>
<td>Supported</td>
</tr>
<tr>
<td>8</td>
<td>I → P</td>
<td>0.44</td>
<td>-</td>
<td>Supported</td>
</tr>
<tr>
<td>9</td>
<td>I → C</td>
<td>0.02</td>
<td>0.04</td>
<td>Not Supported</td>
</tr>
<tr>
<td>10</td>
<td>C+P+I → OC</td>
<td>0.19</td>
<td>-</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Note: * p < .05  ** p < .01

As shown in Table 2, the findings indicate that, for H1, planning (t = 1.39, p < .01) is not positively related to organizational change, while commitment and implementation are positively related to organizational change. Therefore, H2 (t = -2.56, p < .01) and H3 (t = 2.64, p < .01) are supported proposed hypotheses. However, for H4 (t = 1.07, p < .01), planning is not positively related to commitment. It also indicates that H9 (t = 0.04, p < .01), implementation, is not positively related to commitment. However, H5, H6, H7, H8 and H10 results revealed that proposed hypotheses are supported.

### DISCUSSION

The implication is that organizational changes in ASEAN are more likely engaged with the facilitator and coordinator style (flat organization). As found from the empirical data, it can be predicted that bureaucratic organization will change from control and command as driven by globalization and technological forces. Change or forces to change remain a challenging issue in ASEAN.

Currently, leading organizations in ASEAN countries such as Thailand, Vietnam, Cambodia, Laos and Myanmar face globalization and technology challenges. In ASEAN countries, the main findings of the management study reveal that, despite operating in a context that is often associated with a strongly bureaucratic and hierarchical culture, it was necessary for organizational change agents to manage change with reference to concepts and practices such as planning, quality implementation, employee engagement and commitment. This finding is consistent with the studies by Jansson (2013) and Rafferty et al. (2013). Since education is key for development, most educators should carefully plan, commit, implement and lead organization by private-run style rather than state-run style.

ASEAN educators should focus on key success factors such as skills, competency, values and attitudes, innovation, productivity and social capital. The ASEAN organizational change model should be used to analyze emerging trends such as the rising middle class, regional cooperation and integration, technological advance and economic growth. Planning educational systems requires educators to adapt to 21st century skills, lifelong learning to support learners to continue to explore and master new skills throughout life, training for non-existing jobs, preparing students for migration from ASEAN to other regions. Educators should seek various pathways to learn and leverage cultures, value systems, world religion, languages and tradition.

Future research should pay attention to the "Education for All (EFA)" policy that is focused on study anytime, anywhere, anyhow without limitation. Universal access to learning,
a focus on equity, emphasis on learning outcomes, broadening the means and scope of basic education, enhancing the environment for learning and strengthening partnerships by 2020 are strongly recommended for new research directions.

In conclusion, this study revealed that the scientific management model, namely, the organizational change in ASEAN, has a strong output, outcome, impact, result and achievement for all educators and non-educators. Therefore, globalization and technological changes are mandated for top leaders in both public and private educational institutions.

REFERENCES


THE SUITABLE GRAPHIC DESIGN ON FOOD PRODUCTS PACKAGING FOR JAPANESE ELDERLY PERSON

DR. PIBOOL WAIJITTRAGUM

ABSTRACT

The purposes of this research, as are: 1) Study concepts and styles of the graphic design on Japanese food products packaging. 2) Study consumer behaviors of Japanese elderly person. 3) Study Japanese food products packaging. Research methodology was using quantitative research method. The samples size, as are: Japanese graphic design specialists, Japanese elderly person and Japanese food products packaging.

The results will be a guideline to apply the graphic design elements on Thai food products packaging which suitable to Japanese elderly person, as are: 1) Japanese food products packaging always appears with; picture, Japanese typography, bright tone color 2) Japanese elderly person always seeking for the package which consists of illustrate, motifs, calligraphy 3) Japanese elderly person needs the functions of the packaging more than the beauty issue. 4) Japanese elderly female has higher requirement than male for motifs, brand name and product description, illustrate style, color scheme and the variety of Thai foods.

Keywords: Graphic Design, Food Products Packaging, Japanese Consumer, Elderly Person

INTRODUCTION

Japan is a large market with massive demand and high purchasing power. The approximate population is 127 million people, which the ninth ranking in the world gross domestic product (GDP) was estimated at 479.2 billion yen, or 4.57 trillion US dollars. Japan was the third of world's largest economy after the US and China. In Japan, there are mass markets and also niche markets for any product, such as products for the elderly person (Elderly person / Senior) with approximate 30 percent of the Japanese populations, or more than 30 million peoples.

The Institutions of social stability and national population of Japan published the report of Japanese population survey, the prediction reveal that Japanese elderly person was increased for every year. In 2002, the elderly person with aged over 65 was only 19 percent of the all population. But the proportion rose to 20 percent in 2006, then up to 30 percent in 2014 and will exceed 32 percent by the year 2033. In other words; there are one - third of Japanese will be 65 years old and over. Most of Japanese communities have entered the aging society or senior society that represented the image of decline physically and mentally. There are many affectations consist of; illness, fatigued brain, unstable emotion. Quality of life was decreased, as are; weak eyesight, difficult to move, to eating and swallow down. These variability causes and effects hinder life. However, there are many solutions to break the barrier and increase quality of life. (Chongsucharithatham, 2006)

The opinion of many manufacturer, entrepreneur and service provider is, take this opportunity to empowerment the active seniors. Japan is a country of long live population and healthy seniors. Many retirees remain to steadily work. (Little Thought, 2015) This is an advantage mechanism for sustainable economics and strong communities. Japanese elderly person with aged over 65 was the high frequency purchasing consumer. They do not pay any parenting burden. The average deposit for this group is over six million yen or about 50,000 US dollars. After retirement they are also received their pension cause to savings deposit raised

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Mindsets of Japanese consumers within the purchasing process as are; firstly, consider the image of product. Using emotional for the first sight. (Damrongsoonthonchai, 2006) The design solution will be the way of passionate. Secondly, consider the quality of the goods. Japanese were cultivated for the best production and consumes any highly standardized products, high quality and suit to their lifestyle. Therefore, niche market strategy of Thai products that has been launched for Japanese elderly person with an emphasis on simplicity and easy to use, for example.

- Use the firmly shape of products and easy to hold packaging.
- The graphic design on packaging surface should appeared with a large clear typography and readable.
- Recapture their younger years, bring back their blooming blossom age with the tone.
- Focus on healthy product.
- Product benefits should be suit for elderly person and handicaps.
- Maintain the fashionable products for any young at heart elderly person.
- Encourages easy digestible food, convenience food, low calories food which made of meat, poultry and fish.

Japanese consumer was an extra identity people. They are empathizing in daily life, carefully in any detail in every activity. (Traisuriyathamma, 2010) Not only, but also in their way of thinking, commitment and responsibilities. They are punctual person, living between technological activities and culture. Japanese are meticulous in the selection and purchase consumer goods. Thus, there are Japanese convenience stores in everywhere they live. Actually, these consumer goods were priority for the Japanese. Moreover, that food and packaging was reflects their behavior, as well as consumer products from Thailand, should has Japanese taste and appeared with the extraordinary packaging.

According to above context, it seems to be an opportunity to explore the graphic design on food products packaging for Japanese elderly person. The intention is seeking for design solutions base on the physical and mental barriers of the elderly. Focus on packaging structure and design elements consist of; image, typography, colors, according to the theory of visual communication that related to consumer behavior.

The content of this article has been edit from the results of consumer’s satisfaction on packaging design. The research sampling is Japanese seniors who living in Thailand. The questionnaire combined with 1) The flavors of Thai food 2) The function of packaging structure 3) The function of graphic design on food products packaging.

**OBJECTIVES**

- Explore concepts and styles of the graphic design on Japanese food products packaging.
- Investigate consumer behaviors of Japanese elderly person.
- Explore Japanese food products packaging.

**METHODOLOGY**

Research methodology was using qualitative research method combined with quantitative research method. The samples size as are: 8 specialists of Japanese graphic design and packaging design were interviewed. The questionnaires of 351 Japanese elderly persons who live in Thailand were studied. In addition, a field survey of 300 samples of Japanese food products packaging. Data analysis will be according to the source of Japanese elderly person of Japanese community in Thailand and the design elements of Japanese food products packaging, consists of: picture, typographic, color scheme and graphic motif. (Waijittragum, P., 2013)
RESULTS

Part 1: Graphic design on Japanese products packaging.
The results of field survey are; graphic design on food products packaging in Japan always appeared with 1) an outstanding illustration, this element was a prior issue of the communication. Normally, consumers could recognize brand name by the outstanding image with vibrant colors in the first sight. 2) Japanese traditional painting, Japanese cartoon and graphic art have been using in small portion. 3) Japanese characters, as are kanji, hiragana and katakana were the most typefaces have been using on the packaging. A small portion is Roman character as universal style that appeared on imported products packaging.

Most of Japanese products packaging led the consumer with illustration or symbols as a guideline for preparation process and cook. Food for the elderly person should provided some information to consumer with its texture, assist consumer depend on their ability to chew and swallow. Not only, but also there is a sign of food allergy and food additives.

Color scheme on Japanese food products packaging as the component to identify Japanese spirit and draw attention. Bright tone and pale as the most favorite colors, it is representing classic and gentle mood. Not only, but also appeared with Japan traditional motif; a pattern of plants and flowers, landscape or natural scenery. Normally, these elements were combining with Japan calligraphy, as shown in Figure 1.

![Figure 1: Graphic design on Japanese products packaging](source(s): Waijittragum, 2015)

Part 2: Consumer behaviors of Japanese elderly person.
According to the result of consumer satisfaction on packaging design, the prototype of them has been investigated. The data were collected from 351 Japanese elderly who living in Thailand. Content of the questionnaire pay attention to analyzed Thai favorite food, consist of; the suitable size of illustrations, style of illustration, the position of logo and product description, the icon of products texture, color scheme and decorative motif.
2.1 Thai food was different from Japanese food, such as; ingredient, seasoning, color, flavor and smell. Although, most of Japanese does not habituated for Thai food, But there are several Japanese consumers make a taste at once, the result reveal that popular Thai food as are; Tom Yum, Pad Thai, Green Curry, White Curry, Panang and Pad Kraprow, as shown in Table 1.

<table>
<thead>
<tr>
<th>Thai Food</th>
<th>Opinions of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
</tr>
<tr>
<td>Tom Yum</td>
<td>4.26</td>
</tr>
<tr>
<td>Pad Thai</td>
<td>3.73</td>
</tr>
<tr>
<td>Green Curry</td>
<td>3.68</td>
</tr>
<tr>
<td>White Curry</td>
<td>3.60</td>
</tr>
<tr>
<td>Panang</td>
<td>3.43</td>
</tr>
<tr>
<td>Pad Kraprow</td>
<td>3.43</td>
</tr>
<tr>
<td>Pork Sate</td>
<td>3.29</td>
</tr>
<tr>
<td>Som Tum</td>
<td>3.23</td>
</tr>
<tr>
<td>Spring Row</td>
<td>3.19</td>
</tr>
<tr>
<td>Noodle Salad</td>
<td>3.04</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>3.49</td>
</tr>
</tbody>
</table>

Criterion ≥ 3.41

*Table 1:* The favorite Thai food for Japanese elderly person

2.2 Style of illustrations on food products packaging according to the theory of visual communication design was specified that could be create product awareness and recalling brand name. There is several design elements could be draw attention similar to the illustration, such as; photograph, painting, graphical vector, traditional motif, typographic and color scheme. The most satisfied illustration style has been selected by Japanese consumer is the sharp tone picture display on a large portion printing area, then, the sharp tone picture display on all printing area. Meanwhile, pale tone picture and dark tone picture have been using for specifically usage. Furthermore, size and proportion of illustrations were considered to the consumers’ satisfaction. It is depended on concept, mood and tone, style and the composition of design element, as shown in Table 2.
<table>
<thead>
<tr>
<th>Illustration Style</th>
<th>Opinions of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharp tone picture on a large portion printing area</td>
<td>4.15 .77 High</td>
</tr>
<tr>
<td>Sharp tone picture on all printing area</td>
<td>3.88 .78 High</td>
</tr>
<tr>
<td>Pale tone picture on a large portion printing area</td>
<td>3.36 .70 Moderate</td>
</tr>
<tr>
<td>Pale tone picture on all printing area</td>
<td>3.26 .75 Moderate</td>
</tr>
<tr>
<td>Dark tone picture on a large portion printing area</td>
<td>3.15 .75 Moderate</td>
</tr>
<tr>
<td>Dark tone picture on all printing area</td>
<td>3.08 .74 Moderate</td>
</tr>
<tr>
<td>Sharp tone picture on a small portion printing area</td>
<td>2.99 .78 Moderate</td>
</tr>
<tr>
<td>Dark tone picture on a small portion printing area</td>
<td>2.92 .83 Moderate</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>3.32 .43 Moderate</td>
</tr>
</tbody>
</table>

**Table 2:** The style of illustrations on food products packaging

2.3 Product descriptions on food packaging could be declares the important information within product type and benefits. There are many essential facts need to inform to the consumer. This essential fact will be give some guideline before purchase or consumes. There are several food products declared essential facts with the iconic image. It assists seniors to perceive the fact of product texture that suits to consumer range of age, related to ability of chewing and swallow. The most satisfies of the way to declare product description is using a symbolic, as shown in Table 3 and consumer preferred for the product description on above zone of the printing area, as shown in Table 4.

<table>
<thead>
<tr>
<th>Product Texture Identification</th>
<th>Opinions of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbolic</td>
<td>3.97 .79 High</td>
</tr>
<tr>
<td>Text</td>
<td>3.18 .79 Moderate</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>3.57 .59 High</td>
</tr>
</tbody>
</table>

**Table 3:** Type of product descriptions on food packaging

<table>
<thead>
<tr>
<th>Position of Description</th>
<th>Opinions of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above</td>
<td>4.13 .69 High</td>
</tr>
<tr>
<td>Middle</td>
<td>3.97 .79 Moderate</td>
</tr>
<tr>
<td>Below</td>
<td>3.15 .74 High</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>3.75 .43 High</td>
</tr>
</tbody>
</table>

**Table 4:** Area of product descriptions on food packaging
2.4 The trend of graphic design on food products packaging. Overall, the satisfaction of Japanese elderly person is design on bright tone; keep on vivid mood, lively and joyfully, as shown in Table 5. Then, the package style which consumers preferred to using on food products packaging is keep on Japanese looks whether traditional style or modern style. Furthermore, it is possible to use Thai style or Universal style, as shown in Table 6.

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>Opinions of Consumers</th>
<th>Mean</th>
<th>S.D.</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright</td>
<td></td>
<td>3.97</td>
<td>.72</td>
<td>High</td>
</tr>
<tr>
<td>Pale</td>
<td></td>
<td>3.04</td>
<td>.75</td>
<td>Moderate</td>
</tr>
<tr>
<td>Dark</td>
<td></td>
<td>2.89</td>
<td>.69</td>
<td>Moderate</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>3.30</td>
<td>.47</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

Table 5: Color Scheme on food products packaging

<table>
<thead>
<tr>
<th>Package Style</th>
<th>Opinions of Consumers</th>
<th>Mean</th>
<th>S.D.</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese</td>
<td></td>
<td>3.97</td>
<td>.72</td>
<td>High</td>
</tr>
<tr>
<td>Thai</td>
<td></td>
<td>3.04</td>
<td>.75</td>
<td>Moderate</td>
</tr>
<tr>
<td>Universal</td>
<td></td>
<td>2.89</td>
<td>.69</td>
<td>Moderate</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>3.30</td>
<td>.47</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

Table 6: Package style on food products packaging

2.5 The difference of satisfaction between genders within the graphic design on food products packaging reveal that female has more delicate features than male, as shown in Table 7. The description of this result as are; Japanese female elderly person always looking for a large outstanding image on the packaging, meanwhile most of male just want to read some text on them. Japanese female elderly person focused on color scheme, product texture, and product description more than male. This is a representation for satisfaction comes first and shown how female has emotional thinking instead of reason to purchase.

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>T</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>176</td>
<td>3.56</td>
<td>.32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>175</td>
<td>3.44</td>
<td>.35</td>
<td>-3.181</td>
<td>.002*</td>
</tr>
</tbody>
</table>

Table 7: The difference of satisfaction between genders

CONCLUSION
The research results focus on knowledge improvement on visual communication to the elderly person through graphic design on the packaging. In order to launching Thai food produce for Japanese elderly person. This process will be a choice to add some value for Thai exported goods within physical response, mental response and social response. This idea has been consistent with the requirement of Japanese aging society. Elderly person or senior citizen in Japan will begin at 65 years old or over. Even they were retired; they are remaining to work...
and do any activities as young person. That behavior will evince in their costume, activity and lifestyle, including meal. The discussion includes the following findings.

1. Graphic design on food products packaging for Japanese elderly person should follow the theory of visual communication design. Priority is building awareness and recognition of the product with impact character through the illustrations, photographs, paintings, typographic, color scheme, scale and proportion.

2. Other factors associated with the graphic design process are physical change and mental change within the elderly person. They need some response whether functional issue or aesthetic issue which corresponds to the Japanese way of life.

Stage of prototype design, that the results have been applied using for design brief. Combine with marketing strategy and consumer behavior. Design elements consists of, Thai popular foods; Green Curry with chicken, Tom Yum with seafood and Panang with pork. Use a sharp tone picture on a large portion printing area, as shown in Figure 2.

**Figure 2:** The design direction of food products packaging for Japanese.

**DISCUSSION**

The Japanese consumers were focus on lifestyle, work passion, activity and hobby. Personal identity is very important for them and is a norm of society. This research investigated the satisfaction of Japanese elderly person through purchase reason. There are 2 factors that the Japanese consider as are: 1) product quality and 2) brand image. Perhaps, Thai traditional foods, which have been popular for Japanese consumer, will be launching in Japan market. Niche market is a choice for considers, with hot and spicy foods, sweet and sour soup. For Japanese consumer, this is an extraordinary food; it should be serving in the restaurants. But, if applied to the instant food, easy to prepare or cook, display in convenient store and the packaging with drawing attention to the elderly person. This is a potentiality for Thai traditional food business.

The opportunity of Thai foods is; there are a large number of Japanese former workers in Thailand and a large number of Japanese livings in northern of Thailand. They have been consumed Thai food as their daily meal. Perhaps, when they are back to their country, the sense of Thai traditional food will be along with them.

**ACKNOWLEDGMENTS**

With a great thank you to Associate Professor Dr. Suppakorn Disatapundhu and Suan Sunandha Rajabhat University for all supports.

**REFERENCES**


THE HEALTHY AND CLEAN BEHAVIOUR FOR 6TH GRADE STUDENTS IN AIR ITAM, INDONESIA

DR. IMYADELNA IBMA NILA UTAMA¹, DR. AYU PUTRIE TURISSIA WIGATI; DR. FRANZ ZAKHARIA SIMANJUNTAK; DR. INAYAH SHAHAB; AND DR. REINALDI ELANOVA RAMSCHIE

ABSTRACT

The Healthy and Clean Behaviour or in Indonesia was called “Perilaku Hidup Bersih Sehat” (PHBS) are one of the Ministry Health Government’s programmes. One of the programmes is implemented in school. Many of the primary schools in Air Itam’s district have a dirty environment. Objective: To determine the knowledge, the attitude and the behaviour of 6th grade students in primary schools at Air Itam district, Indonesia. Methods: Descriptive study with cross sectional approach. Result: The student’s knowledge about the program are 97.06% in a good category and 2.94% in an average category. The student’s attitude on the program are 76.47% in an average category and 23.53% in a good category. The student’s behavior about program are 100% in a good category. Conclusion: The research showed that all students in the school were educated well by the teachers. The students also have a good attitude and acceptance understanding about the program.

Key Words: Healthy and clean behavior, students, public health

INTRODUCTION

To create a condition for personal, family, group and the community by opening a communication line to educate and to elevate knowledge, attitude and behaviour towards clean healthy living through advocation (close contact with management, leaders), create the environment (social support), empowerment (social tools). One of the PHBS project is to create orderly arrangement of school environment, whereby school is a place is the second place for children to interact next to family. Meanwhile the population of Children in a community is very big 40-50%.

According to the Main Statistic Centre in 2009, there are 79.4 million children age 8-18 years in Indonesia. PHBS in schools covers 8 indicators of showing activities on the correct behaviour of throwing rubbish in the correct places. Food consumption by children will leave waste like rubbish and if not properly taken care of will smear the environment even creating diseases like diarrhea, Dengue Hemorrhagic Fever, ringworm disease, and others brought on by flies, mosquitoes, cockroaches, rats.

The WHO states that every year 100,000 children died of diarrhea and the Health Department in 2005 states that ringworm disease prevails in children reaching 40%-60% of cases. Promoting health issues in school environment by World Health Organisation uses holistic measures which covers the mind, the body and the environment with the family support. The work base is the community health centre in Air Itam and the aim is to check on

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the children's knowledge on clean living, clean environment by throwing rubbish in proper places.

This study covers the response made by Primary 6 students at the Aur Itam Public Health Centre in the province of Pangkal Pinang for information on the knowledge of the students regarding clean living, clean environment, throwing rubbish in their proper places.

The Public Health Centre should invigorate efforts in maintaining a relationship with these students to encourage, educate and alleviate the students behaviour and awareness towards clean and healthy living and environment as they are the future of the society and nation of the country.

THEORY
To live clean and healthy based on the law passed by the Health Ministry RI No 1193/MENKES/SK/X/2004 is one of the national decision to promote good health and to support and achieve the vision of Indonesia Sehat 2010. Clean living and clean environment is a compilation of behavioural practice, learning to enable family and oneself to be and stay healthy thus making society healthy too. The Healthy and Clean Behaviour is an achievement realizing and willingly to practice the program.

The Healthy and Clean Behaviour is an effort to give learning experience or to create a condition for oneself, family, group and society. Society hopes that they could identify and overcome problems, mainly personal and public grooming. Society or the public is hoped to be able to practice healthy living taking care, maintaining and increase the level of good health.

The Healthy and Clean Behaviour is practiced in the homes, schools, work place, clinics, hospitals, public places. In schools where they must have knowledge, want and able to practice The Healthy and Clean Behaviour.

There are five advantages of this program:

- A school that is clean and healthy is created with the students, teachers and society protected from all disturbances and threat from diseases.
- Increase in the desire to study and improvement in the learning process thus having better achievements.
- The school as a learning institution becomes more competitive, therefore attracting more parents.
- The improved image of the provisional government regarding education,
- Becoming an example as a healthy school for other schools or other district/province.

METHODS
The research is a descriptional study with cross sectional approach. The samples were taken from one of the 6th grade primary schools that meet the inclusion criteria. The inclusion criteria are the 6th grade student, the students whom cooperative and willing to participate in this research. Never the less the exclusion criteria are the students which is not healthy mentally and physically and the students who is experience a chronic illness. The research were took place in Air Itam, Pangkal Pinang on July 2014

Estimation the sample used in this study uses a certain calculative formula. The sampling technic used is a simple random sampling. Data is used in this study is a primary data obtained through given out questionnaire followed by interviews made directly with students in 6th grade primary school in the working area of the Air Itam Public Health Centre in the Air Itam District.

Infinite population

\[ N_0 = Z_{a/2} \times P \times Q \]
\[ Z_{α} = Z \text{ value (1.96 for 95\% confidence level)} \]

\[ P = \text{Percentage of population of students that have practiced the program} \]
\[ = 62\% \text{ (from the 2014 Government Basic Health research)} \]

\[ Q = 1 - P \]
\[ = 1 - 0.62 = 0.38 \]

\[ d = \text{Confidence interval, expressed as decimal. For } p > 10\% \text{ the confidence interval is} \]
\[ 0.05. \]

\[ \text{No} = \frac{(1.96)^2 \times 0.62 \times 0.38}{(0.05)^2} = 362 \]

**Finite population**

\[ n = \frac{n_0}{1 + \frac{n_0}{N}} \]

\[ N = \text{Sample needs for the finite population} \]
\[ n_0 = \text{Sample size from the infinite population} \]
\[ N = \text{Finite population} \]

\[ n = \frac{362}{1 + \frac{362}{102}} \]
\[ = 33 \text{ students} \]

The sample used in this study consists of 33 students.

**FINDINGS**

**Students characteristics**

All tables below shows the characteristic of the students from 6th grade 21 primary school

<table>
<thead>
<tr>
<th>Student’s age</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 tahun</td>
<td>3</td>
<td>8.82%</td>
</tr>
<tr>
<td>11 tahun</td>
<td>25</td>
<td>73.53%</td>
</tr>
<tr>
<td>12 tahun</td>
<td>5</td>
<td>14.71%</td>
</tr>
<tr>
<td>13 tahun</td>
<td>1</td>
<td>2.94%</td>
</tr>
</tbody>
</table>

*Table 4.1: Students’ age distribution*

Table 4.1 showed that most of the students who participate in this research are 11 years old 75.53\% and the less of the students who participate in this research are 13 years old 2.94\%
Table 4.2: Student’s sex distribution

<table>
<thead>
<tr>
<th>Sex</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>14</td>
<td>41.17%</td>
</tr>
<tr>
<td>Girls</td>
<td>20</td>
<td>58.83%</td>
</tr>
</tbody>
</table>

The tables 4.2 showed that most of the students who participate in this research are girls 58.83%

Table 4.3: Student’s knowledge about PHBS

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>33</td>
<td>97.06%</td>
</tr>
<tr>
<td>Average</td>
<td>1</td>
<td>2.94%</td>
</tr>
<tr>
<td>Poor</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4.3 shows that the student’s knowledge about PHBS are good (97.06%) and average (2.94%)

Table 4.4: Student’s attitude about PHBS

<table>
<thead>
<tr>
<th>Attitude</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>8</td>
<td>23.53%</td>
</tr>
<tr>
<td>Average</td>
<td>26</td>
<td>76.47%</td>
</tr>
<tr>
<td>Poor</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4.4 shows that the student’s attitude about PHBS are good (23.53%) and average (76.47%)

Table 4.5: Student’s behaviour about PHBS

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>34</td>
<td>100%</td>
</tr>
<tr>
<td>Average</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Poor</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4.5 shows that the student’s behavior about PHBS are all good (100%)

**DISCUSSION**

The level of being knowledgeable among the students regarding PHBS is seen from table 4.3 where level of category good is as much as 33 students (97.06%), whereas in the level of fair is 1 (2.94%). Knowledge becomes a predisposing factor which makes it easier for children to have a Clean and Healthy Living. With that this factor is a trigger or an antisident towards a behaviour based or motivated by actions as a result of tradition or habits, beliefs, educational level and social economic status. There is a close bond in knowledge with effort to correct ones behaviour. Therefore increase level of knowledge will give quite a significant result to correct ones behaviour.

Cognitif knowledge is a very important domain to those whose behavior to develop a knowledgeable behaviour and realising that this behaviour will remain on a long-term basis rather a behaviour realised not through knowledge.

The attitude of the students of the 21st Primary Government School towards Clean Living and Environment is seen on table 4.4 with the students’ attitude that is fair consist of 26 students (76.47%), attitude that is good as many as 8 students (23.53%) and no number of students with
a bad attitude. Attitude of the respondent is based on the knowledge and therefore to decide of the attitude of the respondent will be based on how knowledgeable the respondent is.

It is discovered that there is a significant relationship between student’s attitude and Clean Living And Clean Environment with relationship and action. They positive attitude shown by the students will be the attitude to accept, to respond, to appreciate, to be responsible towards Clean Living and Clean Environment will give a positive well being.

Attitude is one predisposition that will appear in a behaviour that can be proven in this research. A person's behaviour can be influenced by beliefs, faith, emotions, daily life and the desire to behave as above is the component of attitude.

One attitude that has not been achieved automatically is in an overt behaviour. To realise this attitude to become a real change, there must be supporting factors, or some other conditions like providing facilities.

CONCLUSION AND IMPLICATIONS
The research showed that all students in the school were educated well by the teachers. The students also have a good attitude and acceptance understanding about The Healthy and Clean Behaviour (PHBS). To all teacher at the school, constantly instill the values of clean living and clean environment to all students in order to prevent the occurrence of disease like rashes, scabious etc. The condition of the teachers should perform medical check up and at the same time give information in the form of enlightening the students, giving out posters, pamphlets and leaflets regarding clean living and clean environment.

The Government of Pangkal Pinang and the departments concerned like the department of health should be more proactive reevaluating the resources and upholding the up-to-par the standard of the facilities for hygiene and sanitation.

This research should be a continuing research in Air Itam to know the knowledge and attitude about The Healthy and Clean Behaviour (PHBS) in other primary school in Air Itam. All teachers and parents have to give an example to their students and children.

REFERENCES
THE SCOPE OF HARMONIZATION OF PRIVATE LAW AND FOREIGN INVESTMENT LAW DISCIPLINES IN INTERNATIONALIZATION OF LEGAL EDUCATION: A CLOSER LOOK AT THE ROLE OF LAWS GOVERNING INTERNATIONAL SALE OF GOODS AND FOREIGN INVESTMENT

DR. MURUGA PERUMAL RAMASWAMY

INTRODUCTION

Unlike many other disciplinary studies that have universal characteristics, legal education is very much jurisdiction specific. As laws are inherently domestic and students attaining professional qualifications in law are generally qualified to practice law in the respective jurisdictions only, internationalization of legal education has always been a challenging proposition. However, in the past major law schools in prominent jurisdictions still managed to gain international characteristics, most of which could be attributed to concrete factors like similarity in legal systems, recognition of their legal qualifications in foreign jurisdictions and their strength in offering fundamental common elements of legal education in diverse jurisdictions like jurisprudence or legal science or legal skills. Among such factors, the teaching of public international law stood out as specialization that had a distinctive appeal due to its universal characteristic and common application to different jurisdictions.

With the onset of globalization and the ensuing consolidation of international legal regimes, the significance of teaching of international law subjects for achieving internationalization of legal education has drastically increased. In this context, the proposed paper seeks to examine the scope of harmonization of private law and foreign investment law in seeking the internationalization of legal education. The proposed paper will first examine the phenomenon of the internationalization of legal education and identify distinctive elements that may be attributed to the attractiveness of a law school curricular beyond its own operative jurisdiction. The paper will then assess the role of the specific fields of international law governing harmonization of private law (distinct from private international law or conflict of law which is essentially domestic in characteristic) and foreign investments in the process of internationalization of legal education and investigate the scope of these two areas for seeking a wider international appeal.

The paper will then attempt to argue the significance of international harmonization of the law governing international sale of goods with a specific reference to the United Nations Convention on International Sale of Goods (CISG) as an essential corollary of the free trade and globalization for any internationalization of legal education agenda. The paper will then examine how far the diversity among domestic foreign investment laws along with the relatively strong international regime on settlement on investment disputes impacts its attractiveness as a viable subject for internationalization of legal education. Reference will be made the legal education curriculum relating to international sale of goods and foreign investment laws in key common law and civil law jurisdictions including those that are not parties to the CISG and emerging markets like BRICS and how these subjects have been or not been tapped to its fullest potential by the law schools in increasing their attractiveness as an international institution of legal education.

WHAT DETERMINES AND DRIVES INTERNATIONALIZATION?

Before identifying the potential elements that could constitute internationalization of legal education, it is essential to demarcate the scope of the term internationalization in the context

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of the present paper. At the very outset, it is important to emphasize that the term could signify different connotations based on the context in which it is used. Internationalization of a business could mean a range of things from designing products or services that could be suitable to meet the needs of users in more than one country to sourcing components or services or skills from different countries to produce the product or service in question. Similarly, the term in the context of education could signify a range of international elements incorporated in an educational model or program. For example, the term the term “internationalization of curricula” is interestingly defined by the law in the US. The US law (U.S. Code, Title 20, Chapter 28, Subchapter VI , Part D, § 1132 (a) (8)) defines it as the “incorporation of international or comparative perspectives in existing courses of study or the addition of new components to the curricula to provide an international context for American business education”.

The above legal definition identifies “providing international or comparative perspectives” as the key element of internationalization of curricula. Here the objective seems to be more specific aimed at enriching the business curricula with experiences beyond American business context, in order equip the business students with an international outlook. However, an internationalization agenda in education could seek many other goals. For example, internationalization of education may seek to incorporate elements that could make a program attractive not only to local students but more and more international students. Similarly, internationalization of an education institution could seek to recruit faculty members worldwide in order to get diverse input to the teaching and consequently enrich the program through a range of international perspectives and approaches.

From a scant reference to the above discussion it is discernible that some elements of internationalization of education could be common to any fields of education. However, it is arguable that any effective internationalization of education should go beyond incorporation of common elements and seek to explore and identify disciplinary specific elements that would truly determine the internationalization of any given field of knowledge. For example, it is evident that the US legal definition of internationalization of curricula discussed above is more tuned towards achieving international and comparative perspectives in the discipline of business education as it would no doubt be a key trait needed for any business student to develop the acumen necessary to compete effectively in worldwide markets characterized by multiple factors of diversity in market conditions like consumption habits and culture. Similarly, it is argued in this paper that each discipline seeking to internationalize their education should essentially seek to identify disciplinary specific curricular elements that would ultimately provide an effective internationalization.

As legal education is the key focus of the present paper, the first part of the presentation will examine some of the general elements that are desired by experts for internationalization of legal education. The following two parts of the presentation, will focus more specifically on how internationalization of curricula could be achieved in two specific fields of legal education namely international sale of goods and foreign investment law. The concluding part will examine how law schools could formulate an effective internalization strategy through a fine blend of general and curricular specific elements of internationalization identified in this paper. The present draft of the paper mainly identifies some of key elements which can constitute the internationalization of legal education arising from authoritative deliberations in the past on the specific subject matter. The present draft is only intended to provide the necessary background for the presentation in the conference and the discussions to follow. The specific issue of how the two specialized fields of law proposed for investigation, namely the international sale of goods and foreign investment law, could impact any agenda of internationalization of legal education will be taken up for discussion during the oral
presentation in the conference and will be based on the elements identified in the present draft paper.

KEY ELEMENTS THAT CHARACTERIZE THE INTERNATIONALIZATION OF LEGAL EDUCATION

In what could be considered as one of the major initiatives to examine the question of internationalization of legal education, the deliberations held under the auspices of the European-American Consortium for Legal Education on a broader set of issues concerning internationalization of law and legal education are indeed a pioneering and authoritative source on the subject matter. A closer examination of the deliberations reveals various elements that merit further consideration in the reminder of this section. Apart from the deliberations in 2007, the birth of the very consortium seems to have been driven by some elements of growing demand for internationalization of legal education. The interest of law students to acquire part of their legal education outside their intended jurisdiction of practice and the eagerness of law teachers to seek comparison and harmonization with law and practices of other jurisdictions are worth mentioning. However, two further important aspects in this regard are worth mentioning. Firstly, the above interest for internationalization is said to have transpired beyond the stakeholders in legal education and was discernible among legal professionals and institutions. Secondly, such a demand was found to be not just a European and American phenomenon but a worldwide one.

In spite of the diversity of the demand and its geographical spread, much of the phenomenon seems to be attributable to a common cause namely the aftermath of growing influences of globalization towards the turn of the last century. However, more factors (including political developments and growing regionalism) causing this phenomenon are identified in scholarly opinion (Sellers, 2008) and all of them merit consideration in their own right, but are beyond the scope of the present paper to discuss. Instead, the examination of activities pursued by the consortium to promote internationalization will be more pertinent for the ongoing discussion. In this regard, it is interesting to note that the initiatives of the consortium not only involve the general elements of internationalization like exchange of law students or law faculty visits but also a more concrete promotion of conferences on specific subject areas and topics, which again underscores the relevance of subject disciplines in the process of internationalization of law and legal education. Finally, it is crucial to note that internationalization of legal education need not just be seen as an independent phenomenon in pursuit of wider knowledge or attractiveness of global students or faculty. The efforts of the consortium indicate that this phenomenon in legal education could be seen not only as a step towards internationalization of the law itself but also the ultimate realisation of a more pious vision of global justice.

Any agenda for internationalization of education should be wary of the potential pitfalls that may arise in the underlying process. The concerns may vary depending on the motive or objective of the agenda. If an internationalization agenda is triggered by external factors like globalization or higher competition in attracting students or funding the resulting process may have adverse effect on positive role traditionally played by universities in teaching and research. For example, some of undesirable consequences resulting from the process of seeking to elevate the ranking of universities such as the adverse implications on teaching or the rigour of pedagogies engaged for inculcation of knowledge and preference for certain types of research outputs that would impact ranking, often at the cost of other types fundamental research for which universities are traditionally renowned are commonly recognized. However, internationalization aimed at enriching the teaching and research in its own right rather than to achieve other outcomes could avert such pitfalls by consciously constructing a path for internationalization in which the potential impact of each and every element introduced in the
process should be carefully assessed and implemented. In this context, the internationalization of curriculum discussed earlier will be a key element. However, internationalization of legal education curriculum may face unique challenges in this regard given the jurisdiction specific nature of the discipline alluded in the introduction of this paper.

Scholarly opinion raising the caveat of adverse consequences of globalization on legal education, has underlined the significance of the internationalization with an emphasis on a range of elements including curriculum that merits due consideration (Klabbers, 2008). It is argued that the process should enable qualifying law students to move across not only different specialities and employments in legal practice but also across different legal jurisdictions. Although the first two goals could be conceivably achieved with conscious efforts the last one should be a more challenging task. The above goals are not easy to achieve given the fact that law school programs are generally overloaded with a wide range of curriculum content to cover. Often such content includes detailed study of black and white rules from statutory books and judicial decisions. Moreover, if law schools seek to achieve the first two goals, the time and resources to achieve the third goal could become even more difficult. Therefore, a greater emphasis is placed on the need for law schools to move away from teaching detailed rules to a more general curriculum that focuses on the underlying legal principles. This paradigm shift arguably equips law students get a good understanding of the rationale of rules than its details, which in turn should enable them to go beyond their jurisdiction and effectively be able to understand and handle the rules of other countries or international law if they intend to practice beyond their respective jurisdictions.

It is important to take note that a particular emphasis is made on the need for the modern law school curriculum to have this focus on subjects like international trade law, foreign investment law and conflicts of law, which are the specific subjects of enquiry in this paper. The paper will later explore how the law governing international sale of goods as an important field of international trade law could be taught in law schools with an aim to achieve internationalization. In this regard, the role of both international harmonization measures as well as the conflict of law rules of a jurisdiction should be examined. In the same vain, the relevance of foreign investment law in achieving internalization should be examined more specifically.

Next, it is interesting to note that criticism has also been mounted not only against those who resist changes in legal education in a global world but also on the superficiality of the changes proposed by those who favour internationalization of legal education. Profound qualitative changes are propounded (Grossman, 2008), in which even some popular pedagogies of legal education like case law method are found to be inadequate if the emphasis is more inward looking on domestic law and concerns that are insensitive to the external legal developments particularly in international law and its shifting emphasis from sanctity of sovereignty to a more normative world order emphasizing emerging global values. It is argued that in an era, where states cannot resist changes in international law and laws of other jurisdictions, law schools cannot limit themselves in being focused domestically. At the same time, measures such as increasing the number of international students and faculty are discounted as mere quantitative changes incapable of achieving the desired results by themselves. Law schools are called for to seek a qualitative and process oriented approach with elements needed to transform domestic oriented legal education to be the one suitable for an interconnected world. Specific elements proposed in this regard that are related to the focus of the present paper includes the emphasis on the need to inculcate the links between domestic and international law and comparative law. Moreover, introduction of cultural, interdisciplinary studies and a purpose oriented program to achieve even social change and international awareness are also called for. Apart from the substantive legal curriculum, the
significance of developing specific legal skills through practical programs like legal clinics, moot courts and study exchanges is emphasized especially in the light of the limitation of domestic oriented case law method engaged by law schools.

Next, one of the relevant study in legal education reforms in recent years is the US Carnegie Foundation Report in 2007 on *Educating Lawyers: Preparation for the Profession* (Sullivan, 2007) and how much those recommendations are pertinent to the internationalization of legal education is an interesting question. The Carnegie Foundation Report itself was more focused on reforming legal education in the US and made recommendations based on the needs of the legal profession in US. However, the report itself was not specifically concerned about the issue of internationalization. Therefore, the scant reading of its general recommendations for legal education reform like offering an integrated curriculum, enhancing lawyering and professionalism, developing specialized knowledge and engaging in advanced clinical training, supporting faculty to work across the curriculum, promoting student faculty interactions, recognizing common purpose and working together may not provide valuable insight into its relevance for internationalization of legal education. However, the report has been subjected to a study (Backer, 2008) which highlights the relevance of the recommendation for an internationalization process, the findings of which will be raised and discussed further in the presentation during the conference.

The other major deliberations on the question of internationalization of legal education made in the context of the 2007 meeting of that merits closer consideration includes the study (Rossum, 2008) on the issue of internationalization of law through resolution of multicultural legal cases, where the need to consider the process of internationalization in nexus with the social process of globalization is primarily emphasized. Moreover, the underlying issues are examined in the context of cases involving parties or issues arising from different cultures providing opportunity to ponder the situations involving clash of (legal) cultures. Although the work is focused internationalization of law and not legal education specifically, the cultural context in which the internationalization issues are eloquently argued makes it a necessary study to consider during the presentation in the conference.

Similarly, the work (Staffans, 2008) on the topic of convergence and mutual recognition in Asylum Law in the European Context is a relevant work that requires due consideration. The work enquiring on the internationalization of asylum policy and procedure in Europe seeks to confirm the process by citing the harmonization initiatives influencing the relevant asylum procedures in the region, the nature of cases involving persons which warrants consideration of factors outside the region, and the broadening nature of the fields of persons seeking asylum. Among them the influence of harmonization process as a tool for achieving internationalization and well as the need to evaluate foreign factors should of particular interest for the process of internationalization of legal education. Moreover, the focus of this study on the impact of supra-national norms on national decision-making and the cross-border legal effects of national decisions are of particular interest to the focus of the present paper.

Finally, a set of works examining two specific fields of law that are fundamentally contrasting in scope with regard the internationalization is quite pertinent for the focus of the present paper. The study (Ochoa, 2008) on copyright protection (which protection is more characterized by principle of territoriality and hence may raise the question of relevance of internationalization) for works of foreign origin and the study (Polanski, 2008) on the question of internationalization of internet law (which is a more obvious candidate for internationalization given the ubiquitous nature of the internet) deserves a much closer examination for the purposes of the present paper during the conference.
REFERENCES


A STUDY ON CONSUMER INVOLVEMENT & BRAND POSITIONING STRATEGIES IN INDIAN AUTOMOBILE SECTOR

MR. POOJAN SHAH

ABSTRACT

In India things, have changed drastically in last three decades. Now, Indian auto markets are flourished with foreign and Indian brands. The Indian automobile sector is now becoming more consumer centric & corporates are putting all their effort to maintain long term association with potential market segments. The paper tries to highlights the impact of festivals on consumers buying decisions. Features, performance or service which of them holds an upper hand in Indian market. Various consumer mindset and ideology which an Indian automobile consumer possess have been discussed. The form in which growing information technology has been included in automobiles for innovation and better product experience. This paper attempts to understand impact of brand on consumer buying behavior and also tries to identify unique brand positioning strategies in Indian automobile markets.

Keywords: SIAM (Society of Indian Automobile Manufacture), Brand positioning, Involvement of features and performance, Pre-set mindset of Indian Consumers, Growing marketing strategies.

INTRODUCTION

The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 per cent of the country’s Gross Domestic Product (GDP). The Two Wheelers segment with 81 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 13 per cent market share. India is also a prominent auto exporter and has strong export growth expectations for the near future. In April-January 2016, exports of Commercial Vehicles registered a growth of 18.36 per cent over April-January 2015. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the Two Wheeler (2W) and Four Wheeler (4W) market in the world by 2020. Research is focused on four wheeler segment. Sales of passenger vehicles increased by 16.7 per cent to 258,000 units in August 2016 driven by better-than-expected monsoon and strong buying sentiment. Sales of commercial vehicles grew by 1.53 per cent to 52,996 units. The two-wheeler industry also performed well. Motorcycle sales grew 22 per cent to 1 million units, while overall two-wheeler sales grew 26.3 per cent to 1.64 million units. (India Brand Equity Foundation)

LITERATURE REVIEW

There is high consumer involvement in the car segment as the perception of risk makes the importance of the purchase and through that means, the importance of the product class, salient to the customer. Similarly, the importance of product class is an integral component of high involvement construct from its definition. Another important similarity is that both, level of involvement as well as the amount and nature of risk perceived by the customer during the purchase, have been shown to determine the depth, complexity and extensiveness of cognitive

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and behavioral processes during the customer choice process, pointing to inherent similarities in the consequences of these variables.

**MOTIVATIONAL PROCESS MODEL**

The consumer’s situational involvement with a product class is positively influenced by consumer’s enduring involvement with the product class and psychological risk aroused by the product class. The consumer’s propensity to seek product related information prior to purchase is positively influenced by consumer’s situation with the product class and his social and functional cognitively evaluated risk perceptions (Dholakia, 2001).

Brand positioning “is the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”. The end result of positioning is the successful creation of a customer-focused value proposition, a cogent reason why the target market should buy the product.

The right positioning incorporates strong values and differentiators that are important to your customers. Brand positioning is important in deciding where you want to position your brand within its category and relative to the competition. There are several types of brand positioning which are mentioned below:

- Quality positioning
- Value positioning
- Feature-driven positioning
- Relational positioning
- Aspiration positioning
- Problem/solution positioning
- Rivalry-based positioning
- Warm and fuzzy positioning
- Benefit-driven positioning

Effective Brand Positioning is contingent upon identifying and communicating a brand’s uniqueness, differentiation and verifiable value. It is important to note that "me too" brand positioning contradicts the notion of differentiation and should be avoided at all costs. This type of duplicating brand positioning only works if the business offers its solutions at a significant discount over the other competitors (Jalkala and Keranen, 2014).

Generally, the brand positioning process involves:

1. **Know your target audience well**
   - One should know about his audience, knowing your target audience involves knowing the specific needs of the audience as well.

2. **Identify the product features**
   - Marketers should be aware of the features and benefits of the products. It is well said that you really can’t sell something unless and until you yourself are convinced of it.

3. **Unique selling Propositions**
   - Every product should have USPs; at least some features which are unique and different from those previously launched products in the market. Should be highlighted and marketed.

4. **Never make a mistake of underestimating your competitor**
   - A marketer must be knowledge about his competitor’s offerings. You need to convince the consumer how your product is better than the competitors.

5. **Promote the benefits:**
   - You need to choose the right theme for the advertisement. You need to use the catchy, out of the box taglines. The advertisement should strongly highlight the benefits of the products.

6. **Maintaining brand positioning:**
   - For an effective positioning, it is essential for the marketers to continue to live up to the expectations of the end – users (Shweta and Abhyankar, 2017).

**BRAND POSITIONING IN CAR SEGMENT:**

As there are many brands in the car market, consumers get confused as to which brands to buy. Hence, the manufacturers should follow any of the below strategies for positioning their brand.
• Features (concrete attributes) Positioning: Company highlights the concrete attributes of the brand in order to create a differential advantage; concrete attributes are characteristics of the brand advantage; they are objectively measurable, mostly tangible”; they are also specific to the product category. Examples: Knee airbag, cylinders, horsepower, price, air-conditioning, hybrid engine.

• Abstract attributes Positioning: Often regarded as bundles of concrete attributes; attributes that are frequently comparable across Product categories; they are not tangible. Examples: Quality; style; sporty; fast acceleration; innovativeness (Reynolds, Gengler and Howard, 1995).

OBJECTIVES OF STUDY

• To understand the interrelationship between states of involvement and perceptions of risk.
• To explore empirically the overall relative effectiveness of alternative positioning strategies from a consumer perspective.
• To better understand impact of consumer involvement on brand positioning strategy among different demographic profiles.

RESEARCH DESIGN AND SAMPLE SIZE

The research is divided in two parts. For comprehensive understanding of research problems exploratory research design was used and extensive literature review was done for the same. In second part of research conclusive-descriptive research design was used for field research. The self-administered questionnaire was prepared and circulated to potential responders. To find out the interrelationship between consumer involvement and consumer risk perception as well as relative effectiveness of brand positioning strategies among different demographic profiles, Descriptive research approach is used. The primary research was conducted in Gujarat, one of the prominent progressive state of India. The cross sectional convenience sampling technique is used for data collection. Out of 340 respondents, 200 have given response.
DATA ANALYSIS

From the survey conducted it can be stated that in Indian automobile sector people usually use four wheelers for more than 5 years.

Price discounts and offers such as exchange bonus and loyalty bonus are important but are not most important when a customer wishes to buy an automobile.
1 holding the most importance. 5 holding the least importance. Safety features in automobiles hold significant position.

Easy and quick finance plays a major role for consumer willing to purchase an automobile. Minimum loan interest is a vital factor. Safety features like airbag, anti-locking system, reverse sensing system hold an important place compared to leg space, keyless entry, power windows and height adjustable seats.
Indian customers are inclined towards receiving extra and add-on benefits where ever possible. India is a country of festival, as various discounts and offers are available during festivals and events. From the above pie chart, it can be said Indian consumers prefer to buy automobiles during festivals and events.

MAJOR FINDINGS
This research was broad based, involving multidimensional study of all possible factors. Segmenting and targeting specific types of information to consumers on the basis of their level of involvement may be useful.

- People generally tend to purchase cars during the time of festivals and events. Car is used daily to commute hence more than features people prefer smooth functioning and high mileage.
- Generally, people do compare between various car make and models. People usually prefer Indian made cars as maintenance is low and parts are easily available.
- Celebrity in a particular car advertisement does not actually make any difference for consumers.
- Easy finance and add on benefits such as accessories play a vital role. Safety features such as air bags, anti-lock braking system, reverse sensors, rear view camera hold the top most priority.
- In Indian markets, customers are shifting from manual transmission to automatic transmission for the level of comfort it offers and the improvements in infrastructure. Seat adjustments and cruise control like features are demanded by the customers who generally drive for more than an hour of the day.
- India being the second most populated country customers also use the rear seats as much as the driver and passenger seat, hence customers also keep a preference for better leg space.
- Customers are not really affected by the reviews and recommendations by friends or family members.
- In recent years, many cabs companies have entered the untouched Indian market. Hence market of sedan cars which provide good average and maintenance is continuously raising.
- Events and December offers generally attract customers buying cars during this time because of exiting discounts.
- On an average an Indian customer uses his or her car for about five years.

The findings should guide brand managers in selecting the most appropriate positioning strategies for their brands in high-involvement markets such as the automobile market.
POSSIBLE IMPLICATIONS

- Providing marketers with a sequence through which evaluation of risk occurring and factors influencing the level of risk-evaluation and perception is likely to have many benefits.
- Marketers may design and deliver information addressing specific issues and concerns raised by risk evaluation.
- Segmenting and targeting specific types of information to consumers on the basis of their level of involvement may be useful.
- The tendency of highly involved consumers to disseminate product (or brand) related information is also useful to marketers.
- The findings should guide brand managers in selecting the most appropriate positioning strategies for their brands in high-involvement markets such as the automobile market.
- The study sheds initial light on the overall relative effectiveness of major positioning strategies.

CONCLUSION

Automobile is a highly competitive sector. Customers prefer smaller cars for easy commute in city areas and to avoid traffic. As urbanization is increasing continuously and at a great rate and city only having a limited area customers choose small cars as it is convenient for parking in limited space. Indian made cars are purchased by the customers as the spare parts of Indian made car are easily available and mileage of Indian made cars are usually higher than others.

Safety is priority and comfort should not be compromised. On the same side people are ready to buy goods and products at higher price as long as it is value for money product. Customers looks for buying cars during festivals and events as during these times companies offer great discounts. Easy fiancé encourages customers to buy cars. Low interest rates and low processing fee are one of the reasons automotive industry is developing at such a high rate in Indian market. Consumer involvement is very effective for companies to making various strategies sustaining itself in market, the brand positioning, may be useful to creating demand of companies’ products.

REFERENCES:


HYPOCHONDRIA- AN INGRAINED MENTAL ILLNESS AMONG COLLEGE STUDENTS

MS. AESHA PATEL1 AND DR. RITU SHARMA

ABSTRACT

‘Hypochondriasis’ is a disorder in which one has the unfounded belief that one is suffering from a serious illness. The factors that contribute to this mental illness are a family history of hypochondria, psychiatric disorder such as depression anxiety, or personality disorder, stressful experience with their own loved ones. The sample size taken into consideration was a group of 200 participants, consisting of 100 females and 100 males. The research was conducted through a questionnaire which was divided into two parts. The first part was the collection of demographic data and the second part was designed by the research team based on the DSM IV to cover most aspects that dealt with understanding the characteristics of the people suffering from hypochondriasis. The data was collected with the consent of the participants. The findings of research were aimed at uncovering how hypochondriasis is a factor that contributes towards the vulnerability of an individual.

Keywords: Hypochondria, anxiety, vulnerability

INTRODUCTION

There are indeed gloomy hypochondriac minds, inhabitants of dis-eased bodies, disgusted with the present and despairing of the future always counting that the worst will happen, because it may happen. To those I say how much pain have cost us the evils which have never happened

- Thomas Jefferson

Hypochondriasis is a mental illness in which an individual starts to consider of having a certain illness despite of actually not having it. It is just a delusional state of mind. This further leads to a mental illness. For an individual with hypochondriasis, normal bodily functions as sweating, bowel movements and increase or decrease in heart beats can seem like a symptom of a serious illness or condition and minor abnormalities such as a small sore, slightly swollen lymph nodes and a runny nose seem like a serious problems. The person’s attention may also focus on a particular organ or a particular disease or they may fear disease after another. Health anxiety may also cause people to talk about their health, and they any take frequent visits to their doctor. If the doctor says that they are perfectly okay the patient might not be satisfied with the particular response and might go to another doctor for the second opinion. They may spend a lot of time scanning through their internet searching for the symptoms of a possible illness. After going through several medical tests if the results come negative the person might not find any relief. Negative results can even make things worse as the patients fear grows that no one believes them and that no one understands their turmoil. They even might come to a conclusion that their problem may never be successfully diagnosed. Though there are some individuals with this mental disorder who might avoid the confrontation or going to their doctor just for the fear of finding out that they have a serious mental illness. They may also avoid places, people and activities that they think can be harmful for their health. If this lasts for more than six months it may be a sign of health anxiety disorder. Health anxiety disorder usually starts in early adulthood and it may appear during the recovery from a serious illness, or even after a

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beloved one or close friend dies. An underlying medical condition can trigger the health anxiety. A patient with heart condition, for example may assume the worst each time they experience anything that is even mildly related to a heart disease. Other factors that contribute to this mental illness include increase in stress or greater exposure to information about a disease in the media, and sometimes a person starts to worry excessively about their health as they approach a particular age where one of their parents died. Psychologists also note that individuals with these types of conditions are often self-critical or perfectionist, or sometimes both. Some aches and pains which are normal for the regular population can be the signs of a huge disease for them. It is perceived that people with hypochondria may have a low threshold for pain and they may notice internal sensations earlier than the other people.

**Causes**

Hypochondria can be serious for people and the most dangerous thing about it is that we can never be entirely sure of what is causing it. But from all of the researches throughout the years we have come up with few of the causes that might cause this mental turmoil. One of the main causes of hypochondria is pain disorder although a person would be diagnosed with pain disorder and not hypochondriasis. It is caused by persons’ oversensitivity and how a person feels combined with a serious panic attacks all leading to the person feeling as though he/she are going through some serious health issues.

The potential causes of hypochondria are listed below.

**Google syndrome**

People Google the symptoms of the disease they think they might have or just what they feel and link it to a particular disease. Then they start believing that they might have that particular disease and through this the obsessive behavior is enforced.

**A history of physical and/or sexual abuse**

Particular as a child if a person has been through or have experienced or observed physical and sexual abuse it can result into a heightened sense of physical vulnerability and lead a person to suspect serious health issues which are not present. It can also lead a person to feel a sense of insecurity in their interpersonal attachments which in turn causes them to engage in care seeking behavior.

**Serious illness or deaths of family member or friends**

A seriously ill family member or friend can create an environment especially for a child where love and attention are directly linked to illness. Observing this the child may interpret that to seek love and attention one must be ill and would continue to hold this belief subconsciously even into their adulthood. When a close friend or family member dies due to some illness at any point in an individual’s life it can easily trigger fear and obsessive concerns about their own personal health.

**A hypochondriac or overly protective parental figure**

A child who has a hypochondriac care taker or guardian they are more likely to believe it is healthy to question one’s health. The primary feature around them is that it is dangerous for their health to be around an unhealthy place. They have been taught since their childhood about it and behaviors taught to a person during their childhood are more likely to persist into their adulthood as they become their innate traits it is never easy to change them or their beliefs. Learned behavior or one of the most prominent causes of hypochondria. The guardian may instill the same beliefs into a person that they believe in or follow.
A serious childhood illness

If the individual has suffered from a serious illness when he/she was a child they are more likely to fear about their own health and focus on much health related problems and even the people around them sometimes start to belief that even a minor kind of health related issue can have serious consequences.

Difficulty in expressing emotions

People who have hard time explaining their emotions may think the only way to provoke concern in others for themselves is by behaving as if they have a particular disease and in some cases the person subconsciously starts believing that they have this particular health problem. This might be cause of the way they were raise or due to some past trauma experience which made them distant from people.

A hypochondria as any other illness or disease is divided into stages. The first sign of the disease attracting an individual is the goggle syndrome this occurs when the person starts to doubt their health and takes support from the information provided through the internet. This is primary stage hence; the survival rate at this stage of hypochondria is quiet high. when ta person reaches stage two he/she starts to examine themselves a bit aggressively which could be very harmful. Till the time the person reaches stage three they have convinced themselves that the headache and the dizziness that they have been going through is brain tumor. As this stage gradually grows the person goes through an epidemic break out. This is the point when the person starts getting paranoid and delusional. Also, they start taking unnecessary precautions that is harmful for them. When person reaches this stage, they are already convinced of having a particular disease that they have been goggling since stage one. The person becomes highly delusional starts to take precautions for the disease they believe in. also, approaches the doctor and after being diagnosed if the result is negative they are still not convinced and go for a second opinion. Even after that they just start having a mindset that no one understands them and that they are going to die. When a person reaches this stage, it is highly recommended that they seek for help. Everyone worries about their health time to time, but for some people fear of being ill is so strong that even if they are in good health they find hard to cope with their everyday life.

Hypochondria can begin at any age, but mostly it begins in early adulthood. Hence, the stakeholders of this study are young adults. A hypochondriac is most likely to be diagnosed when the doctor consulted by the patient considers patient’s preoccupations with the disease symptoms are excessive or problematic. Traditionally hypochondria is considered difficult to treat but in past years’ cognitive therapy has been very useful. Untreated hypochondria can change over time to a chronic disorder. Hypochondriasis is difficult to prevent in today’s society. Where people are constantly forwarding messages regarding regular medical screenings for various illness, and telling them about the illness of famous figures.

REVIEW OF LITERATURE

Katz and Zenger (1999) in their research talks about hypochondrical fears among adults. It shows that people in general scored low rather than those who were being treated for a medical condition. Especially men who were under doctor’s care scored high.

Alexander and Frank (2006) wrote on features of hypochondriasis and illness worry in the general population in Germany. The research studies the prevalence rates of hypochondria among general population in Germany as well as the sub-threshold conditions to describe their associated features such as the quality of life and healthcare utilization in a representative community.
Kellner (1985) in his research article talks about hypochondriac patients misunderstanding the nature of somatic symptoms, which are extremely common. He also discussed about how it differs from culture to culture and social classes as well.

‘The Grim tale of Hypochondriac Heart - A True Story’ by Nalinaksha (2014) discusses about the journey of the author and his hypochondriac heart. This book and the author are the perfect epitome of a person suffering from hypochondria. The book talks about the author’s negative experience with his imaginary heart condition even after several periodic tests carried out over the span of couple of years done by renowned hospitals that confirmed his good health, and how he goes through a severe heart attack despite being physically fit.

Josef bailer (2014) also discusses in his research paper about health anxiety and hypochondriasis in the light of DSM-5. The article sheds light on splitting of hypochondriasis into two different diagnostic entities: somatic symptom disorder and illness anxiety disorder. Further this article states that the results do not support the splitting of health anxiety/hypochondriasis into two diagnoses through empirical studies.

Another article by Brian Dillion (2009) explores stories of nine individuals and the relationship between their mind and body or simply the consuming fear of being ill. This book shows how our mind makes the prison out of our own body by distorting our senses. This book revolves around the stories of nine prominent hypochondriacs - James Bosell, Charlotte Bronte, Charles Darwin, Florence Nightingle, Daniel Paul Screber, Alice James, Marcel Proust, Glenn Gould and Andy Warhol.

According to office of national statistics (ONS) (2010), women are more likely to report this illness than men, but are less likely to die from it. According to the information provided of 750,000 people on national census forms completed in 2001, “women were more likely than men to report that they were in “not good” or “fairly good” health, but they were less likely to die for the follow up period”. The data also revealed that certain social groups, including people who have never married, are divorced or are separated from their partners, are more likely to report hypochondria. other groups more susceptible to this illness includes people living in council or association homes, people who had no education qualification, people who were unemployed and people who did not own a car, the daily mail reported.

Vladan Starcevic (2013) further sheds light upon the differentiation of hypochondria in two different diagnostics in his research paper and analyses whether it is justifiable or not. He also examines whether they adequately represent and justify the full range of clinical manifestations which are encompassed by hypochondriasis.

In addition to the above literature, Arthur et al. (2014) also attempts to assess the efficacy of a cognitive behavior therapy (CBT) for hypochondriasis in his research paper. A total of 102 individuals were assigned to CBT and 85 were assigned to medical care as usual. After a 12 month follow up, CBT had lower levels of hypochondrical symptoms, beliefs and attitudes. Thus, this CBT intervention which was altered specifically to alter hypochondrical thinking and restructure of the beliefs appear to have significant beneficial long term effects on the symptoms of hypochondria.

Julia M.B Neng, Florian Weck wrote a research article titled attribution of somatic symptoms in hypochondriasis. This article spoke about somatic attribution style and whether it is specific to patients with hypochondriasis, as opposed to those with anxiety disorders.50 patients with hypochondriasis 50 patients with primary anxiety disorder and 50 healthy participants were presented with nine common bodily sensations while patients of hypochondria differed from patient with anxiety disorders and healthy controls in giving significantly fewer normalizing explanations. The present study concludes that hypochondriasis is associated with a disorder specific attribution style connecting somatic symptoms primarily with moderate and serious disease.
RESEARCH METHODOLOGY

Hypochondriasis is a disorder that has been well-known for centuries but its not well studied. In fact, although both the clinicians and laypersons immediately have an image of a person who exaggerates the significance of their physical symptoms, many physicians don't know what to do with such a patient. Family members and friends often reassure the person that there is nothing wrong with them, and physicians, armed with medical test results as well. Unfortunately, the answer never seems to satisfy the patient and continues to be preoccupied with his or her symptoms.

The present research was carried out with the aim to study how hypochondria affect college students

**Sample:** The present study comprised of 101 college students out of which, there were 100 males and 100 females. The study was conducted on college students of 18-22 years of age and their mean age was calculated to be 20 years.

**Tools:** The tool used to measure the hypochondria level among college student was a survey questionnaire which was abstracted from DSM IV to cover most aspects with hypochondria. There were 10 items on the questionnaire part-2 which consists on five-point likert scale ranging from 1(strongly disagree) to 5(strongly agree).

**Procedure:** The questionnaire was divided into two parts. Part one consisted of demographic data of the subject and part two consisted of the questions regarding hypochondria. Instructions about demographic information and how to fill up the questionnaire was mentioned in the questionnaire itself. The questionnaire was then circulated among college students in a hard copy form and the responses were collected.
RESULT AND DISCUSSION

Table 1: mean and standard deviation among nuclear families and joint families.

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>MEAN</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint families</td>
<td>19.96</td>
<td>8.816</td>
</tr>
<tr>
<td>Nuclear families</td>
<td>19.11</td>
<td>7.50</td>
</tr>
</tbody>
</table>

Table 1 shows mean and standard deviation of two variables that was calculated through descriptive method. Through this table, we come to a conclusion that students from joint families are more likely to be hypochondriac.

Table 2: F-Test two sample for variance

<table>
<thead>
<tr>
<th>Variable 1: joint family</th>
<th>Variable 2: nuclear family</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-Test</td>
<td>Two-Sample for Variances</td>
</tr>
<tr>
<td>Variable 1</td>
<td>Variable 2</td>
</tr>
<tr>
<td>Mean</td>
<td>20.01923</td>
</tr>
<tr>
<td>Variance</td>
<td>86.4506</td>
</tr>
<tr>
<td>Observations</td>
<td>52</td>
</tr>
<tr>
<td>df</td>
<td>51</td>
</tr>
<tr>
<td>F</td>
<td>1.629131</td>
</tr>
<tr>
<td>P(F&lt;=f) one-tail</td>
<td>0.01374</td>
</tr>
<tr>
<td>F Critical one-tail</td>
<td>1.44039</td>
</tr>
</tbody>
</table>

Table 2 shows that variable 1 has higher mean than variable 2. And p value is < one tail and so we can say that there is no significance between the variance of ailments of hypochondria within NF and JF.

As previously discussed in the introduction part about the causes of hypochondria we have seen that a parental figure with hypochondria or any guardian whom one interacts with on regular basis can be influential and as in joint family there are number of influential figures. There are more chances one of them is at least a primary level hypochondriac and the child is likely to follow the behavior. Apart from that in joint family the attention might be divided due to multiple family member’s the child might act to be ill and pretend to have an illness to grab the attention what the child is unaware of is that the subconscious mind is taking note of the activities and then it eventually becomes a habit which leads to hypochondria. Serious illness and deaths in family is also one of the primary reasons as one lives in a joint family one is more likely to observe an illness among their grandparents or any siblings suffering through any disease. as a person lives in a joint family the unsound condition of that one ill person creates disturbed atmosphere in the family and people are likely to become more cautious. This again becomes a habit and leads to hypochondria if not known at what point to stop.

Hence, we can conclude that people from joint family are more prone to be hypochondriac.
Table 2 further more confirms the results of table 1 through F-TEST.

**Table 3: mean and standard deviation among male and female.**

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>MEAN</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>18.11</td>
<td>7.96</td>
</tr>
<tr>
<td>FEMALE</td>
<td>19.49</td>
<td>7.58</td>
</tr>
</tbody>
</table>

Table 3 shows mean and standard of two variables which was calculated through descriptive method. Through this table, we come to a conclusion that female are more prone to hypochondria rather than men.

**Table 4: ANOVA Test on Whole Sample**

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>SS</th>
<th>Df</th>
<th>MS</th>
<th>F</th>
<th>P-value</th>
<th>F crit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>9.522</td>
<td>1</td>
<td>9.522</td>
<td>7.03800</td>
<td>0.00804</td>
<td>3.84616</td>
</tr>
<tr>
<td>Columns</td>
<td>47.74</td>
<td>9</td>
<td>5.30444</td>
<td>3.92068</td>
<td>5.87E-05</td>
<td>1.88459</td>
</tr>
<tr>
<td>Interaction</td>
<td>23.118</td>
<td>9</td>
<td>2.56866</td>
<td>2.56866</td>
<td>1.89858</td>
<td>0.04803</td>
</tr>
<tr>
<td>Within</td>
<td>2678.8</td>
<td>1980</td>
<td>1.35293</td>
<td>1.35293</td>
<td>1.88459</td>
<td>9</td>
</tr>
</tbody>
</table>

Total 2759.2 1999

If the p value is >0.5 than the null hypothesis is proved to be incorrect.

P values of interaction is 0.04 and as it is less than 0.05 we can say female are more likely to be a hypochondriac rather than males.

According to a report from Britain’s office of national statistics women are more likely to be bigger hypochondriacs than men. Daniela Schreier of Chicago school of professional psychology says that women talk about pain more often than men because they’d better talk about these than underlying anxiety and depression. Peter baker, chief executive of men’s health forum states that “men are less aware of their symptoms than women, and are more reluctant to seek help.” Commenting on this study chairman of royal college of general practitioners Steve field said women are better at disclosing how they feel about their health. This being the prominent and primary reason we can say that women are more likely catch hypochondria rather than men.

Hence, we can conclude that women are more prone to be a hypochondriac than men which has been proved through table 3 and table 4 (ANOVA TEST) further confirms the results.
The sample size taken into consideration was limited and so it is recommended to do further studies on the same. Larger group of people should be taken into consideration to obtain the validity of the proved diagnosis in this present paper.

REFERENCES


SWEDISH FATHERHOOD: DUAL-CARER MODEL
TINGTING TAN

ABSTRACT
Swedish dual-earner and dual-carer models have been taken as a benchmark of involved fathers and been promoted as an ideal gender equal option. Furthermore, the factors and causes underlying the dual-earner and dual-carer model in Sweden are becoming increasingly valued. However, there is little systematic and comprehensive research on these issues. Therefore, this paper will shed light on two key questions: A) why Swedes preferred the dual-earner model over the past half-century? what factors have promoted Swedes to become much more gender equal in the public sphere? B) why have Swedes taken steps towards dual-carer model in recent years? what are the reasons that contribute to the practices of sharing equal responsibility for childcare and housework in the private sphere? More specifically, this paper will firstly describe and explore Swedish paths of dual-earner model and then illustrates and explains the causes and factors underlying the transition towards dual-carer fatherhood. Finally, the paper discusses the future research direction on shifting fatherhood.

Keywords: Swedish fatherhood; Dual-earner model; Dual-carer model; Gender equality

INTRODUCTION
In January 2016, Sweden start implementing the father’s three months non-transferable parental leave, namely “the third daddy quota”. The question of whether individual choices in private sphere should be made by themselves or could be shaped by the social policies have been raised and re-thought again. The Social Democratic Party (SDP), which came into power in 1932, calls themselves feminist and devotes to a “Feminism-world”. Gender mainstreaming has been taken into account whenever new policies and laws are considered. Since 1974, Sweden has become the first state in the world to change maternity leave into parental leave. Over the past half of a century Sweden has become the forefront of gender equality country. Head to any Swedish streets on weekdays and weekends, you will easily come across Swedish proud “Latte mommy” and “Latte daddy” who are pushing prams and sharing coffee with each other while feeding their babies in cafés and/or parks in any Swedish city or town.

Can we simply think that SDP fixed Swedes’ ideas of gender roles? It is not true and it is not the whole story. Therefore, it is necessary to look deeper into the changing trajectories and the underlying drivers. Research of welfare policies on Swedish gender equality, including that of famous scholars such as Andersson (2006), Duvander (2006), Nyberg (2010), Björnberg (2012) and Hobson (2014), have made invaluable contribution to explain one driver of changes on fatherhood in Sweden. We cannot vaguely say either family-friendly policies shape Swedish thinking or Swedes with pioneer values press the policy change. It is much more complicated. Swedish fathering has been shaped by the historical and cultural heritage, changing socio-economic situation, and the shifting expectations to gender roles. More importantly, there is a mirroring or doubling effect in the relationship both between changing motherhood and shifting fatherhood.

Swedish dual-earner and dual-carer models have been taken as a benchmark of involved fathers. Based on Esping-Andersen’s (1990) three models of welfare states (i.e., Social

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democratic, liberal, and conservative policy regime types), Ferrarini and Duvander (2010) develop new four models of family policies (i.e., Traditional-family, market-oriented, earner-carer, and mixed models) from multidimensional and institutional typologies. Since the mid-1960s Sweden has been towards an earner-carer model. Although dual-earner and dual-carer models were proposed simultaneously at the mid-1960s, dual-earner model had proven much easier to achieve in Sweden. Björnberg (2002) also notes that dual-earner families have become the norm in Sweden since the 1960s. Variables of causes and factors appear to be explained these changes. However, the sparse data available on the shifting trajectory of Swedish dual-earner and dual-carer models are both conflicting and limited. The lack of powerful explanation of the changes happened in Sweden is particularly unfortunate.

Instead of simply describing the significant changes on gender equality and fatherhood that happened in Sweden, this paper attempts to go further and shed light on two key questions, which are as follows: A) why Swedes preferred the dual-earner model over the past half-century? what factors have promoted Swedes to become much more gender equal in the public sphere? B) why have Swedes taken steps towards dual-carer model in recent years? what are the reasons that contribute to the practices of sharing equal responsibility for childcare and housework in the private sphere? This study is therefore designed to investigate these unsolved problems. More specifically, this paper firstly describes and explores Swedish paths of dual-earner model and then illustrates and explains the causes and factors underlying the transition towards dual-carer fatherhood. Finally, the paper discusses the future research direction on shifting fatherhood. The research finally aims to provide a clearer and vivid picture of Swedish changing fatherhood and prompt us to deeply analyze other countries’ fatherhood through the basic framework.

THE TRANSFORMATION TO A DUAL-EARNER MODEL AND ITS CAUSES

Historically, Swedish society has been less patriarchal than other developed countries. Furthermore, Swedish intellectual and practical three-wave feminist movements contributed a lot to the gender equality. I will take a historical view at part of the social context in which gender equality became politicized and cultural norm, and dual-earner model arose.

During the 19th century, the combination of a high rate of downward social mobility and a sharp increase of the population from 2.5 million in 1800 to 6 million in 1870 made the role of traditional housewife less viable for many women in Sweden (Björnberg, 2003). Many married Swedish women had to become co-breadwinners in order to overcome poverty during the crises all over period. Nyberg (2010) reveals that in the 19th century farming mothers did not spend many time on childcare and they spent more time on work than today’s women did. Furthermore, from the late 19th century, social policies and laws have gradually strengthened Swedish women’s economic and political rights. In 1862, Sweden became the first country where unmarried women were granted a conditional right to vote in municipal elections. In 1873, women were allowed to enter Swedish universities. In 1874, Swedish women enjoyed the right to dispose of their own income. Furthermore, European value studies indicate that Swedish women tend to take breadwinner role than other Europeans (Sörlin, 2011, p. 33). Sweden has transformed from an agricultural society to an industrial society between the 1860s and 1910.

In the beginning of 20C, two main problems, namely the low fertility rate and the imbalance between family and work especially for women attracted particular attention from Swedish social reformers (Myrdal, 1968). To address them, a series of intellectual and practical feminist movements pressed successfully for the introduction of policies encouraging all citizens to take part in work, family and the political arena and promoting quality child care institutions for all children. After 1921, all Swedish women gained the right to vote in national elections. In 1923, women were granted access to government jobs. A few years later, married
women were given the right to take up employment in the city. In 1931, maternity insurance became the norm. In 1935, both men and women could take equal pensions. By the 1930s, Sweden was already becoming a model of what in the post-war period would be dubbed ‘social democracy’, and it has remained a pioneer of gender equality. More importantly, it was quite common in 1930s in Stockholm that couples did not marry but lived together with their own children, namely “Stockholm marriage”.

Since World War II, great transformations have taken place in Sweden. Firstly, foreign-born nationals sharply increased from 4% of Swedish population in 1960 to more than 15% in 2012 (Nordstrom, 2010, p. 7-8). Secondly, after having experienced a temporary baby boom (1946-1952) Sweden like other industrial countries has witnessed a decline of “familyism” - low frequency of marriage, the lateness of first marriage, high divorce, low fertility, a high percentage of women working full-time (Nordstrom, 2010, p. 47). It is worth mentioning that Sweden is one of the biggest non-marital partnerships states and the number of new legal family form - consensual cohabitation with children increased by 46,000 from 1975 to 1990 (Björnberg, 2003, p. 170). Moreover, 85% of Swedes moved from rural places to cities, especially in Stockholm, Göteborg, Malmö (Nordstrom, 2010, p. 14). Swedish social structure has become more fluid, less permanent, and less formally structured. These new diversities of in-migration, gliding familyism, urbanization and custom-services are inevitable issues when we study post-war Swedish society and culture. Meanwhile, it was also the “harvest time” for Sweden to become a welfare state. The rate of total expenditures on public sector has increased from 11% in 1950 to 34% in 1980 (Sundin and Willner, 2007).

The most influential interpretation of these great transformations is the Second Demographic Transition (SDT) theory (Lesthaeghe,1995). Specifically, SDT theory stresses that demographic transition (i.e., increasing proportions of unmarried couples’ cohabitation, divorce and non-family living) has weakened the dependency on family and has reinforced the rise of the ideologies of individual choice and needs for both men and women. In line with the Maslow Theory of Human Motivation (Maslow, 1943), self-actualization is much more pursued by young generations. Bounding with the process of secularization, social constraints like normative prescriptions on family patterns and division of gender roles have less influence on Swedish young generations compared with other Western countries (Liefbroer et.al., 2006, p. 205). Furthermore, the forceful ideology of self-development for both men and women laid a strong foundation for gender revolution.

The participation of women in the total workforce was not universally welcomed in the post-war periods, with resistance especially strong in the North of Sweden. Solving the two important problems of “Housewives” and “Norrland” has become the focus of recurring political efforts. With the aim of eliminating obstacles for modern independent working women, a series of regional fact-future conference debates were held by the National Labour Market Board and Women’s Labour Market Committee from 1967 to 1969 (Johanna, 2014, p. 150). Furthermore, since the 1960s, among the voices of self-development, an opened-ended question asked by women’s leaders has been how a women-friendly society could be achieved (Eduards, Gustafsson and Rönnblom, 1997). Following this, four feminist strategies (i.e., Radical feminism, Marxist feminism, Liberal feminism and Mixed feminism) have emerged as effective ways to challenge patriarchal order and to fight for women’s right, especially for working class women’s right from 1970s. Meanwhile, Swedish men’s movements support women’s liberation. Swedish prime minister Olof Palme, who is an outspoken supporter of gender equality, proposed a series of gender mainstreaming policies when he was in office from 1969 to 1976 and from 1982 to 1986. Consequently, Sweden has experienced the first half of gender revolution from the mid-1960s to 1990s.
The post-war Sweden’s education system contributed to more equal educational outcomes for women, and more egalitarian attitude towards gender. Increasing high educated women have making voices of gender equality in all aspects of society. In 1980s women are more than twice as likely as men received bachelor degree in Sweden (Lagerlöf, 1993). After 1947 Karin Kock became the first female government minister and the first economics professors, the number of women in the parliament has been more and more close to the number of men. The individual tax system also strongly supports dual-earner model.

Besides, the expansion of public child care has positive impacts on gender equality in the labor market. The demand of reconciling work and family life was extremely greater than supply in public. During the 1910s, private family day care was much more common than public day care. Until the end of the 1940s, the term of private “family day care” was replaced by the public “day care” (Nyberg, 2000). Afterwards, public full-time and part-time child care were firstly introduced in 1944, and were separately organized by municipalities from 1945 and by the state government from 1969. Particularly, aiming to improve the quantity and quality of public day care, public grants were allocated to full-time childcare centres in 1966. Nyberg (2007) argues that expansion of public child care not only benefit female workers to become mothers but also enabled mothers to return to the labor market. The percentage of preschool children (aged 0-6 years) in public child care has increased from 3% in 1965 to 48% in 1990. Meanwhile, the number of employed mothers of preschool children has also significantly risen from 36.0% in 1965 to 85.1% in 1990 (Nyberg, 2010). In all, day-care centres, in line with preschools for children aged 1-5 years and open preschools, and after-school activities in the leisure-time centres (LtCs) for children aged 6-12 years and open leisure-time centres have contributed to the considerable increase of mothers’ employment rate and the significant decrease of parents’ time on childcare.

THE TRANSFORMATION TO A DUAL-CARER MODEL AND ITS CAUSES

The 1990s witnessed a significant economic crisis in Sweden, which was blamed for a dramatic decline in the fertility rate as well as a rise in unemployment. The unemployment rate for Swedish men was higher than that of women from 1990 to 2003 (Olah and Bernhardt, 2008, p. 1127), accelerating the erosion of male dominance within families and in society at large. The number of new legal families formed on the model of consensual cohabitation with children had already risen by 46,000 and the percentage of married couples had declined by 20% from 1975 to 1990 (Björnberg, 2003, p. 170). Regardless of marital status, the individual becomes a primary beneficiary. Nevertheless, in the early 1990s, the onset of the economic crisis challenged the Swedish social model of high tax with generous welfare benefits, which some economists accused of reducing incentives and competitiveness. Sweden had a big budget deficit and 50, 000 jobs disappeared from 1991 to 1997, while its public debt increased to over 80% of GDP in 1994 (Timonen, 2003, p. 5). Meanwhile, the second and third baby boomers came up and reached the highest fertility rate separately in 1993 and 2008 (Timonen, 2003). Women faced a dilemma between paid employment and unpaid domestic work. There were increasing demands for men to consider more about balancing work and family life. Men’s lives and lifestyles were problematized. In order to achieve a truly women-friendly society, it was increasingly argued that it was necessary to achieve a father-friendly society. The great economic difficulties and considerable baby boom are putting pressure on social policy systems. Sweden has thus seen a shift to a dual-carer model since the 1990s, constituting what some have called the ‘second half’ of its gender revolution.

Furthermore, the Swedish grassroots feminist movements have become more thorough and comprehensive since the 1990s. Sweden have seen their next step to fight for a father-friendly society, as several feminist writers put it, “It is time for women to form strong and independent organizations that reflect our own demands in all sphere of life, not least
economically and with regard to domestic labor” (Eduards, Gustafsson and Rönnblom, 1997, p. 56). The whole turn of the policy was supported by feminists and researchers who argued that, for real gender equality to be achieved, men had to become more involved in family life. Björnberg (2012) concludes that Swedish family policy has three main purposes: to promote equal opportunities for men and women in the public sphere, to reduce the costs for parents of raising children, and to provide affordable and high quality childcare for all children.

More specifically, four feminisms in 1990s, i.e., segregated feminism; state feminism, civil feminism, and interest group feminism have emerged as effective ways to exert influence on policy parties (Addis, 2016). Furthermore, Swedish plural feminist cultures (i.e., liberal, collective, deregulative and radical feminist cultures) have made the further pressure for social changes. Strands of the women’s movements that became known as State Feminism and Interest Group Feminism emphasized “the importance of representation in parliament and more generally in state and local authorities, as well as the importance of women’s participation within labor unions and other interest groups” (Eduards, Gustafsson and Rönnblom, 1997, p. 62). The classical liberal feminist culture embodied in State Feminism and Civil Feminism emphasized the importance of equal rights for men and women to vote, to attend school, and to pursue any occupation (Dryler, 1998, p. 99). A more radical feminist culture is based upon Interest Group Feminism and Segregated Feminism emphasizing that it is natural to say "no" to quotas because women’s ideas and ways of life have the same values as men and male culture. The deregulative feminist culture in the Interest Group Feminism and Civil Feminism emphasized a women-friendly society and a civil society with a freedom in media, schools and agencies. These comprehensive strategies in politics, economy, culture and society and plural culture of women's liberation have given stronger force on the way to achieve both women-friendly and father-friendly society in Sweden compared with other countries. Sweden sets gender equality a prioritized goal to permeate all other issue areas.

According to neo-institutionalist theory, institutions are the most core factors of promoting society and should remain relatively stable. It is necessary to deeply analyze the Swedish government policies. A dual-earner model has been the model for family policy in Sweden since 1960s–1990s. During these years, policies were mainly focused on women, women's education and paid work, especially the opportunities for women to make a career. It was around the 1990s that social policies have become more focussed on the reform of fatherhood. In the early 1990s, the new posters of “Velour daddy” (soft and nurturing father like velvet) in the subway, bus and other public places have been constantly emphasized the value of respecting caring fathers. The national “Velour daddy debate” also called for caring fathers. More and more Swedish men favour to be involved fathers. In 1995, father’s one month non-transferable parental leave, namely “daddy quota” was introduced to Sweden. In 2002, it was extended to two months, namely “the second daddy quota”. In 2008, "gender equality bonus" further afford an economic incentive to share parental leave equally. In 2016, Sweden implemented the “third daddy quota”.

Nyberg (2007) claims that Swedish parental leave promotes young women to work in the labor market but also forces married women with children to return to the labor market. However, there is a risk that parental leave will maintain and reinforce the gender inequalities in the labor market and gender wage gaps. The Swedish Ministry of Finance’s study on the relationship among parental leave, women’s employment and gender wage gaps also concludes that the short parental leave with high benefit might induce men to take more parental leave days and the long parental leave with low benefit might make men to stay home longer. By adjusting the length of “daddy quota” parental leave, more and more fathers take parental leave. Figure 1 shows that the percentage of father’s usage of parental leave days has significantly increased from 0% in 1974 to 26% in 2015. Although, Figure 2 illustrates that father’s average
time used on unpaid work has not changed a lot over three decades, we can see father’s average time spent on child care was higher than mothers in 2010 (see Figure 3).

**Figure 1: Days for which parental allowance paid for care of children, 1974–2015**

Number of days in 1 000s and sex distribution (%)

![Image](image1.png)

**Figure 2: Average time use on unpaid work for persons aged 20–64**

Hours and minutes per week converted to decimal

![Image](image2.png)

**Figure 3: Time for unpaid work for persons aged 20–64 by activity, 2010/11**

Hours and minutes per week converted to decimal

Source: 2010/11 Social Insurance Agency

**CONCLUSIONS AND DISCUSSIONS**

This paper has illustrated that Swedish fatherhood has transformed to dual-carer model and have explored the underlying causes and factors. Although some researchers (e.g., Nyberg, 2010; Hobson, 2014) criticized that Swedish gender equality attitudes do not always translate into more egalitarian behaviours in the family, fatherhood and parenthood are in transition towards a more involved and emotional fathers/parents. Hegemonic ideals of masculinity and
parenthood are being challenged, and Swedish fathers have been taking greater responsibility for housework and childcare.

Individualization theory which was found by Ulrich Beck in 1992 mentioned that social modernization is the process of individualization, promoting gender equality and democratic family (Ahlberg, Roman and Duncan, 2008). This paper endeavours to make some progress in explaining the factors have promoted Swedes to become much more gender equal in the public sphere, and causes have contributed to the practices of sharing equal responsibility for unpaid work.

The long historical process of women’s liberation and gender equality in public sphere have contributed to the practices of the dual-earner model. Particularly, the gender equality and dual-earner model are rooted in feminism (Udis-Kessler, 1996). Although women’s two roles and men’s two roles are emphasized together by liberal feminists, it is the former that proved easier to achieve. Swedish experience illustrates that the dual-earner model represents a first and more readily achievable step towards gender equality in employment and the public sphere, while a dual-carer model is required to achieve a sharing of responsibility in the private sphere that allows women (especially mothers) to pursue their careers to the same extent as men. Moreover, the realization of dual-earner model laid the foundation of practicing dual-carer model in Sweden. “Swedish family law is often described as a set of laws at the forefront of development due to its secular features and its “progressive” and “women friendly” nature (Minanti and Sayed, 2008, p. 6). The feminist movements and father-friendly social policies themselves may not alter men’s choices, but over time lead to seed new norms that father should be soft and nurturing.

Although many causes and factors in the Swedish setting are taken to consider alternative explanations, comparative research on fatherhood could help further clarify the reasons of Swedish fatherhood: dual-carer model. The effects of ICT and globalization on shifting fatherhood are not known. It should also be emphasized in the future research. It should be also noted that Swedish fatherhood model will be further explored by comparative research. Despite these limitations, the findings offer direction for future areas of measuring changing attitudes and behaviours in gender equality and fatherhood, especially in light of the paucity of oral history research on shifting fatherhood.

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CHANGES IN ACCOUNTING EDUCATION: ARE WE READY?
PROF. ROZAINUN ABDUL AZIZ1 AND ZURAEDA IBRAHIM

The purpose of this study is to present current landscape about accounting education. Much has been deliberated on framework for accounting education, framework for competency assessment, employability skills and competencies required. The aim of this study is to offer a perspective of the landscape and show how issues can be aligned for better reinforcement of accounting education. The current issue warranted by the literature and practice is with the accounting education framework that points out to changes and challenges due to current demands from the industries and regulators.

The methodology used in this study is action-based research. Policies and guidelines from relevant authorities are presented. Accounting Education is presented as a perspective within the said fraternity. Representatives from three stakeholders group voice out their opinions, based on interview questions.

An analysis method of pattern-matching between the findings and objectives were made, before suggesting how to align. Key success factors for the three stakeholders group were identified afterwards. Results show concerns and positive input from stakeholders relating to skills, employability, policies, process and partnership. There is an inclination for a comprehensive accounting education alignment framework. It is also noted that there is a preference for more technical-based approach and market-driven style of learning, which all stakeholders should promote together, with impact.

It is hoped that this study has shared some insights into accounting education for all stakeholders to consider in their own portfolio, for the betterment of current and future employable talents.

Keywords: accounting education, landscape and alignment framework, future accounting talents.

JAPANESE EFL STUDENT PERCEPTION OF GENDER REPRESENTATION
MR. NICHOLAS MUSTY2

Although gender inequality remains prevalent in most of the world, the balance in favour of male participants in society is more noticeable in some societies than it is in the UK. To a greater extent than in the English speaking world, power dimensions in Japan act generally in favour of males (Gender Gap Report, 2016). In a relatively homogenous country, one area where there is an opportunity to interface with international culture is in the EFL classroom, but where this reinforces familiar gender roles, the status quo is strengthened (Sakita, 1995). However, some teachers prefer to reflect society as it really stands, avoiding controversial topics in the classroom (Kızılaslan, 2010). This research reports on a survey of Japanese university students' attitudes towards gender representation in society, including that of the EFL classroom. For this research, one hundred and fifty five respondents, all of whom attend a private university in western Japan, gave their answers to a questionnaire. They were asked for their perceptions of gender representation in Japan as well as in English speaking countries, with reference to society in general, language and the EFL classroom. In general, there was a
recognition that society discriminates against women to some extent, and that this applies in Japan more than it does in the Anglosphere. Both female and male participants claimed to be concerned about gender issues in society as a whole, were comparatively less conscious of imbalance in the Japanese language, but were satisfied about the existing role distribution in the English classroom. Comments suggested that this sample were not as pessimistic about Japan's gender roles as the Gender Gap Report (2016). It remains to be seen whether the open attitudes of students will spread through society, or whether their relative optimism will lead to a repression of a desire for change and a reversion to stereotype.

4-AH36-4634

WHAT INFLUENCES DEMAND FOR LEGAL AID IN POLAND. EMPIRICAL ANALYSIS USING LOGIT MODEL AND BAYESIAN MODEL AVERAGING

PROF. WALDEMAR FLORCZAK

Common access to legal aid is a prerequisite of citizens’ empowerment and their actual equality of opportunity. Yet, it is only recently that, after years of apparently feigned actions, on August 5th 2015 the Polish Parliament finally enacted the Act on Legal Aid and Legal Education, launched since January 1st 2016. This means that Poland has joined the broad group of democratic states in which actual access to legal advice is not constrained by financial resources of her citizens. This act had been preluded by broad investigations into the mechanisms of informal legal aid system in Poland that had existed before the reform was launched.

One of the issues subject to those investigations were the estimates of the existent demand on legal aid so that the reform could adequately determine eligibility criteria to guarantee access to legal aid within the envisaged budget. The criteria were attached mainly to income level of the legal aid recipients and the Act on Legal Aid and Legal Education was given moderately rising funds until the year 2025, apparently to accommodate inflation. This implicitly means that demand on legal aid is supposed to remain constant in the years to come.

The aim of this paper to identify – by means of relevant literature survey – and the to quantify – by means of questionnaire individual panel data – the impact of relevant factors affecting demand on legal aid in Poland. The set of explanatory variables contains objective factors – such as income, age, education, gender, marital status, place of residence, occupational status - as well as subjective ones, such as personal attitude towards law, knowledge of law, social capital or charity activity. It follows from the results obtained on a representative sample of 1050 adult Poles by means of the logit model that the number of factors influencing the occurrence of a legal problem is large, the factors themselves being beyond the scope of direct and intentional impact of the state. Thereby, it seems reasonable to allocate the funds devoted to the funding and functioning of the reformed legal aid system in Poland on the basis of the population size criterion. In view of the relative scarcity of quantitative research into the issues raised in the paper bayesian model averaging method has been also used to confirm/reject the conclusions draw on the basis of the logit model. However, this has not altered the afore-mentioned conclusions in any significant way.
ASSOCIATION BETWEEN DIFFERENT TYPE OF STRESS AND SLEEP QUALITY IN MULTI-ETHNIC POPULATION IN ASIA

DR. NANG EI EI KHAING¹ USHASHREE DIVAKAR; KRISTER JARBRINK; NURAINI NAZEHA; MING KEAT SNG; NANTHINI VISVALINGAM; GERARD DUNLEAVY; MICHAEL SOLJAK; GEORGE CHRISTOPOULOS; KIAN WOON KWOK; CHEE KIONG SOH; AND JOSIP CAR

Background
Sleep quality is associated with cardiovascular diseases (1), diabetes (2), hypertension (3), cardiovascular and all-cause mortality (4, 5). The American Heart Association recommends that sleep behaviour is addressed in order to promote cardiovascular health (6). Stress is found to be an independent predictor of sleep quality (7, 8). However, this association may be varied by type of stress. Hence, in this study we investigated whether specific stress may have different impact on sleep quality.

Method
This was a cross-sectional study of 207 full-time employees working in aboveground and underground offices in Singapore. Stress at home or at work (never, some stress, several stress and permanent stress) and financial stress (none, little stress, moderate stress and high stress) were captured by 4 point Likert-scale questionnaire. Spearman rank correlation was used to test the association among different type of stress. Sleep quality was assessed using the Pittsburgh Sleep Quality Index (PSQI) (9). Poor sleep quality was defined as PSQI score > 5 (9). Factors associated with poor sleep quality with p-value < 0.5 in the univariate analysis were included in the multivariate models. Univariate and multivariate logistic regression were conducted to determine the association between stress and poor sleep quality. The participants with the two highest levels of stress were compared to those with the two lowest levels in association with sleep quality.

Results
Poor sleep quality was prevalent among 37 per cent of our study participants. There was a higher prevalence of poor sleep quality among Malay participants compared to participants from other ethnic groups. The correlations of stress at work with stress at home and financial stress were 0.35 (p value <0.0001) and 0.22 (p value=0.001) respectively and the correlation between stress at home and financial stress was 0.28 (p value <0.0001). Stress at work (odd ratios: 2.23, 95% confidence interval: 1.18-4.21) but not at home (odd ratios: 2.80, 95% confidence interval: 0.96-8.20) or financial stress (odd ratios: 1.73, 95% confidence interval: 0.89-3.34) was significantly associated with poor sleep quality. This observed association between stress at work and sleep quality (odd ratios: 3.35, 95% confidence interval: 1.60-7.05) did not change much after adjusting for education, ethnicity, years of work, average monthly income, time spent on sedentary and shift work. Stress at work (odd ratios: 2.92, 95% confidence interval: 1.34-6.32) was an independent predictor of sleep quality even after adjusting for stress at home, financial stress and potential confounders.

Conclusion
In our study, we found that stress at work had a greater impact on sleep quality, compared to stress at home or financial stresses. These findings emphasize the need for stress management program in primary health prevention. Therefore, in addition to promoting healthy diet and active lifestyle as an intervention for reducing modifiable cardiovascular risk factors, it is

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important that workplaces put in place certain health programs that can address the psychological wellbeing of the workers.

12-AH44-4653

WORK-BASED LEARNING: MANAGEMENT AND ACCOUNTING SERVICES BUSINESS MODEL (MAAS MODEL) & ITS CONSTRUCTIVIST FRAMEWORK

DR. ZURAEDA IBRAHIM2, ZAFIRUDDIN BAHARUM; SITI MARIAM MANSOR; PROF DR ROZAINUN HJ. ABD. AZI; AND DR NOR FARIZAL MOHAMMED

Feedbacks from the industries partners stated that majority of the accounting graduates are still lacking of essential skills and technical experiences due to the current education systems that concentrate more on theoretical subjects without implementing the practical sides of it. One of the contributing factors is the lecturers are unable to relate the lessons they teach to the students with the one practically used by the industries. Additionally, students have less initiative in solving the real-life problems efficiently. Accordingly, these will create refusal on the part of employers to hire the graduates as their workforce. This kind of employment rejection will trigger another significant problem that is; decreasing rate of graduate employability. In due course, the responsibility to curb this problem lies with the higher learning institutions (HILs). HILs should ensure that their graduates and lecturers possess required knowledge and skills specifically on the specialization criteria demanded by the industries. Therefore, Management and Accounting Services Business Model (MAAS Model) is a business model that initiates collaborations between universities (lecturers and students), industries (business entities) and audit, management and accounting services firms to materialise the two years with university, and two years with industries (2u2i) and integrated cumulative grade performance average (iCGPA) concepts introduced by the Ministry of Higher Education, Malaysia. The real life setting of management and accounting services firm in a university would lead to the creation of new experiences, new knowledge, offers a possibility to screen out interesting development on areas where the link between theories and experiences are still lacking. This setting incorporates work-based learning model, and assists Malaysian universities and government to increase number of Bumiputera accountants and Bumiputera entrepreneurs. Additionally, it provides respective faculty with independent sources of income; thereafter reduces faculty economic dependence on government allocations, and promotes financial sustainability.

15-AH40-4633

MEDICAL ETHICS AND THE MEDICOLEGAL ANALYSIS OF CHEMICAL CASTRATION TREATMENT IN INDONESIA’S ACT REGARDING CHILD PROTECTION

MR. MUHAMAD DZADIT TAQWA3; MS. NIKEN RACHMA SAYEKTI4; MR. REGAR ADI TRIANTO5; AND MS. BAIQ KIRANA DYAHNINGRUM MANDASARI6

Cases about child sexual abuse in Indonesia have been increasing lately. The first case that caught public attention is the case happened in Jakarta International School (JIS) about Neil Bentlemen raping his students without any guilty feeling after judge’s verdict. Earlier in 2016, there was also a case about fourteen young men took turns raping a 14 years old female child, named Yuyun, until she died. Based on that fact, the Minister of Social Affair of Indonesia,

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Khofifah Indar Parawansa, has given a reactive respond by proposing chemical castration as an additional action to child sexual abuse perpetrator and it is already legalized by President Joko Widodo through Presidential Regulation Replacing Act Number 1, 2016, about The Second Change of Act Number 23, 2002, about Child Protection. In the consideration part of the regulation, government considers chemical castration would give deterrent effect to the perpetrator. However, the Minister of Health Affair of Indonesia and Indonesian Medical Association (IMA) have rejected chemical castration as an additional action to the perpetrator as there are no any significant correlations between treating the perpetrator by chemical castration and decreasing child sexual abuse. Hereafter, medical involvement as the executor to treat the perpetrator by chemical castration will breach the medical ethic in Indonesia. Moreover, many side effects, even deadly effect, will emerge by its usage. According to this group, sexual abuse shall be solved by compatible solution fit to its causes. Chemical castration is the only solution to the hormonal disorder type of the perpetrator; otherwise, it is not a compatible solution to solve the other type of perpetrator. In the other hand, according to Indonesian law, since the perpetrators will be punished by particular punishments, especially being imprisoned in jail, the sexual and mental abuse they get from other criminals in jail would become another rising problem government should notice about. Taking a case study of enforcing Presidential Regulation Replacing Act Number 1, 2016, regulating about chemical castration, we aim to present the implication of chemical castration rejection by the Minister of Health Affair of Indonesia and IMA to child sexual abuse, and giving the medical-field solution to the enforcement of Presidential Regulation Replacing Act Number 1, 2016. This mean is meant to reach its objectives to solve child sexual abuse phenomenon comprehensively by involving medical role through conducting assessment, determining the right dose of chemical castration, monitoring the side effects emerged by its usage, and treating psychotherapy.

**Keywords:** child sexual abuse, chemical castration, medical role, Presidential Regulation Replacing Act Number 1, 2016.

**19-AH13-4401**

**L1: THE MOST VALUABLE RESOURCE OF AN ENGLISH LANGUAGE LEARNER**

Mr. Michael Lalremmtluanga

This paper is an investigation into the contribution of bilingual method of teaching English and the role of the mother tongue in learning English as a second/foreign language. The practical part deals with a piece of research carried out in teaching environment using questionnaires and interviews with the teachers as well as students and analyses teachers’ usage of mother tongue in their own teaching. The findings of the study in general are that bilingualism is a very valuable resource in teaching aids and facilitates in learning L2. There are differences between bilingual and monolingual teachers in that the former have much richer resources on which to draw. There are added insights which come from circumstantial or elective bilingual experience, from being a non-native English speaker, and from formal and informal learning experience. These propositions are discussed in the light of the writings of critical theorists to give a wider perspective on bilingualism as a teaching aid. It is suggested that bilingualism as a teaching aid should become a legitimate topic for discussion and further research.

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21-AH03-4441

DO YOU WANT TO BLOW OFF SOME STEAM OR SELF-HEAL?

DR. HYE RIM LEE⁸; PROF. EUI JUN JEONG⁹; MR. JOON HYUN JEON¹⁰; AND MR. SUNG JE LEE¹¹

Favorite gaming activity might be beneficial for players with a propensity for negative emotions, as explained by the use and gratification and mood management theories. The question remains what the underlying factors are that help players repair their mood within the framework of mood regulation. To address this gap in the literature, this study approached the issue with a therapeutic framework that combines catharsis, the generic model of psychotherapy, and real life and online self-efficacy. We conducted a path model analysis on data obtained from 1500 Korean gamers (age 19 to 50 years) on how therapeutic catharsis seeking and real life and online self-efficacy influence aggression, depression, and loneliness including generalized sub-constructs of each factor.

The results indicate that therapeutic catharsis seeking was negatively related only to aggression via favorite game playing. Interestingly, real life self-efficacy was negatively related to depression and loneliness. Thus, aggression could be affected by therapeutic catharsis seeking. On the other hand, depression and loneliness could be affected by self-efficacy. In other words, therapeutic catharsis seeking was a primary therapeutic predictor for alleviating aggression, while real life-self efficacy was a focal therapeutic predictor for decreasing depression and loneliness. The findings from our study serve as a starting point for further examinations of players’ therapeutic predictors for alleviating negative emotions and for elucidating the underlying therapeutic mechanisms of preferred game use and mental health.

26A-AH29-4591

EFFECTS OF PATERNITY: A COMPARATIVE STUDY TO ANALYZE THE ORGANIZATIONS'S SUPPORT IN INDIA AND USA

MS. AAYUSHI DALAL¹²

It is the mother who bears the child in her womb for 9 months. It is typically rooted in the Indian culture that it is solely the responsibility of women to take care of the children and as a result the gender roles are stereotyped. Instead of a 50-50 partnership in parenting the child, it is hackneyed that men take the responsibility of the bread earner while women nurture the children by staying at home. Thus, mothers are considered to be more psychologically connected to the children than fathers. But the current society is observing role dilution of parents which can create a gap in understanding from the organization’s perspective. This is the basis of the study. The emergence of women into the job market has forever changed how society views the traditional roles of fathers and mothers. Feminism and financial power has reformed the classic parenting model. This has given rise to a more open and flexible society consequently emphasizing the father’s importance in the well being of the child while also being capable caretakers and disciplinarians. This study focuses on analyzing the comparative differences of the organizational policies with respect to the employees who have children below the age of 21 in India and USA. A sample size of 150 fathers- 75 from India and 75 from USA was selected and a structured survey was carried out which had several open ended as

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well as closed ended questions probing to the issue. It was made sure that the environmental factors had as minimal effect as possible on the subjects. The findings of this research would materialize a framework for organizations to understand how the policies are impacting their employees lives while also throwing light upon father's involvement in the child's life. This would not only ameliorate the "father-child" relationship but also make organization more sympathetic towards their employees.

Keywords— Paternity, Child Development, Psychology, Gender Role, Organization Policy.

28-AH28-4588
3G OR 4G : A PREDILECTION FOR MILLENNIAL GENERATION OF INDIAN SOCIETY
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3G is the abbreviation of third generation of wireless mobile telecommunication technologies. 3G is a mode that finds application in wireless voice telephony, mobile internet access, fixed wireless internet access, video calls and mobile TV. It also provides mobile broadband access to smartphones and mobile modems in laptops and computers. The first 3G networks were introduced in 1998, followed by 4G networks in 2008. 4G is the abbreviation of fourth generation of wireless mobile telecommunication technologies. 4G is termed to be the advanced form of 3G. 4G was firstly introduced in South Korea in 2007. Many abstracts have floated researches that depicted the diversity and similarity between the third and the fourth generation of wireless mobile telecommunications technology, whereas this abstract reflects the study that focuses on analyzing the preference between 3G versus 4G given by the elite group of the Indian society who are known as adolescents or the Millennial Generation aging from 18 years to 25 years. The Millennial Generation was chosen for this study as they have the easiest access to the latest technology. A sample was selected and a structured survey was carried out which had several closed ended as well as open ended questions, to aggregate the result of this study. It was made sure that the effect of environmental factors on the subjects was as minimal as possible. The data analysis comprised of primary data collection reflecting it as quantitative research. The rationale behind this research is to give brief idea of how 3G and 4G are accepted by the Millennial Generation in India. The findings of this research would materialize a framework which depicts whether Millennial Generation would prefer 4G over 3G or vice versa.

29-AH25-4589
UNDERSTANDING THE EFFECTIVENESS OF BRANDING STRATEGIES IN CAR RENTAL SERVICE BUSINESS IN INDIA
MR. VRAJESH CHOKSHI14 AND DR. ASHVIN DAVE (SUPERVISOR)

In last three decades, the global economy is substantially changed. Today, we are living in highly inter-connected world. The global markets are more open and consumers are well informed about products and services. The information technology revolution has broken all barriers in global business. The E-commerce has given opportunities of global trades to corporate. The IT is extensively used in almost all industries. After liberalization in 1992, the Indian economy is also significantly changed. The IT (information technology) and ITES (IT

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enable services) are extensively used in supply chain management. In India, previously car rental service business was dominated by local organization and operated through local contact. This industry is very lucrative and to catch this opportunity, many new corporate have ventured into e-commerce car rental service business in India. As the market is very competitive, branding is also very important part of marketing strategy. Now, the E-commerce portals those are in car rental business in India have realized the importance of the same and have started usage of all types of communication channel to promote their brand in different Indian markets. At consumer side, the awareness is also being considerably increased due to marketing communication campaign run by these companies. This paper aims to understand effectiveness of branding strategies in car rental business in India and also tries to identify unique promotional strategies to consolidate brand image of this business in different Indian markets.

30-AH27-4590

BUSINESS FEASIBILITY OF ONLINE MARKETING OF FOOD AND BEVERAGES PRODUCTS IN INDIA

MS. DIMPY SHAH15 AND DR. ASHVIN DAVE (SUPERVISOR)

The global economy has substantially changed in last three decades. Now almost all markets are transparent and visible for global customers. The corporates are now no more reliant on local markets for trade. The information technology revolution has changed business dynamics and marketing practices of corporate. The markets are divided into two different formats: traditional and virtual. In very short span of time, many e-commerce portals have captured global market. This strategy is well supported by global delivery system of multinational logistic companies. Now the markets are dealing with global supply chain networks, which are more demand driven and customer oriented. The corporate have realized importance of supply chain integration and marketing in this competitive environment. The Indian markets are also significantly affected with all these changes. In terms of population, India is in second place after China. In terms of demography, almost half of the population is of youth. It has been observed that the Indian youth are more inclined towards e-commerce and prefer to buy goods from web portal. Initially, this trend was observed in Indian service sector, textile and electronic goods and now further extended in other product categories. The FMCG companies have also recognized this change and started integration of their supply chain with e-commerce platform. This paper attempts to understand contemporary marketing practices of corporate in e-commerce business in Indian food and beverages segment and also tries to identify innovative marketing practices for proper execution of their strategies. The findings are mainly focused on supply chain re-integration and brand building strategies with proper utilization of social media.

Keywords : FMCG (Fast Moving Consumer Goods), ISCM (Integrated supply chain management), RFID (Radio Frequency Identification), traditional and virtual formats

31-AH22-4439

HYPOCHONDRIA: AN INGRAINED MENTAL ILLNESS

MS. AESHA PATEL16

Hypochondriasis: is a disorder in which one has the unfounded belief that one is suffering from a serious illness. It is a tormenting psychological catch which has been torturing people since

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seventeenth century and has been demonstrated by the research done by Sarah Jones on (11th December 2015) hypochondria. The primary feature of hypochondriasis is excessive fear of having a serious disease and even after conducting several medical tests the reassurance to the patient is short lived. The factors that contribute to this mental illness are a family history of hypochondria, psychiatric disorder such as depression anxiety, or personality disorder, stressful experience with their own loved ones these factors have been recognized by the Mount Sinai hospital of New York City. This research aims to study how hypochondria affect college students. The sample size taken into consideration was a group of 200 participants out of which 100 were female and 100 were male. The research was conducted through a questionnaire filled by both male and female. They were required to fill a questionnaire that was divided into two parts. The first part was the collection of demographic data and the second part was designed by the research team based on the DSM IV to cover most aspects that dealt with understanding the characteristics of the people suffering from hypochondriasis. The data was collected with the consent of the participants. The findings of research were aimed at uncovering how hypochondriasis is a factor that contributes towards the vulnerability of an individual. This paper was also an attempt to explore the increasing effects and trends of hypochondria on the new generation.

32-AH47-4502

ACADEMIC STRESS AND SUICIDAL TENDENCIES AMONG YOUNG ADULTS IN INDIA
MS. AISHWARYA JOSHI17 AND DR. NEETA SINHA

In today’s ultra competitive environment, there are different determinants that act as stressors on students which affect their mental well being, some of the major stressors include peer and parental pressure. Studies on stress and suicidal ideation have a great importance in the present era and have become an important topic in academic circles. Academic stress can result into a lot of psychological changes within students which can sometimes bring out negative effects, such as sudden drop in grades, depression, general fatigue, aggression and sometimes even suicide can be one of the outcome. This becomes an increasing concern regarding academic stress and its relationship with mental health problems among young adults in India.

Suicide is the third leading cause of death among modern youth and second leading cause of death among college students. India's suicides are a result of its traditionalist middle-income residents transitioning to an increasingly globalised landscape, experts say. A common cause for concern is the pressure from parents to do well in the national board examinations, especially for Class XII, before finishing school. As scores in these exams often determine college admissions and subsequent employment opportunities, students aged 16-18 are often subjected to undue pressure at home to succeed. When they don’t, suicide becomes a way out.

Therefore, this qualitative study focuses on factors contributing to academic stress and suicidal behaviour in young adults in India. Furthermore, it also intends to formulate possible preventions such as counseling programs being a remedial component in educational settings, which could help to build stress coping strategies that can be adopted by students and their parents for encouraging to maintain a healthy mental state of mind while aiming to envision a fall in the suicidal tendencies in India.

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THE ROLE OF EMPATHY IN PSYCHOTHERAPY
MS. SHAMA KELLOGG¹ AND DR. NEETA SINHA (SUPERVISOR)

In Psychotherapy, three aspects are identified as imperative to ensure a therapeutic climate that facilitates growth and change. These aspects include genuineness or congruence, an attitude of unconditional positive regard and empathy or empathic curiosity. Each aspect plays a complementary role to one another and once integrated, provides a mechanism through which change in an individual can be initiated.

According to Tolan (2007), Empathy is a means of demonstrating, through communication, that someone is heard and understood. It is the capacity to understand or feel what another person is experiencing from within the other being's frame of reference. Psychotherapy is a collaborative treatment used by a psychiatrist or psychologist for treating mental health problems which in turn helps you learn about your condition and your moods, feelings, thoughts and behaviours. So, in a Psychotherapeutic context, empathy refers to a therapist perceiving a client's experience, understanding the corresponding emotions of that experience and conveying this understanding to the client in a manner that will enable the client to feel entirely at ease about their situation.

This paper explores the role of empathy in psychotherapy through identifying the components intrinsic to empathy, their role in creating a truly empathic environment, the use of empathy in psychotherapy and the possible effects empathy can have when displayed in an effective manner. It also focuses on the importance of psychotherapy in the acknowledgement of the persons involved and the relationship between those participating in the therapeutic relationship rather than the method or technique used to conduct the therapy.

In today’s world, an individual’s mental health has proved to be the greatest contribution to his or her proper functioning in any social setting, resulting in the emerging role of empathy involved in daily life as well as initiation of a critical analysis of empathy and its role in psychotherapy.

THE CONCEPT OF EQUAL PAY: ANALYZING INEQUALITY IN THE HOSPITALITY SECTOR WITH THE PERSPECTIVE OF EMPLOYEES IN AHMEDABAD, GUJARAT

MS. VEDI GOENKA² AND MS. SUPRIYA PAL (SUPERVISOR)

Inequality refers to unequal treatment or perceptions of individuals based on any particular trait. It arises from differences in socially constructed roles. Women are usually characterized as inferior and weak, who are dependent on their male counterparts. Even though it is claimed that both the genders have been given equal rights, inequality has always been prevalent in the Indian society, from personal to professional front. There are different types of inequality that persists in the corporate world such as Age Inequality, Gender Inequality, Tenure Inequality and so on. Consequently, Wage Inequality occurs when employees are equally qualified and perform the same task but, one group of employees is paid more than the other. Hospitality sector is one of the emerging sectors in Gujarat which also experiences a lot of organizational dynamics. The proposed paper focuses on the concept of Equal Pay which states that pay should be based on the kind and quality of work done and not according to any other aspects. An

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exploratory attempt to understand the existence of inequality in the Hospitality sector on the basis of income is made in this research. The myth that wage discrimination has always favoured men over similarly qualified women is analyzed in this research paper. A structured survey of a sample, representative of the employees of the Hospitality sector is being carried out in this study. An attempt to keep the effects of the environmental factors to a minimum level is made.

35-AH30-4527

IMPACT OF INNOVATIVE MARKETING STRATEGIES TO ENHANCE THE PESTER POWER OF CHILDREN IN INDIAN FOOD AND BEVERAGE INDUSTRY

MS. RISHITA CHOUDHARY 3

In the last three decades, the Indian economy has massively changed after liberalization, globalization and other supportive government policies. People now have more purchasing power along with more awareness and acceptance of multinational brands.

The society has moved from joint families to nuclear families with one or two children at the most. During early age, children are exposed to different types of media like television, radio, social and print media, etc.

The modern family is an inclusive environment, in which nearly everything is shared, and parents encourage and empower their kids and hence have started involving their children in the decision making process even in the case of high end products.

The Indian market is now flourished with foreign brands and these corporates are using multiple routes to influence the buying behavior of consumers and customers. This has been specifically been observed in the case of Food and Beverage industry. The foreign brands or multinational companies have recognized the impact of children’s opinion on brand selection in consumable items. They follow the strategy of “catch them young” or “cradle to grave”.

This paper primarily focuses on understanding and measuring the impact of various media on the influence of children on the buying behavior of their parents. It also attempts to identify innovative marketing strategies to make this process more effective in Indian markets. The major findings highlight the impact of social media on children, effectiveness of video commercials and importance of POP (Point of Purchase) display to target children as consumers.

Keywords: Integrated Marketing Communication, Pester power, Brand equity pyramid, POP (Point of Purchase) display, Guerilla marketing

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