

**INTERNATIONAL JOURNAL OF SOCIAL SCIENCE AND  
ENTREPRENEURSHIP CONFERENCE**

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in Creative and Sustainable Economies**

**April 2nd - 4th , 2014**

**BOOK OF ABSTRACTS**



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## ACKNOWLEDGEMENT

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We also appreciate the role of the presenters/authors for the strenuous research leading to paper presentation, and our abstract reviewers for their crucial contribution.

IJSSE

Editorial



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Choice of Contraceptives and Family Planning Methods; A Theoretical Framework

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**Elizabeth Bwanga**

**DAY ONE: WENSDAY 2<sup>ND</sup> APRIL 2014**

**Opening Ceremony**

**VENUE: Kenya School of Monetary Studies**

**Chief Guest Visits and Officially opens the exhibitions**

<b>TIME</b>	<b>EVENT</b>
<b>8:00-9:00</b>	Arrival and registration of participant
<b>9:00-9:15</b>	Opening remarks and invitation of quest speaker by <b>Dr. Kennedy Ogolla</b>
<b>9:15-9:40</b>	Welcoming speech and invitation of Chief Guest <b>Prof. Kibas</b>
<b>9:40-9:55</b>	Official opening speech <b>Hon. Dennis Kariuki Waweru</b>
<b>9:55-10:10</b>	TEA BREAK
<b>10:10-10:30</b>	Chief Guest visits and officially opens the exhibitions. <b>Hon. Dennis Kariuki Waweru</b>

<b>TIME</b>	<b>LEAD PAPERS</b>	<b>LEAD PRESENTERS</b>
10:30-10:50	Influence of intellectual capital on growth of small Medium enterprises in Kenya	Dr. Karanja Ngugi
10:50-11:20	The Influence Of Internal Controls On Growth Of Small And Medium Enterprise In The Errand Services Businesses In Nairobi County	Antony Njaramba
11:20-11:40	Role of strategic planning on performance of commercial banks in Kenya	Nicholas M Ndege
11:40-12:00	Factors influencing success of SMEs in Gikomba	Martin Kibe Ng'ang'a
12:00-12:20	Influence of social capital on Growth SMEs in Kenya	Stella Kangai Nthuni
12:20-12:40	Nexus Between Entrepreneurship Education And The Provision Of Physical Capital In Nigeria	Mariam Isiaka
12:40-13:20	LUNCH BREAK	

13:20-13:40	The Effectiveness of Community Linkages In Increasing Health Facility Deliveries	Iscah Akoth Moth
13:40-14:00	Young Entrepreneur Profile Urbana (Bolivia Case)	Juan Rodrigo Aguilar Chuquimia
14:00-14:20	National University of Science and Technology	George Shava
14:20-14:40	A Model to Guide in the Adoption of Bring_Your_Own_Device Concept In An Organization	Henry Kinyua Mwenemeru
14:40-15:20	Product Optimization and Market Testing of Dessert Red Wine from Purple Taro and Black Rice	Julie Diamante Tan
15:20-1540	Assesment of Management and Leadership Skills Competencies and Ability Among Healthy Care Managers Working in Level 3,4 and Hospitals, Nyanza Province-Kenya	Dominic . M. Mogere
TEA BREAK		

**DAY TWO: THURSDAY 3<sup>RD</sup> APRIL 2014**

TIME	LEAD PAPERS	LEAD PRESENTERS
9.00-9.20	Higher Education In Agriculture And Sustainable Development In Haiti	Absalon Pierre
9:20-10:20	Livelihood Through Integrated Rural Solid Waste Management In India:Socio-Economic And Environmental Opportunities And Challenges	Dr. Vijay pagare
10:20-10:40	<b>TEA BREAK</b>	
10:40-11:00	A Meta Theoretical and Multicultural Family Approach as A Remedy For Psycho- Traumatic Events In Uganda.	Evarist Gabosya
11:00-11:20	Stimulating green agenda: a panacea to sustainability in nigerian cities.	Ekhaese Eghosa Noel (Ph.D.)

11:20-11:40	Analysis of Access To Credit And Extension Service Facilities on Maize Productivity In Uganda	Isaac Musinguzi
11:40-12:00	Addressing the Affect for Effective Teaching and Improved Learning Outcomes	Florence Kanorio Kisirkoi
12:00-12:20	Leadership styles and education – the teachers’ role	Jaqueline Cruz
12:20-12:40	Land use-land cover change dynamics in ar-riyadh metropolitan area: using temporal landsat optical data.	Rakhshanda F. Fazli and Mohammad Suhail
12:40-13:00	Understanding the determinants of Green Practices in Nigeria’s Construction Firm: A conceptual framework	Aminu Garba Waziri, Nor’aini Yusof and Atasya Osmadi
13:00-14:00	LUNCH BREAK	
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14:20-14:40	Study of post-harvest behavior of mango fruits ( <i>Mangifera indica</i> L.) Cv.Alphonso under pre-harvest spray influence of calcium chloride	N.J. Umuhoza Karemera and Sylvestre Habimana
14:40-15:00	Understanding the determinants of Green Practices in Nigeria’s Construction Firm: A conceptual framework	Aminu Garba Waziri, Nor’aini Yusof and Atasya Osmadi
15:00-15:20	A Journey From Manufacturer To Trader: Gender Analysis Of Declining Industry Of Traditional Handicraft	Dr. Manjusha Deshpande
15:20-15:40	Sustainable and Inclusive Innovations (Si2) Among Today’s Businesses	Puneet Gupta



15:40-16:00	A importância do Centro de Empreendedores de Rio Verde para o desenvolvimento regional do Município	Carlos Alberto da Fonte Nogueira and Edson Aparecida de Araújo Querido Oliveira
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**DAY THREE: FRIDAY 4<sup>TH</sup> APRIL 2014**

TIME	LEAD PAPERS	LEAD PRESENTERS
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9:20-10:20	Participatory Governance: It's Impact on Social development In Ethiopia	Dr. Rajesh Kumar
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10:40-11:00	Efficacy and Economics of Weed Control with Pre and Post-Emergence Herbicides in Soybean	Sylvestre Habimana and K.N. Kalyana Murthy
11:00-11:20	Small and Medium Enterprises In Nigeria: Evidence From Metal Works And Fabrication in Gombe Metropolis, Gombe State	Inuwa Nasiru
11:20-11:40	Effect of Capital Structure On Share Price: Listed Companies Sri Lanka	Miss.Tharshiga Murugesu, Mrs.S.Anadasayanan and Mr. V.A.Subramaniam
11:40-12:00	Determinants Of Stock Market Development In Kenya: An Error Correction Model Approach	Kihato k. Wamburu
12:00-12:20	Linguistic landscapes and business orientation in Kenyan multilingual settings: Tapping into the hidden advertising potential	Obwang'i mbori
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12:40-13:00	Choice of Contraceptives and Family Planning Methods; A Theoretical Framework	Elizabeth Bwanga
13:00-14:00	<b>LUNCH BREAK</b>	

## **ABSTRACT**

### **Influence of Intellectual Capital on the Growth of Small and Medium**

#### **Enterprises in Kenya By (John Karanja Ngugi)**

Small and medium enterprises (SMEs) in Kenya represent a vital part of the economy, being the source of various economic contributions through the generation of income via exporting, providing new job opportunities, introducing innovations, stimulating competition, and engine for employment. Present economy is known as a knowledge-based economy where, knowledge, information and soft assets have more importance rather than the physical assets. The role and importance of SMEs in a knowledge-based economy has been highly appreciated and acknowledged. Moreover, in the present economy, SMEs are facing tremendous challenges and threats to survive in a competitive environment. The study examined the influence of Intellectual Capital (IC) and growth of SMEs in Kenya. The study was guided by the following research objectives which include; finding out to what extent managerial skills, entrepreneurial skills; innovativeness, structural capital and customer capital influence the growth of SMEs in Kenya. The study adopted descriptive survey and exploratory design. The study targeted 4560 SMEs in Nairobi County who are registered by Ministry of Industrialization and Ministry of Trade. Regression models was used to examine the influence of intellectual capital on growth of SMEs in Kenya. The study found that intellectual capital components (managerial skills, entrepreneurial skills, innovativeness, structural capital, and customer capital) have a great positive influence on the growth of SMEs. Managerial skills was most significant with correlation coefficient of 78.9% elements of intellectual capital influencing growth of small and medium enterprises in Kenya

## **ABSTRACT**

### **THE INFLUENCE OF INTERNAL CONTROLS ON GROWTH OF SMALL AND MEDIUM ENTERPRISE IN THE ERRAND SERVICES BUSINESSES IN NAIROBI COUNTY BY (ERIC ANTONY NGUGI NJARAMBA)**

The purpose of this study is to establish the influence of internal control on growth of small business in Kenya. The specific objective of the study shall be: To establish the role of technology as an internal control factor influencing the growth of small and medium enterprise in the errand services businesses in Nairobi County. To identify the Human Resource practices as an internal control factor influencing the growth of small and medium enterprise in the errand services businesses in Nairobi County. To establish if entrepreneurial skills as an internal control factor influencing the growth of small and medium enterprise in the errand services businesses in Nairobi County. To establish the role of managerial skills as an internal control factor influencing the growth of small and medium enterprise in the errand services businesses in Nairobi County.

The study will use descriptive survey. Data available from the Association of errand service provider 2013 reveal that there are 456 businesses. A proportionate sample size of approximate 46 respondents which is 10% of the population will be selected using a stratified random sampling technique from the identified sample. Data analysis will be done using SPSS Version 17 software and Microsoft excels to generate quantitative reports. Data for this study will be quantitative hence descriptive statistics will be employed and arithmetic mean, standard deviation, percentages and frequencies will be used to analyze responses to the questionnaires. The findings will be presented using tables and pie charts.

## **ABSTRACT**

### **THE INFLUENCE OF STRATEGIC PLANNING ON PERFORMANCE OF COMMERCIAL BANKS IN KENYA: A CASE STUDY OF BARCLAYS BANK OF KENYA LTD BY (NICHOLAS M NDEGE)**

Strategic planning has been associated with the field of strategic management from its earliest foundations. Strategic planning has also been known under various labels encompassing “long range planning”, “corporate planning”, “strategic management” in addition to “strategic planning”. The objectives of the study were: to determine the influence of managerial factors on the performance of Barclays bank (K); to establish how organizational factors influences the performance of Barclays bank (K); to find out the influence strategic planning management element has on the performance of Barclays bank (K) and to assess the influence of planning element on the performance of Barclays bank (K). The study used stratified random sampling procedure to select a sample that represented the entire population. Primary data was collected for the purpose of this study. The questionnaire was semi-structured, having both open-ended and closed-ended questions. The questionnaire will be divided into two parts. Secondary data was collected from the websites of the various companies, journals and relevant texts. The pilot study was conducted using five firms within the targeted companies. The purpose of the pilot study was to establish the accuracy and appropriateness of the research. After the pilot study the main survey followed. This facilitated the necessary revision and modification of the research instrument thereby enhancing validity. Reliability of the data was enhanced through a pilot study that was conducted on the listed commercial Banks in Kenya. The study concludes that managerial factors influenced financial performance in the organisations to a very great extent; that organizational factors influences financial performance; that structural complexity (caused by increased diversification) and size are primary determinants of why organizations engage in strategic planning to a great extent; that the more clearly articulated the strategy, the greater the resistance to change due to the development of both psychological and organizational momentum to a great; that organisations used a planning horizon of 3 to 5 years to a great extent; that organisations used a planning horizon of less than 1 year to a great extent. The study recommends that strategic planning process should be viewed as an important aspect. It should also be used to better the organization’s financial performance. The study also recommends that

since structural complexity (caused by increased diversification) and size are primary determinants of why organizations engage in strategic planning

## **ABSTRACT**

### **FACTORS INFLUENCING THE GROWTH OF SMES IN KENYA: A CASE STUDY OF SMES IN GIKOMBA MARKET BY (MARTIN KIBE NG'ANG'A)**

Kenya has a developing economy, agriculture being the chief economic activity. Most of people in Kenya work in the agricultural sector. There is limited information available on factors that influence the growth of small and micro enterprises in Kenya with a specific reference to Gikomba market. Therefore, this study sought to establish the factors that influence the growth of small and medium enterprises in Kenya with a specific reference to SMES in Gikomba market.

This research adopted a descriptive research design where the population of interest in the SMES was visited. The target population for this study was the staff working in the SMEs in Gikomba area. The researcher sought to examine a sample of 80 staff drawn from the population of 800 staff working in the SMES in Gikomba market. The researcher used a questionnaire as the primary data collection instrument. Content analysis and descriptive analysis were employed. Regression model was also used to establish the relationship between the variables.

From the study the researcher concluded that access to business information service affected the growth of SMEs. Lack of managerial training and experience affect the growth of small and medium enterprises. From the study the researcher also conclude that, government policies and regulations affect the growth of small businesses. The study further concluded that technological changes affect the growth of enterprises. The enterprises encounter problems of raising capital, accessing finance and accessing credit.

The study recommends that there should be increased support for learning visits to improve the information flow from business associations and for attendance at trade fairs and business exhibitions, the government should seek to address the pertinent issues like complex licensing regime that has impeded economic development of SMEs in the country. The government should intercede in solving the problems of unawareness of new technology, unfamiliarity with new technologies and the new technology not being affordable by maybe subsidizing on the cost of adoption. The financial institutions should also adjust their tight regulations and credit policies and the means of determining the creditworthiness of the SMEs and the credit appraisal.

## **ABSTRACT**

### **INFLUENCE OF SOCIAL CAPITAL ON THE GROWTH OF SMES IN KENYA**

**BY (STELLA KANGAI NTHUNI)**

Social capital refers to the stock of social relations, based on norms and networks of cooperation and trust, that spillover to the market and state to enhance collective action between formal actors and achieve improved social efficiency and growth. The importance and contribution of SMEs to achieving macroeconomic goals of nations, especially in developing nations, has attracted the attention of scholars in the entrepreneurship discipline in recent years. A complex global environment in which SMEs survive, grow and thrive is, therefore, considered an important objective of policy makers in both developed and emerging economies around the world. In Kenya, despite having SMEs start up on a very high note, there is a high rate of collapse and most enterprises are short lived and barely survive their third anniversary. They eventually stagnate and lack continuity; this as a result leads to loss of jobs to entrepreneurs. Despite the significant role by the SMEs it has continued to experience many constraints like poor access to markets and financial services, lack of innovativeness, poor access to information, unfavorable policies among others that have inhibited the realization of its full potential. The study was guided by the following research objectives which include; finding out to what extent business networks, access to information, access to innovation and access to finance influence the growth of SMEs in Kenya. The study targeted 4560 SMEs in Nairobi County who are registered by Ministry of Industrialization and Ministry of Trade. The study targeted business owners/ managers/ directors or business partner operating SMEs in Nairobi County. The study adopted descriptive survey and exploratory design. The study employed stratified random sampling, random sampling and convenient sampling to collect data from 114 businesses using questionnaires. Descriptive statistics and inferential data analysis method was used to analyze the gathered data. Regression models were used to examine the influence of social capital on growth of SMEs in Kenya. The study found that social capital components (Business referrals, Access to innovation, Access to information and Access to Innovativeness) have a great positive influence on the growth of SMEs. Business networks are the most significant with correlation coefficient of 78.9% elements of intellectual capital influencing growth of small and medium enterprises in Kenya.



## **ABSTRACT**

### **NEXUS BETWEEN ENTREPRENEURSHIP EDUCATION AND THE PROVISION OF PHYSICAL CAPITAL IN NIGERIA BY MARIAM ISIAKA**

Over the years (since 1979) that entrepreneurship education has been inculcated into educational curriculum in Nigeria, it is yet to record a meaningful success as the rate of unemployment is still high. This can be attributed to the high cost of doing business in Nigeria considering the inadequate electricity supply as well as basic needs by a large amount of population smother the activities of entrepreneurs as access to physical capital to start up and maintain entrepreneurial venture is very hard. Capital is very important in starting up a venture because an individual who has got the necessary skills and competence required to be an entrepreneur cannot start up without a substantial amount of physical capital in Nigeria. This study therefore, examines the nexus between entrepreneur and the provision of physical capital in Nigeria. Specifically, the study shall investigate the causality between entrepreneurship education and provision of physical capital in Nigeria during the period 1979-2012.

**Keywords:** Physical capital, Entrepreneurship education, graduate unemployment, graduation rate.

## **ABSTRACT**

### **THE EFFECTIVENESS OF COMMUNITY LINKAGES IN INCREASING HEALTH FACILITY DELIVERIES. BY (ISCAH AKOTH MOTH)**

Maternal mortality is a concern worldwide with higher disparities of 1 in 16 in developing compared to 1 in 2800 in developed countries. Kenya's maternal mortality ratio has increased from 414 per 100,000 live births in 2003 to 488 per 100,000 live births in 2009. In 2010 the figure increased to 530 per 100,000 live births.

The purpose of the study was to assess the effectiveness of the community linkages in increasing health facility deliveries in Rachuonyo District. The main objective of the study was to test the effectiveness of the Community linkages using community health workers in increasing health facility deliveries with communities in Rachuonyo District.

A prospective longitudinal research was conducted collecting baseline data. Data was collected using semi structured in depth interview guides based on the three delays causing maternal deaths. Data collection and analysis were done concurrently to help increase insights and clarify parameters under study till saturation.

Key findings revealed poor health worker attitude, and inadequate knowledge gained from health workers. A manual was developed for training of CHWs for them to educate mothers on benefits of early ANC and skilled attendant care. Health education during ANC was inadequate to inform mothers on benefits of ANC and subsequent health facility delivery care.

The study concluded health worker attitude as a strong barrier towards utilizing skilled delivery care at the health facility. Other barriers included inadequate equipment and few staff, means of transport particularly at night and during rainy seasons. We recommended task shifting for Health education to CHWs given that health workers are overwhelmed with many activities and are unable to give health education to mothers. CHWs need incentives to enable them improve the services by linking the community with the health facility.

## ABSTRACT

### YOUNG ENTREPRENEUR PROFILE URBANA (Bolivia case) By (Rodrigo Aguilar Chuquimia)

#### AN EXPLORATORY STUDY



Title:

The Proposal of the study is to identify the profile of young women entrepreneurs and identify the causes and factors for a sustainable development (in time and increasing profits). also identify the positive or negative influence of easy access to credit, training, family and personal monitoring. The results of the research project and are very positive and will be an excellent document to improve the lives of women from poor households in economic resources.

The results show a body of evidence to identify and promote entrepreneurial spirit in sustainable economic activities.

## INTRODUCTION

Bolivia is a developing country with high youth unemployment rates at 15%. Whilst many young women struggle to find work, others choose, by choice or by discouragement, create their own businesses and become entrepreneurs. The project provides an alternative for vulnerable

populations, and also for young women. In terms of employability, allowing them to move from passivity and a sense of powerlessness to empowerment and a working financial independence. In addition, for Bolivian society, business creation by young people is a way to stimulate economic development through innovative ideas and different businesses.

The research was conducted with women who participated in the program: jobs and sustainable *ventures*.

## **ABSTRACT**

### **A MODEL TO GUIDE IN THE ADOPTION OF BRING\_YOUR\_OWN\_DEVICE CONCEPT IN AN ORGANIZATION By (HENRY KINYUA MWENEMERU & Dr. VINCENT OMWENGA, PhD )**

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The study aimed at developing a model to guide in adoption of personally owned mobile handheld devices, known as bring your own device (BYOD) concept in an organization. In this study, the model of technology, Organization and environment (TOE) Framework was reviewed. TOE framework was reviewed because the three elements in the framework present both constraints and opportunities for technological innovation. Thus, these three elements influence the way a firm sees the need for, searches for, and adopts new technology. This study is exploratory and adopted survey research design. Mobile telephony industry was used as a case due to its advancement in technology. The sample consisted of four (4) members of management staff and two hundred and twelve (208) support staff members. Questionnaires and interview guides were used to collect data from the support staff and the managers respectively. Quantitative and qualitative approaches were used for data analysis. From the analysis, the study revealed the following: the main benefits of integrating BYOD concept within the organizations framework are enhancing performance, flexibility, job collaboration, job satisfaction. The main challenge lies in the organization's policy framework which lacks BYOD concept provisions. Other challenges include losing control in managing the organizations' information and data, employees being likely to engage in "off the clock" work that could either increase overtime expenses or the risk of off day claims and employees easily deviating from their core business. Based on the key findings, the study proposes Hybrid BYOD Model to answer to the key concerns on the adoption of BYOD concept by an organization.

Keywords: Bring Your Own Device, BYOD Models, Consumerization of IT.

## ABSTRACT

### **Product Optimization and Market Testing of Dessert Red Wine from Purple Taro and Black Rice. By (Julie D. Tan, Julieta R. Roa, Inish Chris P. Mesias and Lourdes E. Lota)**

A red dessert wine which is generally a pure extract produced from fermentation of equal amount of purple-fleshed acrid taro (VG9) and black glutinous rice (*Arabon*). The process involves three different types of fermentation, namely; OSF1 (One-stage fermentation with only 1 inoculum, *rage tape* only); OSF2 (One-stage fermentation with 2 inocula (*rage tape* and *Saccharomyces cerevisiae* in simultaneous inoculation) and TSF {Two-stage fermentation with *rage tape* (solid-state) and *Saccharomyces cerevisiae* (liquid state) inoculated one after the other}. Wine from different processes can also be mixed depending on the preference of the consumers. Taro wine has high amounts of phytonutrients (polyphenols, 118.5 mg gallic acid/100g; flavonoids, 46.6 mg catechin/100g; anthocyanidin, 14.6 mg catechin/100g and energy, 114 kcal). Its antioxidant activity, 2,2-Diphenyl-1-Pycrylhydrazyl (DPPH) has 30.7% inhibition while Ferric Reducing Antioxidant Power (FRAP) has 15.8 mg Trolox/100g. It has also high calorie content (114 kcal) and glycemic index of 100 which may be attributed to the rice as one of the major raw materials in the product.

This study has applied the market Research and Development method and tools to integrate market orientation in product development. Results revealed that taro wine enterprise is a highly promising technological innovation both as a product and as an enterprise. As a product, it can be promoted as a health drink in varying levels of alcohol that fits very well with the increasing health consciousness of Filipinos and consumers all around the world. Based on time and motion studies and cost and return analysis that was based on laboratory data and initial consumer tests, the critical analyses have shown a very promising result. The payback period was 2.7 years and IRR of 17% suggestive of a feasible operation.

## ABSTRACT

### ASSESSMENT OF MANAGEMENT AND LEADERSHIP SKILLS ,COMPETENCIES AND ABILITY AMONG HEALTH CARE MANAGERS WORKING IN LEVEL 3,4 AND 5 HOSPITALS , NYANZA PROVINCE –KENYA BY (MOGERE DM, MUGA R)

**OBJECTIVES:** Assessment was carried out to determine perceived health service leadership and management skills, competencies and ability possessed by health care managers working in level 3, 4 and 5 hospitals. **METHODS:** Cluster sampling method was used where list of counties in Nyanza was compiled in November 2013; three out of six counties were randomly selected, 8 hospitals and 2 county health offices purposively selected. Thirty two health care professionals at management positions were selected for assessment using self administered questionnaire. Information was collected on perception of skills, competencies, ability and knowledge possessed on pre-selected 24 leadership and management aspects. A five step Likert rating scale was used. SPSS computer program was used to analyze data and results presented in percentages, graphs and tables. **RESULTS:** Assessment showed that all respondents perceived themselves to be fair, poor or very poor in at least 70% of 24 management and leadership skills and competency aspects. Forty seven percent had never attended any training on health service management and leadership before. Forty one percent of those who had attended similar training only attended once and training period was “too brief”. Ninety one percent said the training be sandwiched with international exposure of whom 66% were willing to raise own air ticket and accommodation. Leadership, financial, management of health care resources, ISO certification and communication skills were identified as top priority gaps health managers required urgent training. Forty one percent said the training will help them improve on quality of health care provided in their hospitals. **CONCLUSIONS:** The assessment concluded that majority of health care managers have not been adequately prepared to handle health service management and leadership roles. Therefore ,there is need to equip them with these skills in order to be able to handle critical leadership challenges they face in their day to day professional experience.

#### Key Words

**Health service management, skill gap, human resource, quality of healthcare**

## ABSTRACT

### **HIGHER EDUCATION IN AGRICULTURE AND SUSTAINABLE DEVELOPMENT IN HAITI BY Absalon Pierre; María Eugenia Chávez Arellano; Liberio Victorino Ramírez; Gladys Martínez Gómez**

During the last thirty years, environmental and agricultural indicators of Haiti have been decreased more and more. This situation has had bad consequences over the Haitian population life. At the same times, a number of institutions in Higher education of agriculture are increasing. However, until now, there are no studies that focus on the curriculum of such institutions in relation to a sustainable development of the country. Therefore, a curriculum evaluation of two representative institutions of higher education in agriculture in Haiti has been carrying out since January 2012. The purpose of this study is to find out how the curriculum of those institutions contributes to a sustainable development of the agricultural and environmental sector of Haiti. A case study of two institutions (one public and one private) is considered in this work to achieve this purpose. This paper aims to present the primary results of this study at this first Annual International Interdisciplinary Conference on "Entrepreneurship and Sustainability: From Lifestyles to Innovative Enterprises in Creative and Sustainable Economies" at the Kenya School of Monetary Studies Campus from 2 to 4 of April, 2014.

**Key words:** Curriculum evaluation, higher education in agriculture, innovative education, sustainable development, Haiti



## **ABSTRACT**

### **LIVELIHOOD THROUGH INTEGRATED RURAL SOLID WASTE MANAGEMENT IN INDIA: SOCIO-ECONOMIC AND ENVIRONMENTAL OPPORTUNITIES AND CHALLENGES BY DR. VIJAY PAGARE**

This paper presents the concept of Integrated Solid Waste Management and livelihood opportunities and its socio-economic and environmental challenges in rural areas. The basic objective of this study is to bring the attention on Integrated Rural Solid Waste Management. As it has emerged as an urban phenomenon but not much attention has been given to rural waste management system which is now becoming major opportunity and environmental concern to government and private sector. As we know rural areas often face the turbulent solid waste arena with the added burdens of poverty, geographic isolation, limited local government staff resources, financial limitations, and other constraints. One such problem is the collection and disposal of garbage, or solid waste management, compounded by increasing consumption levels. Another serious concern is the inadequate infrastructural facilities and increasing demand for additional resources, amplified by a booming lower and upper middle class especially in rural areas. Hence, one of the key questions that arise is the usefulness and applicability of converting waste into different forms of livelihood creation. The process of using waste as a fuel source and converting it to energy is not a new phenomenon in India.

Rural India has gained considerable experience in anaerobic digestion and biomass gasification since Independence through the use of animal and agricultural waste. However, 'waste-to-livelihood' as a viable livelihood source in rural areas is a relatively new concept and is one that has not met with much success. This paper signifies the rural aspects of 'waste-to-livelihood'. This study found that the Integrated Solid Waste Management in Rural areas can be used as a policy tools or as an assessment analysis tool for finding opportunities and challenges in livelihood creation. In the paper the argument is used to assess the challenges and opportunities in the rural waste management sector for all aspects of handling the waste management process. It is concluded that the assessment tool is not that easy to analyze the livelihood creation through the integrated solid waste management system, but can provide the elaboration on various challenges and opportunities significantly in India. It is required further research to develop the concept of Integrated Rural Solid Waste Management to assess the key

players in the process of creating both broad policies as well as waste management system in between various stakeholders.

**Key words:** *Rural Solid Waste Management, Livelihood, Socio-economic Challenges, Opportunities, Stakeholders*

## **ABSTRACT**

### **A Meta Theoretical and Multicultural Family Approach as A Remedy For Psycho-Traumatic Events In Uganda. BY Evarist Gabosya**

#### **Introduction**

The researcher discovering that a voluminous corpus of family approaches and many other cardinal principles of family management have evolved considerably through institutional and substantive growth over the years. These are especially with non-African perspective. He engaged into an identification and analysis of the nature of Western Family Systems Therapies in Entebbe-Uganda.

#### **Methods**

The study findings are based on 100 families with a total number of family members of 524. The researcher used snow ball and purposive sampling techniques and in-depth interviews, the use of client's documentaries and written cases. Nominal group discussions and Sand play therapy was also employed. The Interpretive analysis, structural analysis and reflective methods of data analysis were used together with the statistical data analysis methods that included tables with the percentage and cumulative frequencies.

#### **Results**

Results showed that in Ugandan contexts, no western based family systems therapeutic approach is used 100%. Results further showed that from the least used family therapies to the highest used were as follows: 4.4% (behavioural and cognitive), followed by 5.8% (trans-generational), 7.4% (structural and social construction), and 8.8% (strategic and Milan systemic), 10.3% (Psycho-educational and psychodynamic) and 13.2% (communication).

#### **Conclusions**

There is a need to harness multicultural family based synergies and inter-intra family linkages. The researcher initiated thus the Self Awareness Family Initiatives (SAFI) model. This is a phenomenological, participatory and a guardianship in nature.

Word count 250

**Key words:** Meta Theoretical, Multicultural, Family Approach, Psycho- Traumatic Event

## **ABSTRACT**

### **STIMULATING GREEN AGENDA: A PANACEA TO SUSTAINABILITY IN NIGERIAN CITIES. BY Ekhaese Eghosa Noel (Ph.D.)**

Man-made activities in the built environments like buildings are usually inorganic masses, the usual consumptions of non-renewable resources for building and construction are negative and unproductive for landscapes of the built environment. This whole construction process is devastating for African towns and cities which are mostly traditional (i.e. rural informal settlement growing to urban centre without master plan). Therefore the focus of the paper is to stimulate the green agenda, by ensuring that settlements layout in cities seeks to balance the built system with as much organic content as possible. The study employed the use of theories, layout plan models and descriptive frequency analysis to describe green agenda as model solution to Myriad of challenges caused by construction activities in built environment.

Nigeria urban centre are experiencing overcrowding at the centre core due to urbanization; the resultant effect is therefore a centrifugal movement of people and activities to surrounding suburbs, causing rapid, irregular and unplanned development through a process experts describes as Peri-Urbanization. The result of the research is developing a green agenda framework that would be pro-active for sustainability of Nigerian cities and by extension African cities.

**Keywords:** Stimulating, Green Agenda, Panacea, Sustainability and Nigerian Cities

## **ABSTRACT**

### **ANALYSIS OF ACCESS TO CREDIT AND EXTENSION SERVICE FACILITIES ON MAIZE PRODUCTIVITY IN UGANDA BY ISAAC MUSINGUZI**

The main objective of the study was to examine the impact of access to credit and extension service facilities on maize productivity in Uganda. The specific objectives of the study were to examine the impact of access to credit facilities on maize productivity and to assess the impact of access to extension services on maize productivity. Although the role of agriculture in poverty reduction and overall growth in Uganda is well recognized, investment in the sector remains minimal. The slow pace of socioeconomic transformation in Uganda can therefore be attributed to the neglect of the agricultural sector as an engine of growth (Kayunga, 2011).

The methodology used was the semi-log form of production function, such that a multiple regression model was estimated. The study used data from the 2008/2009 Uganda Census of Agriculture (UCA) which is administered by the Ugandan Bureau of Statistics (UBOS). The study findings revealed that household gender, age, extension contact, credit facilities labour supply and hired labour were found to be positive significant contributors to maize productivity in Uganda. The study recommends that a farmers' fund be set up to boost credit availability and the ministry of Agriculture and Animal Husbandry should sensitize the farmers more on the importance of credit and extension services to improve maize productivity.

**Key words:** Access to Credit, Extension Service and Productivity

**ADDRESSING THE AFFECT FOR EFFECTIVE TEACHING AND IMPROVED  
LEARNING OUTCOMES BY (FLORENCE KANORIO KISIRKOI)**

**ABSTRACT**

Research indicates that teaching in primary schools is teacher centred with low learner enthusiasm, limited learner interaction and participation. This kind of education kills learner creativity, knowledge construction and innovativeness. Kenya requires innovative education in her aspiration towards a knowledge based economy. Poor acquisition of literacy and numeracy skills has been reported and morality tends to be on the decline. This study sought to establish the extent to which addressing the affect in teaching and learning could improve learners' innovativeness and enhance learning outcomes. It also sought to establish whether the affect is addressed in Kenya school curriculum. Four research studies were analyzed and revealed that addressing the affect in teaching and learning improves learner innovativeness, learning outcomes and that it depends on the teachers' creativity; especially the effort a teacher puts in selecting and using teaching learning strategies. It was also established that use of information technology address the affect. It enhances learning environment, arouses learners' curiosity and it is crucial in development of problem solving skills and in learner knowledge construction. The affect was likened to lubricating oil used in turning cognitive wheels in molding a holistic individual when addressed alongside intellectual development. Kenya school curriculum was also found to address the affect and the puzzle was why learning is not effective in most Kenya primary school and morality is on decline. It was recommended that teaching and learning should address the affect through use of IT and other innovative means. In particular, values should be emphasized. This study is critical as it brings to the awareness of teachers that teaching learning environment and teaching strategies matter in improvement of learning outcomes.

**Key words: teaching, learning, environment, affect, affective domain, strategies**



## **ABSTRACT**

### **LEADERSHIP STYLES AND EDUCATION – THE TEACHERS’ ROLE BY (JAQUELINE CRUZ, MARGARIDA GASPAR DE MATOS, JOSÉ ALVES DINIZ)**

The importance of leadership styles and the teachers’ role in schools have been increasingly highlighted and researched, in the last decade. The aim of the present work is to analyze the results of a systematic revision of literature on leadership styles in education. A systematic analysis of the literature of last the three years, published in international indexed journals. It is recognized the need to recognize the teacher role and importance for the personal and academic success of the students. The leadership style of the teachers can help developing the learning capacity of pupils’ as well as their ability to cope with life challenges and to choose and maintain healthy lifestyles. At a time where the generalized economic difficulties contribute for a heavier school climate, the role of teachers become more and more complex, and innovative teaching and learning strategies are to be designed, implemented and evaluated. This work is proposed as a poster in the area of Sciences of the Education, with a special focus on innovation and challenges in the education arena.

**Word-Key:** Leadership Styles; Teacher’s Role; Pupils’ success.



## ABSTRACT

### **Land Use-Land Cover Change Dynamics in Ar-Riyadh Metropolitan Area: Using Temporal LANDSAT Optical Data By RAKHSHANDA F. FAZLI and MOHAMMAD SUHAIL**

Ar Riyadh City is one of the world's fastest expanding cities in terms of population. In the early 1950s the population of the City was no more than 100 000 mostly of common heritage but it now accommodates more than 4.8 million people of around 50 different cultures. The rise in population has been responsible for land use/land cover changes that seek to meet people's needs. Unlike, many of the Arab Gulf's arid regions Riyadh is also expanding due to over population, industrialization, transportation, communication etc. Moreover land space and fertile land is limited to support increasing urban demands. It becomes urgent need to monitor land use pressure and other such changes in Riyadh that impact on the valuable land resources. The aim of this study is to investigate land use/land cover change dynamics that effect metropolitan growth and guide the metropolitan area development sustainably in the study area. For achieving this aim, a classical digital image classification approach will be used to produce the land cover taxonomy, which divided the landscape into four major classes at 6 year regular intervals since 1973 to 2013 with 30 meters/pixel ground resolution. LANDSAT MSS, TM and ETM<sup>+</sup> data has been utilized in present study. This study will help to conduct *land suitability analysis*, project *future land use demand*, and allocate these projected *demands to the most suitable locations*. Land suitability analysis will be carried out in GIS environment with the help of thematic layers. Future land use projection will be done thorough correlation of coefficient between land cover taxonomy.

**KEYWORDS:** Land use, Land Cover, Riyadh, GIS, Change Dynamics.

## **ABSTRACT**

### **Understanding the determinants of Green Practices in Nigeria's Construction Firm: A conceptual framework By (AMINU GARBA WAZIRI, NOR'AINI YUSOF AND ATASYA OSMADI)**

Construction sector is recognized as one of the industry that can play a leading role towards realization of environmental sustainability goals. Many scholars opined that the benefit of green practices includes competitive advantages, image making, green certification, promotion of green growth and healthy society among others. This is achievable through adopting Green construction practices at individual, firm and project levels. However, the determinants of this practice as well as the benefits derivable as a result of implementing green practices at each level in a single study remain unclear. To address the observed gap, this article utilizes Ajzen's theory of reason action to provide a robust conceptual model for internal and external factors influencing green practices of built environment professionals at individual-firm-project levels in Nigeria's construction sector. The framework will avail the industry practitioners particularly the consultants, the policy makers and the academic community on the scenario in green construction practices implementation.

**Keywords:** Green Construction Practices, Internal Factors, External Factors

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## **ABSTRACT**

### **INDIA, IRAN AND CENTRAL ASIA GEOPOLITICS By (Dr.Md.Mojahid Azam)**

I will write about India, Iran and Central Asia historical relationship because they have similar background. They belong to third world countries and also exploited them by the colonial power or other western countries. We know about how much natural resources there. They may used as a tools for their development as well as national interest. Everyone realizes the importance of oil and natural gas for their progress and prosperity and for India, Iran and Central Asia are also important for its progress. They understand each other requirement and enhanced their cooperation in the field of political, economic, security and stop any illegal activities within their countries.

Asian states, whose demand for energy is growing, also show increased interest in Russian and Central Asian energy sources. Mongolia is interested in laying a pipeline from Irkutsk to its territory. Japan has pursued an ever greater interest in Central Asia, its energy, and its politics.

Some of the scholar says that the 21<sup>st</sup> century as the Asian century. It was said that the 19<sup>th</sup> century belonged to Europe, just as the 20<sup>th</sup> century belonged to the US; the 21<sup>th</sup> century, they say, is of definitely Asia's, on six important counts:

- The two most populous nation on the earth- India and China
- The Independence of Central Asian countries after disintegration of Russia
- Abundance of Oil and Natural Gas resources in the Asian Countries
- The Asian continent is the power of house of the future
- Four nuclear power countries that is India, China, Russia and Pakistan
- Independent development of oil and natural gas in strategic areas

India, Iran and Central Asia has come into a sharp focus of the world politics on account of its geopolitical and geo-economic significance.

## ABSTRACT

**Study of post-harvest behavior of mango fruits (*Mangifera indica* L.) Cv.Alphonso under pre-harvest spray influence of calcium chloride By N.J. Umuhoza Karemera, and Sylvestre Habimana**

Study of post-harvest behavior of mango fruits ( *Mangifera indica* L.) Cv.Alphonso under pre-harvest spray influence of calcium chloride was carried out at the “A’ block of mango orchard at UAS, Bangalore, GKVK Campus, Karnataka, India.

Mango trees were sprayed with 0.5, 1.00 and 1.5 per cent CaCl<sub>2</sub> at 30 days and 15 days before harvest with the objectives of extending the shelf-life of fruits and delay the ripening process. Fruits sprayed with 1.50% at 30 days before harvest took more number of days for ripening (19.22 days) while it was least in control (14.77 days). The shelf-life was extended in mango fruits sprayed with 1.50% CaCl<sub>2</sub> at 30 days before harvest (24.33 days) and it was least in fruits from control trees (18.89 days). Mango physical proprieties like fruit length, breadth, thickness, volume, weight of fruit and pulp weight of the fruits as well as chemical proprieties of fruits such as TSS, total sugars, reducing sugar and non-reducing sugar were improved when trees were sprayed with 1.50% CaCl<sub>2</sub> at 30 days before harvest in fruits. The organoleptic qualities like taste, appearance and overall acceptance of the fruits were good and comparable with that of non-sprayed trees (control) in fruits under studies.

**Keywords:** Ripening, shelf-life, physico-chemical parameters, organoleptic evaluation, mango

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## **ABSTRACT**

### **UNDERSTANDING THE DETERMINANTS OF GREEN PRACTICES IN NIGERIA'S CONSTRUCTION FIRM: A CONCEPTUAL FRAMEWORK By (AMINU GARBA WAZIRI, NOR'AINI YUSOF AND ATASYA OSMADI)**

Construction sector is recognized as one of the industry that can play a leading role towards realization of environmental sustainability goals. Many scholars opined that the benefit of green practices includes competitive advantages, image making, green certification, promotion of green growth and healthy society among others. This is achievable through adopting Green construction practices at individual, firm and project levels. However, the determinants of this practice as well as the benefits derivable as a result of implementing green practices at each level in a single study remain unclear. To address the observed gap, this article utilizes Ajzen's theory of reason action to provide a robust conceptual model for internal and external factors influencing green practices of built environment professionals at individual-firm-project levels in Nigeria's construction sector. The framework will avail the industry practitioners particularly the consultants, the policy makers and the academic community on the scenario in green construction practices implementation.

**Keywords:** Green Construction Practices, Internal Factors, External Factors

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## **ABSTRACT**

### **SUSTAINABLE AND INCLUSIVE INNOVATIONS (SI2) AMONG TODAY'S BUSINESSES BY PUNEET GUPTA**

The paper attempts to provide an insight into how innovations in products, processes and services are helping in creating new businesses and building new enterprises. It provides a conceptual model of strategies, techniques and environment required to ensure the working of these innovations on the ground. This paper is based on the extensive research into various case studies of organizations, social enterprises and corporate entities which recognize sustainability and inclusivity as the most significant characteristic of their business and operations. It involves conducting research and analysis of four companies namely, Safaricom's M-PESA (Kenya), Aravind Eye Care (Madurai, India), Jain Irrigation – Drip Irrigation Systems (Maharashtra, India) and Husk Power Systems (Bihar, India). The method employed is, secondary research, identifying gaps in secondary research, development of queries for primary research for those requiring it and, analysis of data and information gathered. The paper talks about the innovations which add value to the customers, to the environment and of course, to the business. Innovations, here, are about people/ organizations having a perspective and approach to look at the things differently. The paper discusses how the people at the bottom of the pyramid can redefine the conventional ways of doing business and how can today's businesses internalize the social costs of damaging environment to reduce their economic cost of production and to increase their overall efficiency, contrary to the general belief. It also tries to look at how businesses have reached out to the real customers much before starting to innovate solutions for them, how they have included their customers or beneficiaries in their planning and design process to understand their needs and have co-created solutions and, how they have created solutions which not only meet the immediate need for the product or service but have done much beyond the use of the product or service.

**Key Words:** Bottom of the Pyramid, Sustainable Development, Inclusiveness, Innovation

## ABSTRACT

### MAURITIUS THE TINY ISLAND SITUATED DUE EAST OF MADAGASCAR IN SUB-SAHARAN AFRICA BY (NISHANT BAGADIA)

Mauritius—the tiny island situated due east of Madagascar in sub-Saharan Africa—is particularly open to new financial investments in medicine; a move which is changing the relationship between those in the public and private health care sectors that are responsible for financing and expanding the industry. There is an ongoing *medical exchange*: foreign patients are welcomed into the country through an expanding investment in inbound medical tourism and the private clinical environment, while local Mauritian patients are being referred to clinics abroad with subsidies from the government. Through globalization and regional relationships, Mauritius has transformed from its post-independence dependency on agriculture to its postmodern dependency on its *clinical economy*. This anthropological study investigates how the clinical economy in Mauritius—defined as the overall management of medical resources— shapes the practices and relationships between those stakeholders involved in health care treatment. These stakeholders include patients, doctors, government officials and health care executives. This paper explores how entrepreneurship and new business innovation may influence the delivery of effective medical care to patients on the island. The claims in this paper—regarding Mauritius’ recent political, social and economic developments in relation to its clinical economy—are supported through ethnographic fieldnotes collected during nearly three months of participant-observation with the key stakeholders on the island.

## ABSTRACT

### MAURITIUS THE TINY ISLAND SITUATED DUE EAST OF MADAGASCAR IN SUB-SAHARAN AFRICA BY NISHANT BAGADIA

Mauritius—the tiny island situated due east of Madagascar in sub-Saharan Africa—is particularly open to new financial investments in medicine; a move which is changing the relationship between those in the public and private health care sectors that are responsible for financing and expanding the industry. There is an ongoing *medical exchange*: foreign patients are welcomed into the country through an expanding investment in inbound medical tourism and the private clinical environment, while local Mauritian patients are being referred to clinics abroad with subsidies from the government. Through globalization and regional relationships, Mauritius has transformed from its post-independence dependency on agriculture to its postmodern dependency on its *clinical economy*. This anthropological study investigates how the clinical economy in Mauritius—defined as the overall management of medical resources— shapes the practices and relationships between those stakeholders involved in health care treatment. These stakeholders include patients, doctors, government officials and health care executives. This paper explores how entrepreneurship and new business innovation may influence the delivery of effective medical care to patients on the island. The claims in this paper—regarding Mauritius’ recent political, social and economic developments in relation to its clinical economy—are supported through ethnographic fieldnotes collected during nearly three months of participant-observation with the key stakeholders on the island.



## **ABSTRACT**

### **A IMPORTÂNCIA DO CENTRO DE EMPREENDEDORES DE RIO VERDE PARA O DESENVOLVIMENTO REGIONAL DO MUNICÍPIO BY CARLOS ALBERTO DA FONTE NOGUEIRA AND EDSON APARECIDA DE ARAÚJO QUERIDO OLIVEIRA**

The article presents the history of the 10 years of the CERVE - Center for Entrepreneurs Rio Verde which is the first business incubator in the state of Goiás, and acts as a nucleus extension FESURV - University of Rio Verde. Presents the main problems problems experienced by those responsible for management of the Incubator and incubated by entrepreneurs who passed by, and envision the challenges that will face for maintenance of the incubation system in the city. The case study considers factors that demonstrate the influence of the incubator as providing opportunities for regional development officer effective contribution to the growth of Rio Verde and region. From the survey data and its analysis, the study presents results, both economic and social, that validate the success of the business incubator.

**Keywords:** Companies Incubators. Entrepreneurship. Innovation.

## **ABSTRACT**

### **PARTICIPATORY GOVERNANCE: IT'S IMPACT ON SOCIAL DEVELOPEMET IN ETHIOPIA BY Dr. RAJESH KUMAR**

Good governance is ‘the exercise of authority through political and institutional processes that are transparent and accountable, and encourage public participation’. Participatory Governance helps to achieving sustainable development and social development of the country .Participatory development with its central focus on raising quality of participation by local societies and thus better achieving self-reliant and sustainable development which is the people-oriented development. Worldwide there is increasing recognition that citizen involvement is critical for enhancing democratic governance, improving service delivery, and fostering empowerment.

Participatory development is supported by the government of the country. Ethiopia becomes a country where democratic rule, good governance and social justice reign upon the involvement and free will of its people; and once extricating itself from poverty to become a middle-income economy. During the last seven years, Ethiopia has made substantial economic progress, with sustained growth at an average rate of more than 11 per cent. This progress is complemented by the strong performance of the agricultural, industrial (construction and manufacturing) and service sectors, which have seen average growth rates of 10 per cent, 10 per cent and 13.2 per cent, respectively. The construction sector has been stimulated by public sector investment in infrastructure. In this same period, health service coverage and school enrolment at all levels improved remarkably across the country, and access to potable water increased, as human capital development also received significant consideration from the government. My paper will explore good governance and participatory development in Ethiopia in the context of the social development.

**Key Words-*Participatory Development, Governance, sustainable growth.***

## ABSTRACT

### EFFICACY AND ECONOMICS OF WEED CONTROL WITH PRE AND POST-EMERGENCE HERBICIDES IN SOYBEAN (*GLYCINE MAX L*)

Sylvestre HABIMANA and K. N. Kalyana Murthy,

A field experiment was conducted in zonal agricultural research station, university of agricultural sciences, (UAS) GKVK Bengaluru during *Khariif*, 2012 to study efficacy of pre and post-emergence herbicides on yield and economics of soybean. The experiment was laid out in Randomized Complete Block Design (RCBD) with ten treatments, replicated thrice. At harvest, intercultivation fb hand weeding at 20 and 40 DAS was found effective for controlling grasses, broad leaved weeds and sedge weeds, registered higher grain (2570 kg ha<sup>-1</sup>) and haulm yield (2964 kg ha<sup>-1</sup>). However, intercultivation fb.hand weeding at 20 and 40 DAS remained at par with pre-emergence application of metribuzin 70 WP fb. imazethapyr as well as metribuzin 70 WP fb.intercultivation at 30 DAS as compared to unweeded check. Nevertheless, benefit cost ratio was recorded higher (3.55) under the metribuzin 70 WP fb. imazethapyr.

**Keywords:** Economics, pre and post-emergence herbicides, soybean, weeds, yield.

## **ABSTRACT**

### **SMALL AND MEDIUM ENTERPRISES IN NIGERIA: EVIDENCE FROM METAL WORKS AND FABRICATION IN GOMBE METROPOLIS, GOMBE STATE BY INUWA NASIRU**

The Small and Medium Enterprises has been globally acknowledged as the engine that drives the economic development of both the developing and developed countries. In Nigeria, SMEs Sub-sector has been identified as one of the critical elements to the achievement of the country's vision 20-2020. Therefore, this study examined the problems and prospects of Metal Works and Fabrication in Gombe State, Nigeria. A total of forty (40) copies of the questionnaires were administered out of which thirty-eight (38) copies representing 95% of the questionnaire were properly completed and returned while two (02) copies representing 5% were not returned. The responses of the respondents were analyzed using non-parametric simple percentage. The results from the study revealed that most of initial capital for SMEs in Gombe metropolis came from their personal savings or friends/family of the operators and more than 80% do not have access to credit facility. Also, the study revealed that more than 60% of the SMEs operators did not receive any formal training neither from higher institution of learning nor company and more than 80% showed interest in receiving further training in order to acquire greater skills. However, the result showed that more than 80% of the SMEs did not enjoy any support from Gombe State Government. The study therefore recommends that government should encourage the SMEs with cheaper sources of finance and other forms of support. This can be achieved by organizing awareness programmes on how to access loans and assistance from the Bank of Industry and Small and Medium Enterprises Development Agency (SMEDAN), respectively.

## **ABSTRACT**

### **EFFECT OF CAPITAL STRUCTURE ON SHARE PRICE: LISTED COMPANIES SRI LANKA BY (MISS.THARSHIGA MURUGESU, MRS.S.ANADASAYANAN AND MR.V.A.SUBRAMANIAM)**

The capital structure of a company refers a combination of the long term used by the firms. The theory of capital structure is closely related to the firm's cost of capital. The decision regarding to the capital structure or financial leverage is based on the objective of achieving maximization of shareholder's wealth. Present study is an attempt to evaluate the effect of capital structure on share price in Sri Lankan Listed companies over the period of 2008 to 2012. Correlation analysis and regression analysis were used to analysis the relationship between Capital Structure and share price in listed companies in Sri Lanka. Analyzed results revealed that there were significant relationships between share price and capital structure.

Key words: Capital Structure and share price

## **ABSTRACT**

### **CULTURAL RESOURCE BUSINESS PLAN AND HUMAN RESOURCES STRATEGY FOR ASKLIPIEIO AND LIGOURIO HERITAGE SITES IN GREECE BY (MR ORIS MALIJANI)**

The paper presents a potential five-year strategic business and human resources plan for the cultural heritage sites of Asklipieio and its closest village of Ligourio in the Argolid of Greece. In an extending period of a global economic crisis, Greece faces fiscal difficulties and hardships, thus is in need of a sustainable economic resource of income, that most easily being cultural tourism. The vision proposed to the Greek Ministry of Culture and Tourism (GMOCT) focuses on making Asklipieio and Ligourio into more popular and distinctive cultural destinations; ones that can grow to satisfy the demands of the insatiable tourism industry and can continue to sustain visitors throughout the years to come. In order to make the strategic plan about this one small area of the Argolid, other villages has been benchmarked with similar competitive advantages in cultural heritage to Ligourio and Asklipieio. These towns, like Ligourio, are not top-grossing tourist destinations of the world, but share the same unique proximity to ancient theatrical venues, for instance, Taormina in Sicily, Orange in France, and Selcuk in Turkey. In order to formulate a strategy for Asklipieio and Ligourio, external and internal environment of the area was analysed, taking into account the macro environment through ESTEMPLE, SWOT, and Porter's 5 Force analyses to set our strategic objectives and tactics. The business strategy that has been proposed for the GMOCT is based on a competitive advantage of differentiation that will intrigue foreign visitors and enhance local pride. Through the implementation of this plan, Ligourio will retain its traditional cultural identity while being sustainably promoted and economically benefited by these niches of tourism

**Key Words:** Cultural Resource Business Strategy, Cultural Heritage, Human Resource Plan

## **ABSTRACT**

### **LINGUISTIC LANDSCAPES AND BUSINESS ORIENTATION IN KENYAN MULTILINGUAL SETTINGS: BY (DR BOB J. O. MBORI (PHD))**

One of the most important components in business is how a business brands and re-brands itself. The branding adopted by a business is, in part, influenced by a number of factors. However, a salient factor-the linguistic context of the business,is sometimes never fully considered. Nevertheless, the label that a business is finally given and ends up getting is a product of the linguistic environment since the linguistic nuances do affect the potential customers' perception of the business. This paper therefore interrogates business branding using the approach of linguistic landscapes as these landscapes obtain in different parts of the Kenyan multilingual milieu. Specifically, the paper looks at the western Kenya multilingual and business context.

## ABSTRACT

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### CHOICE OF CONTRACEPTIVES AND FAMILY PLANNING METHODS; A THEORETICAL FRAMEWORK BY ELIZABETH BWANGA

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Millett in Rosemariatong , 1995 shows that radical feminists have traditionally taken lead not only in articulating the highly and deeply entrenched nature of the sex/gender system, but also in sketching exit routes out of it. In particular, radical feminists have proposed several ways to free women from the cage of femininity. These proposals have ranged from working toward an androgynous culture in which male and female difference is minimized to replacing male culture with female culture. Similarly, radical feminists have proposed several ways to enable women to escape from the sexual domination of men. These have ranged from transforming the institution of heterosexuality so that neither men nor women play a dominant role to rejecting heterosexuality in favour of celibacy, autoeroticism, or lesbianism. Hence attempting to detail the ways in which men rather than society or conditions have forced women into oppressive gender roles and sexual behavior.

Moser, 1993, Millett in Rosemariatong , 1995 argue that radical feminism has been credited with dealing with ways in which men rather than society or conditions have forced women into oppressive gender roles and social behavior. Millet one of the first radical feminist argues that sex is political primarily because the male – female relationship is the paradigm for all power relationships “social caste” supersedes all where forms of inequality, radical, political or economic and unless birth right is a finally forgone, all systems of oppression will continue to function simply by virtue of their logical and emotional mandate in the primary human situation. Because male control of the public and private worlds is what constitutes patriarchy, male control must be eliminated if women are to be liberated. But this is no easy task. To eliminate gender specifically, sexual status, role and temperaments- as it has been constructed under patriarchy. Patriarchy ideology according to Millett exaggerates biological differences between men and women, making certain that men always have dominant or masculine roles and that women always have the subordinate or feminist ones. This ideology is particularly powerful because though conditioning, men usually secure the apparent consent of the very women they



oppress. They do this through institutions such as academy, the church, and family, each of which justifies and internalize a sense of inferiority to men. Moser, adds that Patriarchy is maintained through male control over such areas of power as politics, industry religion, resources and military both within and outside the state. Should a woman refuse to accept patriarchal ideology, and should she manifest her mistrust by casting off her femininity, that is her submissiveness /subordination – men will use coercion to accomplish what conditioning has failed to achieve. Intimidation, observed Millett is everywhere a patriarchy. The streetwise women realizes that if she wants to survive in patriarchy, she had better act feminine or else may be subjected to a variety of cruelties and barbarities.

Radical feminist scholars argue that sexual politics is a central are of struggle and have traditionally stressed the biological basis as the major basis for promoting biological determinism. Radical Feminists see the basic motivating force of history as men's striving for domination and power over women, with the physical subjugation of women by men as the basic form of oppression. Radical feminists emphasize the importance of patriarchy in re-enforcing women's subjugation, which they define as the system of sexual hierarchy in which men possess superior power and economic privilege. Patriarchy is maintained through male control over such areas of power as politics, industry religion, resources and military both within and outside the state .